



ExpoBelta 2010 – Forum BELTA of International Education March 20 & 21, 2010 Frei Caneca Convention Center

Take this unique opportunity to exposure your brand at the most important Brazilian international education trade-fair, ExpoBelta 2010 – Forum BELTA of International Education.

Let our visitors and agents know all about your products and services
– We expect 10,000 high quality potential students and around 25 BELTA agents.

We estimate 120.000 Brazilians went to study abroad in 2008.
Choose below one of the different sponsorship packages and make your visibility grow in the Brazilian market.

Access the report of ExpoBelta 2009 on the following link:
www.belta.org.br/FinalReportForumExpoBelta2009.pps.

BELTA – Brazilian Educational & Language Travel Association, the first association into the International Education field in Latin America, was founded 17 years ago. Our role is to develop, facilitate and promote global education, aiming for a better relationship among nations and personal development.

BELTA oversees the excellence of services offered by its associates, elevating their appraisal under the eyes of both the consumers market and international partners. Some of the BELTA members have been in the market for around sixty years. The admission of new partners into the association shall only occur subsequently to a demonstration of integrity before the market and a conduct in accordance to the Social Statute and the association's rigid Code of Ethic.

Today, BELTA congregates 71 organizations, making an account of approximately 600 exchange agencies in Brazil. These companies are committed to acquainting, promoting, intermediating and executing education and exchange services (educational and cultural programs, courses, internship and volunteer work programs) in Brazil and overseas.

BELTA has strong international relations and a profoundly active attitude besides being an important source of information to the general media and well known as a reference in the segment.

BELTA's partners are the main foreign educational organs, responsible for the promotion of their countries as International Education destinations in Brazil.



These partnerships allow, not only the mutual organization of ExpoBelta – Forum BELTA of International Educational, but also the participation of the association at other significant international educational exhibitions and the promotion of BELTA Magazine and BELTA Online.

ExpoBelta is an international education event targeted on students from high school to higher education levels. The 11th edition, in 2010, will have a forum specialized in international education besides lectures about country partners and the exhibition itself. The event will be an excellent networking opportunity.

BELTA Magazine is an annual publication with an issue of 50,000 copies and free nationwide distribution. The magazine contains special articles that help students who are looking for an international experience. It brings a list of all BELTA members as well as information about several international education programs.

NETWORK DISTRIBUTION	
Universities all over Brazil	52%
ExpoBelta / University Fairs / International Education Organizations (Study in Australia, EduCanada, etc)	39,5%
Belta Associates / International Events / International Education Organizations in Brazil / Consulates	6%
Belta (website and mail requests)	2,5%



BELTA Online has in average 18.000 visitors/month and around 54.000 registered users who receive our newsletter every month. It takes the online version of the magazine and it is a channel between the association and the students.



Since May 2005, BELTA administers the Brazilian Exchange Bureau (BBI) with the support of Embratur – Brazilian Tourist Board. The purpose of this partnership is to internationally promote Brazilian programs that focus on foreign students through the promotion of “Study in Brazil”, consolidating the country as an important educational destination.

BELTA has also a partnership with Ministry of Tourism with the objective of driving a better performance of the Studies and Exchange Travel segment. The pilot program ProBEI – Brazilian International Education Program – was created at the city of São João del-Rey, aiming for a future application on a national scope.

