

Perfect platform to increase
your student recruitment numbers



معرض التعليم الدولي
18TH INTERNATIONAL
EDUCATION
SHOW

19-22 October 2022

EXPO CENTRE
SHARJAH - UAE

Organized by



Supported by



Pavillion Partner



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educationshow.ae

MICROTEC

CAREER JOURNEY:

Being the pre eminent organisation with an expertise of 25 years in the niche of education we stepped to an educational event venture with a responsibility to reach the maximum students, to platter the right education and create a platform to explore the opportunity.

Way back since 2011, inspired by our own educational events extending our wings in India and UAE we are dedicated to bring academics, institutions and parents in a single perfect platform in a clear objective of connecting and to up bring the coming generation to a better future, along with the opportunity for the Institutions and Universities to interact and showcase their uniqueness & strength with more than 500+ young minds & Parents. Here's a look at the journey so far and the Impact we have had...

- 5,00,000 + satisfied clientele of students
- 3,00,000 + Students interacted during BTL activities at schools and colleges.
- 1,50,000 + students guided their career online + online registration.
- 20,000 + students awarded scholarships & Cash prize awarded. 700+ schools, colleges, & institutes participated so far.
- 100+ Exhibitors including Universities, Colleges & educational service providers.



THE INTERNATIONAL EDUCATION SHOW



The International Education Show (IES) has been providing the best possible picture of higher education landscape for students from the country and the region for the past one-and-a-half decades now. Right from its inception, the fair has been the mainstay for national and expatriate students, enabling them to find a firm footing in the world of higher education. Now, with demand on the rise, the fair will seek to play an important role in the region's higher education industry.

WHY THE FAIR IS THE BEST

The International Education Show is one of the best organised, eagerly awaited and most visited event that assists students in making the right choice with regard to pursuing higher studies in local, regional and international educational institutions. Among students and parents, it is taken for granted that a visit to the fair opens a plethora of opportunities, right from excellent and affordable higher education options to a rare chance to study in a diverse range of regions, cities, cultures and languages



WHY STUDENTS DO NOT MISS IT

A wide range of under-graduate, post-graduate and vocational courses

Meet student recruitment advisors from leading national and international universities

Discover scholarship opportunities and internships available

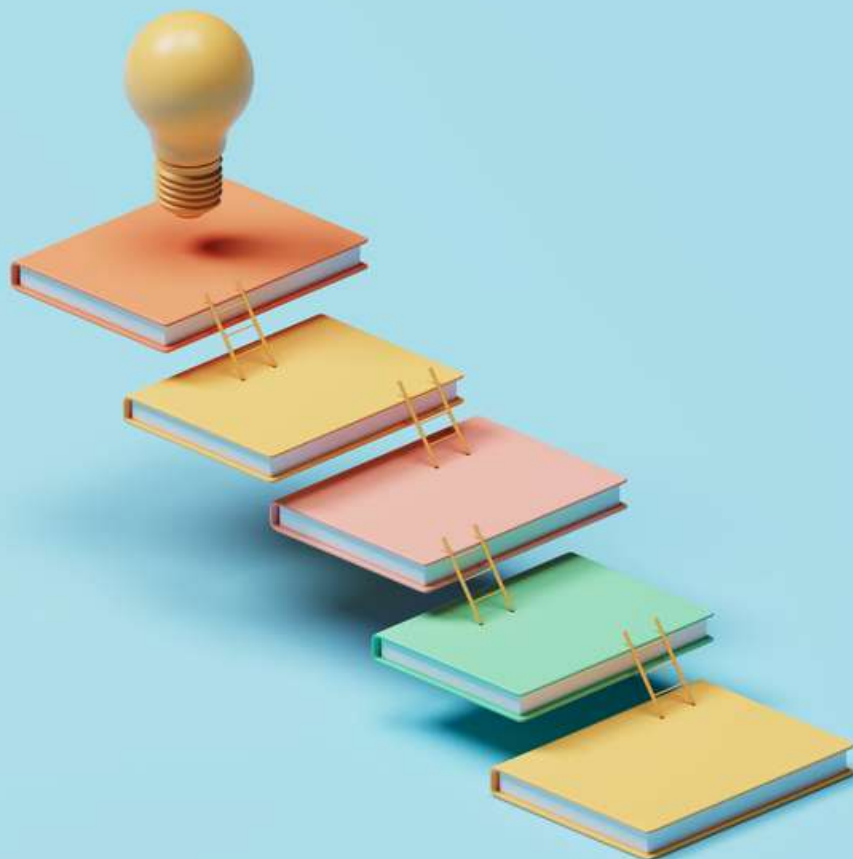
A host of short-term certificate courses offered

Career enhancement programs for working executives

Seminars and presentations by several institutions

THE MARKET

- The UAE is investing US\$ 1.35 billion in school system overhaul over the next six years
- The UAE has one of the highest concentration of branch campuses of international universities in the world
- Education is a key pillar of developmental schemes such as the UAE 2030 vision and the UAE Centennial 2071
- The country is adopting innovative technology and state-of-the-art systems to deliver an exceptional education system
- The UAE will need 150 more schools by 2024 to accommodate the growing school-going population, which is expected to reach 1.5 million in the next four years



MARKETING – ADVERTISING – PR



400,000 SMS
to students, parents &
the UAE education sector.



8 EMAIL | **650,000**
campaigns | Emails broadcasted



**SOCIAL MEDIA /
DIGITAL MARKETING**
5M+ Impressions | 3M+ Reach



SCHOOLS INVITATIONS
Invitation letters sent out to 600+ schools
in the UAE.
2,000 show leaflets circulated among
Sharjah private schools.



**RADIO
CAMPAIGNS**
150 spots in leading
radio channels



**PRESS RELEASE
COVERAGE** (NewsPaper, TV, Radio, Website)
242 Arabic & 48 English publications with a
campaign value of over **USD 1.1 M**



**ONLINE CAREER
COUNSELLING**
150 spots in leading
radio channels



3000
VIP invitations sent out to VIPs, Consulates,
Embassies & UAE government departments

2021 HIGHLIGHTS

NO. OF VISITORS : **25000+**
NO. OF EXHIBITORS : **125+**
SPACE OCCUPIED : **8000 sq m**

ACTIVITIES


- Seminars & Workshops
- Counselling sessions by industry experts






EXHIBITORS ARE INVITED


- Universities & Colleges
- Business Schools
- Management Training Centres
- Professional Management Bodies
- Career Guidance Centre & Immigration Consultants
- Online Universities.




62
Schools



3556
Total Number of Students



32
Boys' Schools
1413
Students



30
Girls' Schools
2143
Students



VISITOR PROFILE

- Professionals seeking postgraduate or training courses
- Ministry and public sector personnel
- Researchers, teachers and parents
- Final-year high school students
- Young professionals and recent graduates
- Undergraduate and post-graduate students
- Management training centers
- Local institutes seeking tie-ups overseas
- Higher education consultants and advisors
- Academic staff & other educational professionals