

# PAVILION FRANCE AT BEGIN EDU FAIRS

In 2024 and 2025, **Campus France** partnered with Begin Group to organise **Pavilion France** as part of the **Begin Edu Fairs in Vietnam**. Integrated into the 4-hour international education fairs in **Hanoi** and **Ho Chi Minh City**, the pavilion brought together 20+ French institutions and showcased a wide range of study opportunities in France for Vietnamese students.

## Comprehensive event management:

Begin Group managed every aspect of Pavilion France project, ensuring a seamless experience for exhibitors and students, including planning and coordination, dedicated advertising campaigns tailored to the Vietnamese market, organisational support, a dedicated segment within Begin Edu Fair featuring live presentations and Q&A sessions, and post-event reporting.

## Benefits for French Institutions:

- Tailored promotion:** Each exhibitor benefited from an individual online pre-fair campaign and a dedicated landing page, ensuring maximum visibility.
- Engaged audience:** Pavilion France attracted both English- and French-speaking students who were genuinely interested in studying in France.
- Local support:** Exhibitors were provided with dedicated assistants and catering services.
- High-level support:** The events were endorsed by the Embassy of France in Vietnam and the Consulate General of France in Ho Chi Minh City.
- Qualified leads:** Each exhibitor received a detailed contact list of registered attendees, enabling personalised follow-up and stronger engagement.

## Key Event Features

### Pre-event:

- Customised media plan
- Dedicated landing page for Pavilion France exhibitors
- Promotional campaign with localisation of exhibitor profiles

### Event:

- Dedicated branded exhibition space
- Visitor registration with QR codes
- Presentations and Q&A sessions
- Interpreters/assistants for each exhibitor

### Post-event:

- Contact lists of registered attendees
- Professional photos

## KEY FIGURES

### 2024

26 exhibitors  
1,753 registrations

30 presentations

### 2025

20 exhibitors  
2,000+ registrations  
17 presentations



## List of exhibitors:

- Audencia Business School
- Burgundy School of Business
- CentraleSupélec
- CESI Graduate School of Engineering
- De Vinci Higher Education
- Ecole Ducasse
- EDHEC Business School
- EM Normandie Business School
- EM Strasbourg Business School
- Emylon Business School
- EPITA – School of Engineering and Computer Science
- ESSCA School of Management
- ESSEC Business School
- ESTACA Engineering School
- EURECOM Graduate School & Research Center
- French-Vietnamese Center for Management Education – CFVG
- ICN Business School
- IESEG School of Management
- INSEEC Business School
- Institut Mines-Telecom Business School
- KEDGE Business School
- Le Cordon Bleu Paris
- Lille University
- Luxury Hotelschool Paris
- MediaSchool
- Nantes University
- Paris School of Luxury
- Sciences Po – Paris Institute of Political Studies
- SKEMA Business School
- TBS Education
- Vatel Bordeaux
- UCO – Catholic University of the West
- University of Science and Technology of Hanoi
- Y Schools



**II** We were very pleased with the turnout and the high quality of interactions we had with students and visitors during both events in Hanoi and HCMC. The organisation and coordination with Begin Group were seamless, making the entire experience smooth and efficient. Your team was highly responsive, understood our needs, and ensured everything ran effortlessly. We truly appreciated this collaboration and look forward to working together again in the future.

**Florent MENARD**  
Responsable Campus France Vietnam