

Muscat: 8 - 10 April 2009

Timing: 10:00 a.m. to 1:00 p.m. & 5:00 p.m. to 9:00 p.m.
Friday: 5:00 p.m. to 9:00 p.m.

Venue: Oman International Exhibition Centre



POST SHOW REPORT

8th – 10th April, 2009

Oman International Exhibition Centre, Muscat

ORGANISED BY:

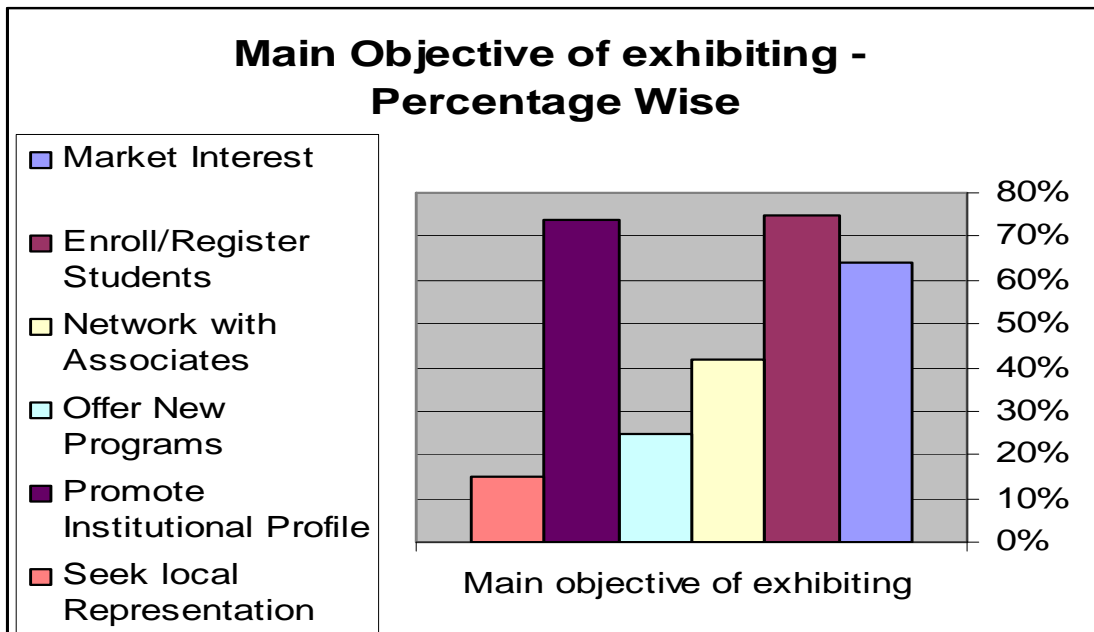


AT A GLANCE

GHEDEX - the 10th Gulf Higher Education Exhibition 2009 is a prestigious academic event and plays an integral part in bringing together premier Oman and International Universities and Institutions, providing a rich networking and enrollment platform. With participation from 90 accredited Universities and colleges, the event attracted a total of 11,952 visitors and offered to provide the latest services on a single platform with a definite opportunity of interaction between institutions & students, parents, professionals, policy makers, higher education seekers and deans.

EVENT OBJECTIVE

Main objective of exhibiting - Percentage wise





HISTORY

GHEDEX was organized in 2000 for the first time and has completed 10 glorious years acquiring a UFI approved status by UFI – Paris based global association of the exhibitions industry. The UFI approved event status is achieved by passing the stringent international grading requirements for exhibitions.

DATES, TIMINGS & VENUE

Dates : 8th – 10th April, 2009
Timings : 10am – 1pm & 5pm – 9pm (Wednesday & Thursday)
 5pm - 9pm (Friday)
Venue : Oman International Exhibition Centre

SUPPORTERS & SPONSORS

Under the auspices : Ministry of Higher Education

Supported by : The British Council
 UNESCO
 Amideast
 UK Trade & Investment

Platinum Sponsors : German University of Technology in Oman (GUTECH)
 Mazoon College
 Majan College (University College)
 Caledonian College of Engineering
 Oman Tourism College
 Sohar University
 College of Banking & Financial Studies
 International Maritime College Oman
 Technology Resources Network (Edutech)

Gold Sponsors : AEI - Australia Education International
 Daad German Academic Exchange Service
 Dhofar University
 Waljat Colleges of Applied Sciences

Silver Sponsor : Abu Dhabi University

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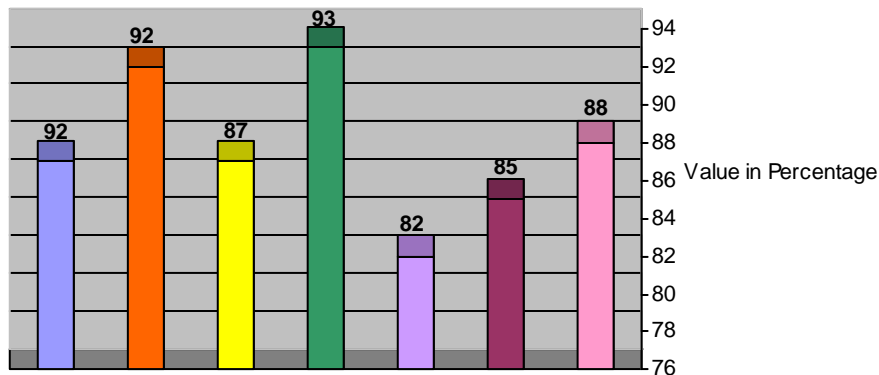


EXHIBIT PROFILE

- ❖ Universities
- ❖ Colleges
- ❖ Professional colleges
- ❖ Executive and Entrepreneurial Education Institutes
- ❖ Centres and Institutions of Foreign Languages
- ❖ Embassies
- ❖ Ministries

COLLECTIVE EXHIBITOR RESPONSES

Exhibitor Survey Results:



- | | |
|--------------------------------------------|----------------------------------|
| Event met exhibitor's expectations | Quality leads |
| Participated to increase institute profile | Content with quality of visitors |
| Content with promotions & media coverage | Content with organisers |
| Interest to exhibit for 2010 | |

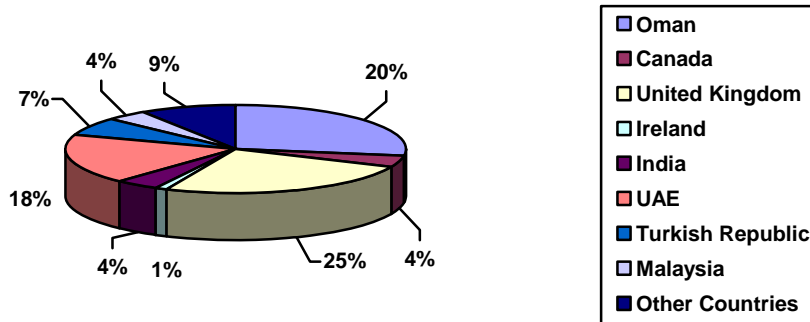
EXHIBITION STATISTICS

- ❖ Total area of stands at the exhibition - 1398 Sqm.
- ❖ Total number of exhibitors - 80
- ❖ Total number of visitors - 11,952
- ❖ Total number of VIPs, Government Officials - 200
- ❖ Number of visiting press - 20
- ❖ All Omani educational institutions were invited to visit the event



- Exhibitor details country wise:

Exhibitor Analysis Country wise



As a well known prestigious academic event and with the support of the education sector in the region, GHEDEX 2009 saw an increase in the size of participants and quality education providers, further aiding in developing the local market.

VISITORS

11,952 visitors

VISITORS PROFILE

- Graduate and Undergraduate Students
- High School Students
- Parents of Prospective Students
- Young Professionals
- Government Officials in the Education Sector
- University Presidents, Principals, Deans, Faculty of Schools, Colleges and Universities of Oman
- Representatives/Counselors for Overseas Education
- Career Counselors
- HR and Corporate Training Managers
- Media



MAJOR ACTIVITIES AT GHEDEX

GHEDEX was inaugurated by H. E. Mohammed Bin Ali Bin Nassir Al Alawi, Minister of Legal Affairs.

MARKETING & MEDIA COVERAGE

Coordinated visits: for public and private institutions and schools

Advertising: in all leading newspapers (Arabic & English), weeklies, magazines and the internet

Public relations: dedicated campaigns through coverage in national media, prior to, during and after the show

Direct marketing: targeted at schools, colleges, universities, institutes, educationalists, academics, young professionals and organizations

Telemarketing: effective follow-up through telemarketing to ensure more flow

Collaterals: posters, brochures, fliers and other marketing communications

SMS campaign & email shots: encouraged further target audiences to the event

Outdoor advertising: banners, mupis and megacoms to attract visitors

Media partners: tie ups with leading media contributing to the marketing and coverage of the event

Official support: support from Government and other bodies to add credit to the event

GHEDEX 2010

20 – 22 April, 2010
Oman International Exhibition Centre