

INTERNATIONAL UNIVERSITY EXPO SAUDI ARABIA

2ND EDITION

28-29 JAN 2025

MAKARIM CONVENTION CENTRE
MARRIOTT HOTEL RIYADH, KINGDOM OF SAUDI ARABIA



EVENT PARTNERS



**GLOBAL
CONNEXIONS**
Creating Opportunities
Exhibitions | Conferences | Events

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SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY



WELCOME TO THE INTERNATIONAL UNIVERSITY EXPO!

“ As the Kingdom of Saudi Arabia continues its steadfast journey toward Vision 2030, higher education and training play a fundamental role in shaping the nation’s future. Education empowers individuals with the skills and knowledge needed to drive innovation, economic diversification, and social progress.

The knowledge and expertise cultivated within the higher education sector are the cornerstones of sustainable growth, helping to create a vibrant and dynamic society that can meet the challenges and opportunities of the 21st century. The progress we make in the field of education today will undoubtedly contribute to the prosperity and achievements of tomorrow.

To our esteemed Exhibitors & Supporters, we are excited to have you as key contributors to this platform, where students and aspiring scholars will seek valuable insights, explore educational opportunities, and engage with the diverse array of programs and institutions you represent. Your participation not only enriches the experience of our attendees but also plays a pivotal role in shaping a knowledge-based economy.

We look forward to the fruitful connections, insightful discussions, and meaningful collaborations that will unfold during the International University Expo in Riyadh, Saudi Arabia.



Shaikha Noora Bint Khalifa A. Aziz Al Khalifa

CEO & Chairwoman
MIDPOINT EVENTS



INTERNATIONAL UNIVERSITY EXPO PRESENTS AN UNPARALLELED PLATFORM THAT BRIDGES ASPIRATIONS AND GLOBAL EDUCATION OPPORTUNITIES.

Our expo is a dynamic platform that bridges the gap between ambitious students and esteemed universities from around the globe. With a commitment to fostering international academic opportunities, we provide a vibrant atmosphere for students to explore diverse higher education options, engage with university representatives, and make informed decisions about their academic journey.

Join us in Riyadh for an inspiring showcase of world-class universities, insightful seminars, and invaluable networking opportunities, all aimed at shaping the future of eager minds. At the International University Expo, we are dedicated to opening doors to limitless possibilities and guiding students towards a path of academic excellence.

ADVANCEMENTS IN SAUDI HIGHER EDUCATION: A VISION 2030 PERSPECTIVE

Saudi Arabia's Vision 2030 outlines a transformative roadmap for the nation's development across various sectors, including education. Higher education plays a pivotal role in this vision, aiming to cultivate a skilled workforce, foster innovation, and drive economic diversification. This report provides an overview of the advancements in Saudi higher education aligned with Vision 2030 objectives.

Key Initiatives:



Quality Enhancement:

Vision 2030 emphasizes the enhancement of academic quality and relevance to meet global standards. Initiatives such as the National Commission for Academic Accreditation and Assessment (NCAAA) ensure rigorous evaluation and accreditation of academic programs, fostering accountability and continuous improvement.



Research and Innovation:

Promoting a culture of research and innovation is central to Vision 2030's objectives. The establishment of research centers, investment in research infrastructure, and collaboration with international institutions aim to foster a vibrant research ecosystem. Programs like the National Transformation Program and the Saudi Research and Innovation Strategy (SRIS) facilitate cutting-edge research across various disciplines.



Industry Alignment:

Higher education institutions are encouraged to align their programs with the needs of the labor market and emerging industries. Partnerships between academia and industry facilitate knowledge transfer, skills development, and entrepreneurship. The development of specialized programs in areas such as technology, healthcare, and renewable energy supports economic diversification efforts.



Internationalization:

Vision 2030 aims to position Saudi universities as global hubs of knowledge exchange and collaboration. Initiatives such as the King Abdullah Scholarship Program facilitate international exposure for students and faculty, fostering cross-cultural understanding and collaboration. Partnerships with prestigious international universities enhance research capabilities and global rankings.

Saudi Arabia's Vision 2030 sets a bold agenda for the transformation of higher education, aiming to foster innovation, drive economic growth, and empower future generations. Through strategic partnerships, innovative programs, and a commitment to excellence, Saudi Arabia is poised to emerge as a regional leader in higher education by 2030.

ARE YOU **Ready** TO **EXHIBIT** AT THE **INTERNATIONAL UNIVERSITY EXPO?**



The Kingdom of Saudi Arabia has diverse and longstanding cultural and educational ties with several countries. These connections contribute to the exchange of knowledge, cultural understanding, and academic collaborations, fostering global partnerships and enhancing the educational landscape in Saudi Arabia.

Saudi students and their families have a favorable view of international education and value the opportunity to study at foreign universities. Saudi Arabia is investing heavily in research and development, with a focus on building a knowledge based economy. International institutions can build upon this positive perception and attract Saudi students seeking high quality education and academic exposure.



WHY EXHIBIT?

Attract Saudi students

Saudi Arabia is one of the largest sources of international students in the GCC region. Participating in the expo provides an opportunity to showcase academic programs, campus life, and other offerings to Saudi students who are interested in studying abroad.

Increased visibility

The International University Expo provides a platform for approved universities to enhance their visibility and attract Saudi students who are seeking high-quality education and international exposure.

Collaboration opportunities

Saudi Arabia has been investing heavily in research and development, and the government has implemented various initiatives to enhance scientific research and innovation in the country. Explore potential collaborations and research partnerships with Saudi institutions, leading to joint projects, academic exchanges, and knowledge sharing.

Building relationships

Establish connections and build relationships with Saudi Arabian counterparts, enabling future collaborations and exchanges.

Alumni engagement and networking

The expo can serve as a gathering point for alumni residing in Saudi Arabia. Participating universities can connect with their alumni, foster a sense of community, and leverage their success stories to inspire prospective students.

WHO WILL VISIT?

- Education Consultants
- Government and Ministry officials
- Master & PhD Students
- Professors & Lecturers
- School Counselors
- School Principals
- Study Abroad Advisors
- Undergraduate and graduate students
- Students and parents

WHY SAUDI ARABIA IS A POTENTIAL MARKET FOR INTERNATIONAL STUDENT RECRUITMENT?

Saudi Arabia has been one of the largest sources of international students worldwide. Many Saudi students pursue higher education opportunities abroad to gain global exposure, obtain a high-quality education, and contribute to the development of their country.

Growing Demand for Higher Education

Saudi Arabia has witnessed a significant increase in the demand for higher education in recent years. This is primarily driven by the country's Vision 2030 initiative, which aims to diversify the economy and reduce its dependence on oil. As part of this vision, the Saudi government has allocated substantial funding to support the development of its education sector and increase the number of Saudi students pursuing higher education.

Government Initiatives and Scholarships

The Saudi government has implemented various initiatives to encourage Saudi students to study abroad. One of the notable programs is the Custodian of the Two Holy Mosques Scholarship Program, which provides generous financial support for Saudi students to pursue their education in Astronomy and Space Sciences, Aerospace Engineering, Astrophysics, General Relativity Physics and Cosmology, Vehicle Design & Engineering, Aeronautics and Astronautics Engineering, Space Engineering.

Focus on Quality Education

Saudi Arabia places a strong emphasis on quality education and seeks to provide its students with access to world-class institutions and academic programs. Saudi students are motivated to pursue degrees abroad to gain a competitive edge in the job market and contribute to the development of their country.

Diverse Academic Interests

Saudi students have diverse academic interests, ranging from engineering, business, and IT to social sciences, medicine, and humanities. By offering specialized programs and courses that align with Saudi students' interests, universities can tap into this potential market.

Economic resources

Saudi Arabia is a wealthy nation with abundant oil resources. This translates into a significant portion of the population having the financial means to pursue education overseas. Saudi students often come from affluent backgrounds and are willing to invest in quality education abroad.

English language proficiency

Saudi Arabia has recognized the importance of English language skills and has been investing in English language education. As a result, a growing number of Saudi students have a good command of English, making it easier for them to pursue education in English-speaking countries.

WHY VISIT?

The International University Expo offers a platform to gather comprehensive information, connect with representatives, explore opportunities, and make informed decisions about pursuing education abroad. It is a valuable stepping stone in your educational journey and helps you pave the way for a successful and fulfilling academic experience.



WHOM WILL YOU MEET?

- Approved Universities and Colleges
- Training Institutes
- English Language centers

WHO MUST VISIT?

- Undergraduates
- Graduates/Postgraduates
- Master & PhD Students
- Study Abroad Advisors
- Faculty
- Students and Parents

WHY VISIT?

- Explore a Wide Range of Options
- Meet Representatives from Top Institutions
- Obtain Comprehensive Information
- Discover Scholarships and Funding Opportunities
- Gain Insights into the Education System
- Network with Peers and Professionals
- Attend Workshops and Seminars

MARKETING STRATEGIES

Marketing campaigns for International University Expo will focus 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

SPONSORSHIP OPPORTUNITIES

MAIN SPONSOR

AED 75,000 | US\$ 21,750

- 36sqm Expo Space
- Prime Location at the Exhibition
- Opportunity to place two banner stands at the convention center (Banner artwork to be provided by sponsor)
- Name and logo on banners at the convention centre
- Name & Logo on all promotional & marketing collaterals as Main sponsor
- Two Email campaigns to the visitor database after the expo (HTML file to be provided by sponsor)
- Name and logo on the event website hyperlinked to your organisation's website
- Name and logo on VIP/Visitor Invitation Cards/Leaflets/ads/Post Event Report
- Two Full-page Advertisements and catalogue entry in the official show e-catalogue

PLATINUM SPONSOR

AED 45,000 | US\$ 13,050

- 18sqm Expo Space
- Prime Location at the Exhibition
- Opportunity to place two banner stands at the convention centre (Banner artwork to be provided by sponsor)
- Name and logo on banners at the convention centre
- Name & Logo on all promotional & marketing collaterals as Platinum sponsor
- One Email campaign to the visitor database after the expo (HTML file to be provided by sponsor)
- Name and logo on the event website hyperlinked to your organization's website
- Name and logo on VIP/Visitor Invitation Cards/Leaflets/ads/Post Event Report
- One Full-page Advertisement and catalogue entry in the official show e-catalogue

GOLD SPONSOR

AED 25,000 | US\$ 7,250

- 9sqm Expo Space
- Opportunity to place one banner stand at the convention centre (Banner artwork to be provided by sponsor)
- Name and logo on banners at the convention centre
- Name & Logo on all promotional & marketing collaterals as Gold sponsor
- One Email campaign to the visitor database after the expo (HTML file to be provided by sponsor)
- Name and logo on the event website hyperlinked to your organization's website
- Name and logo on VIP/Visitor Invitation Cards/Leaflets/ads/Post Event Report
- One Full-page Advertisement and catalogue entry in the official show e-catalogue

BADGE & LANYARD SPONSOR

AED 35,000 | US\$ 10,150

- 9sqm Expo Space
- Organization Name & logo on one side of the Badge & lanyard
- One Email campaign to the visitor database after the expo (HTML file to be provided by sponsor)
- Name and logo on the event website hyperlinked to your organisation's website
- Name and logo on VIP/Visitor Invitation Cards/Leaflets/ads/Post Event Report
- One Full-page Advertisement and catalogue entry in the official show e-catalogue

STANDARD PARTICIPATION

AED 16,000 | US\$ 4,640

- Octanorm Shell Scheme Stand
- Wall panels, 1 table, 2 chairs, 2 Spotlights, 1 Power socket, fascia board, wifi access
- One Full-page Advertisement and catalogue entry in the official show e-catalogue

OUR UPCOMING EVENTS



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

THE 3RD GCC EXHIBITION FOR TRAINING & EDUCATION



25 – 27 SEPTEMBER 2024



Manarat Al Saadiyat, Saadiyat Island
Cultural District, Abu Dhabi, UAE



Under the auspices of the
Ministry of Education UAE



The GCC Exhibition for Training & Education is a prominent annual event designed to provide students with a platform to explore educational opportunities and make informed decisions about their future. Held in Abu Dhabi, the capital of the United Arab Emirates, this exhibition brings together local and international institutions, training providers, and industry professionals to showcase a diverse range of programs and services available to students. It serves as an excellent platform to showcase academic programs, engage with potential students, and establish meaningful connections with educational professionals.

THE VENUE



MAKARIM CONVENTION CENTRE, MARRIOTT HOTEL RIYADH

Riyadh Marriott Hotel stands majestically in the center of Riyadh City's corporate, financial and governmental agencies. The Makarim Convention Centre at Marriott Hotel Riyadh is a premier event venue boasting state-of-the-art facilities and offers versatile spaces for conferences and exhibitions. This 5-star convention center is just a few minutes drive from shopping malls and downtown with easy access to King Khalid International Airport.

ABOUT THE ORGANISER



Midpoint Events is a premier events and exhibition organizing company, dedicated to excellence in advertising, media activities, and hosting seminars featuring internationally acclaimed speakers and esteemed authors. Our mission is to surpass the expectations of our clients by conceptualizing and executing prestigious events that both educate and entertain.



Global Connexions is an innovative and dynamic exhibition and conference organizer dedicated to fostering connections and driving innovation across industries worldwide. We curate dynamic events that bring together thought leaders, professionals, and enthusiasts to exchange ideas, explore trends, and forge impactful collaborations resulting in growth and development of various sectors of the economy.

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