

THE BORNEO POST 
International Education Fair 2010
YOUR NEXT STEP BEGINS HERE

OBJECTIVES

1. To provide a platform for top-notch tertiary education providers in Malaysia and abroad to converge on and reach out to students in Sarawak
2. To assist the State Government achieve its long-term plan of making Sarawak a regional hub of education
3. To make BPIEF 2010 the largest and prestigious education fair ever in Borneo

The Event – BPIEF 2010

- It will be held at the Permata Exhibition Hall in Kuching from March 26 – 28, 2010.
- It will showcase over 100 public and private education providers from three different continents.
- It will serve as a platform for students from the region to explore quality undergraduate and post-graduate programmes that would enable them to make the right and well-informed choice in pursuing their higher education.

The Organiser

BPIEF 2010 is organised by The Borneo Post and managed by Borneo International Expo Sdn Bhd. The Borneo Post is part of See Hua Media Group, which is the largest media conglomerate in Borneo. With an extensive media coverage offered by four newspapers under the group – **The Borneo Post**, its Sunday Edition **thesundaypost**, its Bahasa Malaysia sister paper **Utusan Borneo** and Chinese sister paper, **See Hua Daily News** – in five different languages across Sarawak, Sabah and Brunei, the group records a daily readership of 925,064 and a daily East Malaysian circulation of 264,304 copies (ABC figures 2008).

The Borneo Post will be the perfect media partner complementing the Borneo Post International Education Fair 2010 to launch a massive media promotion for the event.

In addition to the print media exposure intended for the conventional audience, the event will also be supported by The Borneo Post Online, which boasts an extra 60,000 online readers who browse the website everyday.