

INTERNATIONAL
UNIVERSITY
E>XPO
SAUDI ARABIA

POST EVENT REPORT

30-31 JAN 2024

MAKARIM CONVENTION CENTRE
MARRIOTT HOTEL RIYADH, KINGDOM OF SAUDI ARABIA

EVENT PARTNERS



**GLOBAL
CONNE>XIONS**
Creating Opportunities
Exhibitions | Conferences | Events

LICENSED BY

الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



www.internationaluniuexpo.com

EVENT OVERVIEW

The International University Expo brought together a diverse array of universities and educational institutions from around the globe under one roof. This event served as a platform for students, parents, educators, and professionals to explore academic opportunities, engage with representatives from prestigious institutions, and gain valuable guidance on admissions processes and scholarship opportunities.

A WORD FROM THE ORGANISERS



We extend our heartfelt gratitude to our Supporters, Partners and Exhibitors for your invaluable contribution to the success of the International University Expo 2024. Your unwavering support, collaboration, and participation played a pivotal role in making this event a resounding success.

Together, we provided a platform for aspiring students to explore educational opportunities globally. Your dedication to excellence and innovation has truly elevated the experience for attendees and exhibitors alike.

We cherish our partnership and eagerly anticipate future collaborations to continue empowering and inspiring the next generation of leaders.

Shaikha Noora Bint Khalifa A. Aziz Al Khalifa
Chairperson of Midpoint Events



THANK YOU TO OUR **SUPPORTERS AND PARTNERS** FOR YOUR INVALUABLE SUPPORT IN MAKING THE EXPO A HUGE SUCCESS

SUPPORTED BY



MEDIA PARTNERS

Official Airline Partner



Official Newspaper Partner



Study Abroad Partner



Research Partner



Media Partner



Media Partner



Media Partner



Media Partner



Media Partner



Media Partner



EXPO IN NUMBERS



45+

Number of Universities and Colleges

15

Number of Countries

10+

Number of Seminar Sessions held

30+

Number of Schools attended

3,000+

Number of Visitors



GLOBAL REPRESENTATION

The expo featured participation from 15 countries, showcasing the international diversity of higher education options available to attendees.



INTERACTIVE SEMINARS

Engaging workshops and seminars were conducted by leading academics and industry experts, providing attendees with valuable insights into various academic and career paths.



NETWORKING OPPORTUNITIES

The expo facilitated meaningful networking opportunities, allowing attendees to connect with representatives from universities, interact with alumni, and engage in discussions.



COMPREHENSIVE ACADEMIC OFFERINGS

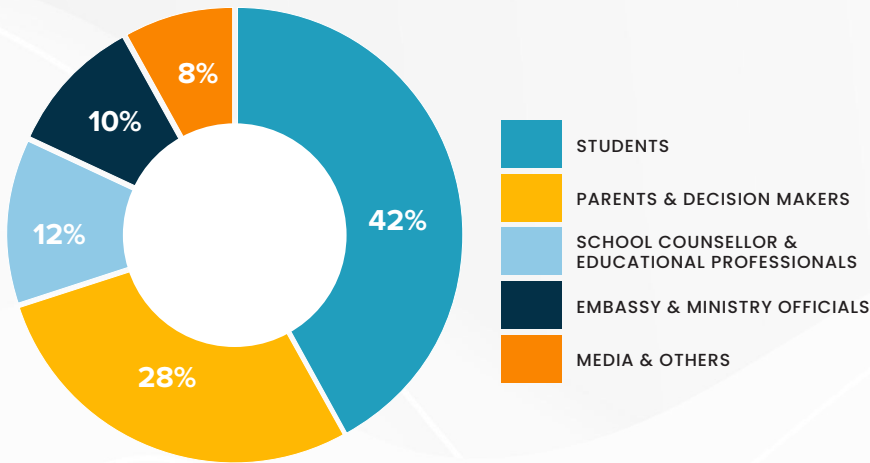
Attendees had the opportunity to explore a wide range of academic disciplines, including STEM, humanities, business, arts, and more, offered by universities renowned for their excellence in their respective fields.



INCREASED AWARENESS & ENGAGEMENT

Attendees actively participated in seminars, demonstrating a keen interest in exploring academic and career pathways.

VISITOR PROFILE



WHAT OUR VISITORS THINK:

Through interactions with academic experts and exposure to innovative educational approaches, I was inspired and empowered to pursue my academic goals with confidence.

Saad Ahmed
Student at Manarat Al Riyadh International School

As a school counselor, I firmly believe in empowering our students to explore diverse academic opportunities and pursue their educational dreams with confidence. Attending the International University Expo has been an invaluable experience for our students, providing them with a unique platform to interact with representatives from prestigious universities worldwide. We are proud to support our students in this endeavor and are confident that the experiences gained will propel them towards fulfilling academic pursuits.

Rym Youssef
School Counselor | Al Faris International School

Witnessing our students explore the vast opportunities at the International University Expo was truly inspiring. Interacting with representatives from prestigious institutions allowed them to make informed decisions about their academic future. By exploring diverse programs and connecting with representatives, our students gained invaluable perspectives to shape their academic futures with confidence and clarity.

Omar Shahin
College Counselor | King Faisal School

The expo successfully raised awareness among attendees about the diverse range of academic opportunities available globally, enabling us to make informed decisions about our son's educational pursuits.

Abdullah Al Ghamdi
Parent

EXHIBITOR'S TESTIMONIALS



The International University Expo provided an excellent platform for networking and showcasing our educational offerings. The quality of the event's organization and the enthusiasm of the attendees surpassed our expectations. This expo undoubtedly contributed to our success in connecting with potential students from Saudi Arabia.



Mr. Costas Koudounias | Director of Enrolment Management
UNIC HEALTH, University of Nicosia



The International University Expo was an enriching experience for us. The event's diverse attendees provided a fantastic opportunity to showcase our Campus France's offerings. The organizer's support and seamless logistics ensured a successful expo. We eagerly anticipate future editions!



Campus France
Saudi Arabia



The International University Expo provided Turkish Airlines with an unparalleled platform to engage with a global audience. The diverse and enthusiastic attendees showcased the event's effectiveness in connecting universities with prospective students. We are honored to be associated as the official airline, contributing to the success of this event.



Emad Hammoud | Marketing Representative
Turkish Airlines



As a top-ranked university in the Kingdom of Bahrain, Applied Science University is honored to participate in the International University Expo. Our commitment to academic excellence, innovation, and fostering a global perspective in education aligns with the goals of the Expo. We had the opportunity to engage with prospective students, sharing our vision for the future of education, and contributing to the growth of international collaborations in the academic sphere.



Mrs. Ruqaya Mohsin Mahmoud | Director of Marketing and Public Relations
Applied Science University Bahrain



The International University Expo was a fantastic investment for our institution. The event's footfall and quality attendees allowed us to effectively promote our programs and network with students and partners. We commend the organizers for their professionalism and look forward to future collaborations.



Khadija Ibtihaj | Head of Marketing, Industry & Alumni Liaison/Lecturer
Al Rayyan International University College (ARIU)
in partnership with the University of Derby

EFFECTIVENESS

98%

of exhibitors acknowledge IUE's effectiveness in promoting and marketing their institution.

ENGAGEMENT

78%

of exhibitors express satisfaction with visitor traffic and meeting attendee expectations.

LEADS

75%

of exhibitors rate the quality of leads generated as excellent.

FUTURE EVENTS

80%

of exhibitors intend to participate in future events.

OVERALL SATISFACTION

90%

of exhibitors are highly satisfied with the overall organization and management of the event.

EVENT MARKETING STRATEGIES

Marketing campaigns for an International University Expo focused on attracting a diverse audience of students, parents, educators, and other stakeholders interested in higher education opportunities abroad.



**DIGITAL
MARKETING**



**EMAIL
MARKETING**



**SOCIAL MEDIA
ENGAGEMENT**



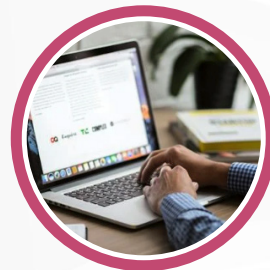
**CONTENT
MARKETING**



**MEDIA
PARTNERS**



**OFFICIAL
NEWSPAPER**



**EVENT WEBSITE
OPTIMIZATION**



**ONLINE VISITOR
REGISTRATION**



**ENGAGEMENT
WITH SCHOOL
COUNSELLORS**

OUR EXHIBITORS

BAHRAIN



SAUDI ARABIA



QATAR



UNITED ARAB EMIRATES



KUWAIT



JORDAN



LEBANON



UNITED STATES OF AMERICA



JAPAN



SPAIN



CANADA



CYPRUS



CZECH REPUBLIC



FRANCE



HUNGARY



SEMINAR AGENDA

DAY 1 – TUEASDAY, 30 JANUARY 2024



MR. BRENT CORLEY

Country Manager | Saudi Arabia
Crimson Education - MENA Region
*"How To Build A Successful University
Application-Ivy League & Other Top US Universities"*



MS. MERVE DAG AL-SHAREFEEN

Academic Coordinator
Kyushu University
"Why study in Japan?"



MR. COSTAS KOUDOUNIAS

Director of Enrolment Management
UNIC HEALTH, University of Nicosia
*"Why Consider Pursuing Medicine and Veterinary
Medicine at the University of Nicosia"*

DAY 2 – WEDNESDAY, 31 JANUARY 2024



MS. ESHRAQ ALKHABBAZ

Senior Education Advisor
U.S. Embassy - Riyadh
"Top 5 Tips to Studying in the U.S."



MS. POLINA SCHROEDER

Director of International Recruitment
and Admission | University of Dayton
*"Navigating Business Majors: Differentiators
and Trends"*



CAPT. ABDALLAH AL-ABADLAH

Deputy General Manager
Mideast Aviation Academy
"Opportunities at Mideast Aviation Academy"



MR. BRENT CORLEY

Country Manager | Saudi Arabia
Crimson Education - MENA Region
*"Navigating the College Application Timeline:
UK Edition"*



MS. ROSE ELKALACH

Director of Alliance Française Riyadh
Alliance Française en Arabie Saoudite
"French as a Professional Asset"



MS. NABILA LAKOURAI

Cooperation Attaché
French Embassy
"French as a Professional Asset"



MS. YASMINA DAHECH

Head of Campus France - Saudi Arabia
French Embassy
"Study in France"

EVENT GALLERY



BOOK YOUR SPACE AT OUR UPCOMING EVENTS



The 3rd
**GCC Exhibition For
Training & Education**

25-27 SEP 2024

MANARAT AL SAADIYAT
ABU DHABI, UAE
WWW.GCCExHIBITION.COM

INTERNATIONAL
**UNIVERSITY
EXPO**
SAUDI ARABIA
2nd EDITION

28-29 JAN 2025

MAKARIM CONVENTION CENTRE
MARRIOTT HOTEL, RIYADH, KSA
WWW.INTERNATIONALUNIEXPO.COM

CONTACT US

ANN MILAN | DIRECTOR

+973 3516 3122
ann@globalconnexionsbh.com

MUKTAR MIRZA | DIRECTOR

+973 3387 9211 | + 966 55 671 7231
muktar@globalconnexionsbh.com