



POST SHOW REPORT

7th – 9th April, 2008
Oman International Exhibition Centre, Muscat

ORGANISED BY:

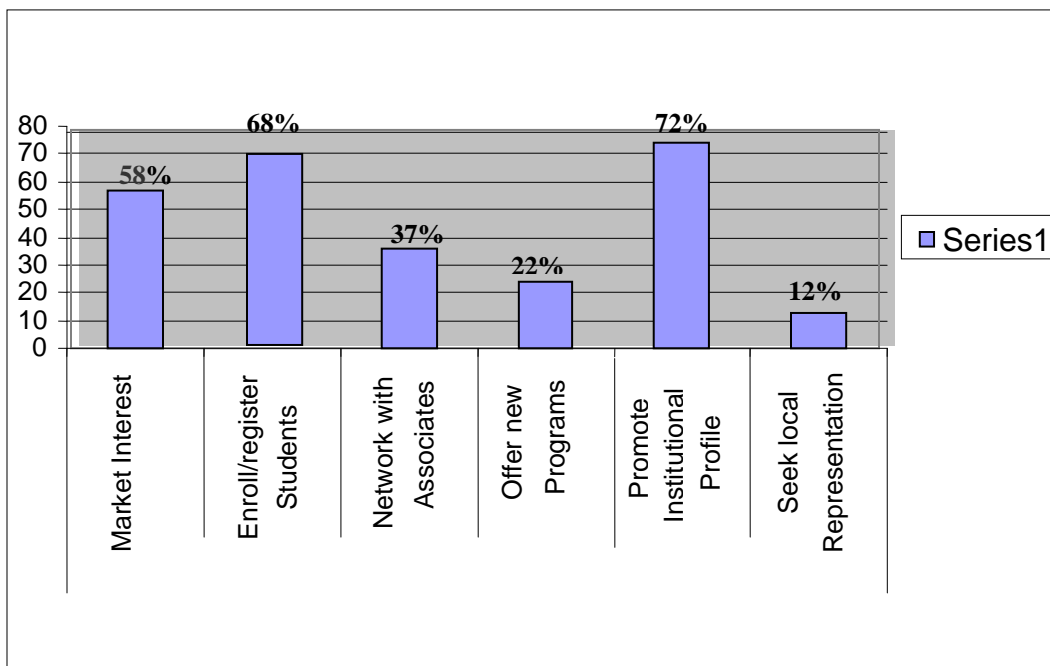


AT A GLANCE

GHEDEX - the 9th Gulf Higher Education Exhibition 2008 is a well known 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. Participated by 155 accredited Universities and colleges, the event attracted a total of 12,500 visitors and offered to provide the latest services on a single platform with a definite opportunity of attraction 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 9 glorious years acquiring a UFI approved status by UFI. The UFI approved event status is achieved by passing the stringent international grading requirements for exhibitions.

DATES, TIMINGS & VENUE

Dates : 7th – 9th April, 2008
Timings : 10am – 1pm & 5pm – 9pm
Venue : Oman International Exhibition Centre.

SUPPORTERS & SPONSORS

Under the auspices : Ministry of Higher Education

Supported by : The British Council
UNESCO

Platinum Sponsors : DAAD
Majan College
German University of Technology-Oman
Sohar University
Ajman University of Science & Technology
College of Banking and Financial Studies
Arab Open University
Embassy of the Kingdom of Netherlands
Oman Tourism College
Australian Education International

Gold Sponsors : Caledonian College of Engineering,
Dhofar University
Waljat Colleges of Applied Sciences
Sultan Qaboos University

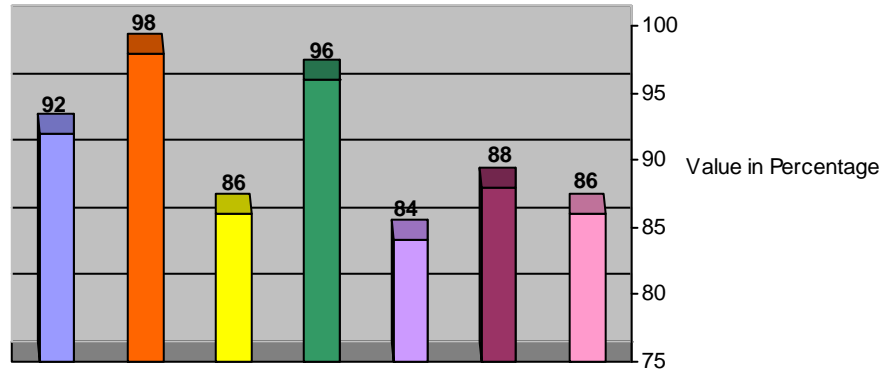
Silver Sponsor : Abu Dhabi University

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:

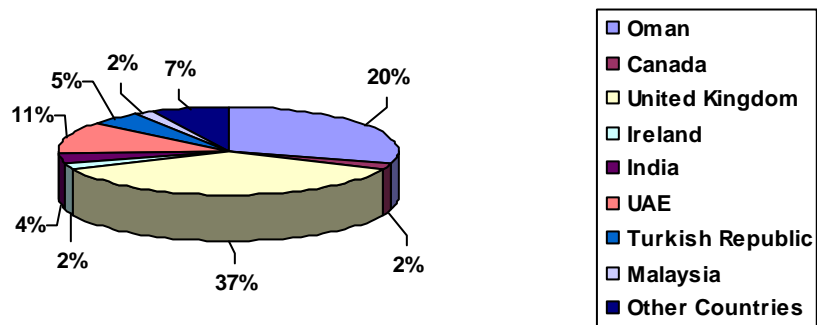


EXHIBITION STATISTICS

- ❖ Total area of stands at the exhibition - 1,850 Sqm.
- ❖ Total number of exhibitors - 155
- ❖ Total number of visitors - 12,500
- ❖ Total number of VIPs, Government Officials - 100
- ❖ Number of visiting press - 10
- ❖ 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 the officials support in the education sector in the region, GHEDEX has the opportunity to expand in the size of participants, and the quality education providers which helps in developing the local market.

VISITORS

12,500 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

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

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

Direct marketing: invitations to targeted industry 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

Media Partners: leading media contributing to the marketing & coverage of the event.

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

GHEDEX 2009

8 - 10 April 2009

Oman International Exhibition Centre