



معرض التعليم الدولي
**20TH INTERNATIONAL
EDUCATION
SHOW**

Post Show Report

09-12 اكتوبر 2024
October 2024

EXPO CENTRE SHARJAH



LEARN TODAY ... LEAD TOMORROW

The region's most popular one-stop Higher-Education event

Organized by:



مركز اكسبو الشارقة
EXPO CENTRE SHARJAH

Supported by:



جريدة تجارة وصناعة الشارقة
Sharjah Chamber of Commerce & Industry



وزارة التربية والتعليم
MINISTRY OF EDUCATION



هيئة الشارقة للتعليم العالي
SHARJAH HIGHER EDUCATION ASSOCIATION

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www.educationshow.ae



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The region's most popular one-stop Higher-Education event

Opening Ceremony

Exhibition co-inaugurated by:

H.E. Ahmed Mohamed Obaid Al Nabooda

Board Member - Sharjah Chamber of Commerce & Industry

and

Shri Yatin Patel

Deputy Consul - Consulate General of India (Dubai)



FAMILY DAYS:

Friday, 11-Oct: 3 pm to 9 pm

Saturday, 12-Oct: 3 pm to 9 pm

Student Admission Timings



GIRLS ONLY

Wed, 9-Oct: 8 am to 2 pm



BOYS ONLY

Thur, 10-Oct: 8 am to 2 pm



Open to

Students, Parents, Guardians,
Faculty, Media, Press and
General Public

FREE ENTRY & PARKING

KEY HIGHLIGHTS

ENDORSED & SUPPORTED BY:

- > Ministry of Education (Govn of India)
- > Sharjah Private Education Authority (SPEA)
- > Emirates Schools Establishment (ESE)
- > Consulate General of India (CGI-Dubai)
- > Sharjah Chamber of Commerce & Industry



Edition: **20th edition**



Gross Occupied Space: **8,000 sqm**



No. of Exhibitors: **125 exhibitors**



Study Destinations Represented: **20+ countries**



No. of Visitors: **25,000+ visitors** (over 4 days)



No. of Schools Visited: **129 public & private schools**
(Dubai / Northern Emirates)



No. of Students: **8,798 students** (Grades 11 & above)

SCHOOLS FOOTFALL



129

Total Number of
Schools



57 schools
3367 students

Boys' Schools | Students



72 schools
5431 students

Girls' Schools | Students



8,798

(Grades 11 & above)

Total Number of Students

Major Participation from



US



UK



Canada



India



Germany



Spain



Malaysia



UAE



Kuwait

Exhibitor Profile

Colleges | Universities | Polytechnics | High schools | Business schools | Technical institutes | Management Training centers | Medical schools | Tertiary institutions | Professional Management Institutes | Distance Learning institutes | Career guidance centers | Immigration Consultants | Diploma Courses | Language Schools

Event Spotlights

- Student-Recruitment advisors from major renowned educational institutions
- Scholarship opportunities and internships
- Mock Exams for NEET/GEE /CLAT
- Aptitude Tests
- Toppers Talk
- Inspiring Talks – Seminar Sessions by Eminent Speakers
- Master Mind of UAE – Quiz Battles for +2 Students
- Edu Conclave - Discovering the Future of Education
- Career enhancement programs for working executives
- Career Counselling & guidance

Courses Offered

**DEGREE ENTRY | UNDERGRADUATE
POSTGRADUATE**

Hospitality to Fashion Designing /
Medicine to Engineering / Finance
to Aviation / Artificial Intelligence to
Robotics / Cybersecurity to Data Scienc



Exclusive Country Pavilions



STUDY IN INDIA
LEARN | DISCOVER | INNOVATE



Study in India: Under the umbrella of EdCIL, featured top universities & institutions from India



MetaApply: Showcased universities from Europe, USA, UK, Australia & Canada.



VISITOR PROFILE

25,000 + visitors

Students, Parents, Guardians, Faculty, Media, Press

Researchers,
teachers and
parents

Young
professionals and
recent graduates

Undergraduate
and
post-graduate
students

Academic staff &
other educational
professionals

Professionals
seeking
postgraduate or
training courses

Final-year
high school
students

Higher education
consultants and
advisors

Management
training centers

Ministry and
public sector
personnel

Local
institutes seeking
tie-ups overseas



GLIMPSES OF THE SHOW



EXHIBITOR TESTIMONIALS

Campus Spain

It's a fantastic event where we've had the opportunity to meet students from diverse backgrounds. I traveled from Spain to join this show, and I want to thank the organizers for an amazing experience. The turnout has been excellent

City University Ajman

Extends its gratitude to all the staff and organizers of the International Education Fair at Expo Centre Sharjah. Thank you for your hard work and dedication in making this event a success.

UAE University

Is committed to being present at the exhibition, given its vital role in serving students and contributing to the educational sector.

Canadian University Dubai

We have students from all across the Emirates, and Expo Sharjah provides the perfect platform to showcase our programs. It's an ideal venue to connect with a diverse audience and share what we offer.

Symbiosis International University Dubai

Sharjah Expo is an incredibly popular fair and a fantastic opportunity for students. It serves as a one-stop shop where you can explore and connect with universities from both national and international backgrounds.

Skyline University College

We extend our heartfelt gratitude to all the organizers and coordinators of this exhibition. Thank you for your dedication and effort in making this event a success.



MARKETING – ADVERTISING – PR

600,000 SMS

broadcasted to students,
parents & the UAE
education sector

400,000+
Emails broadcasted

2500+
VIP E-invitations

to Principals, VIPs,
Consulates, Embassies
& UAE government
departments

**School-Visit
Invitations**

sent out to
813 school heads &
principals

**Career
Counselling**

sessions were held in **80
schools** across the UAE
by our event counselling
partners

Schools Tele-calling

425 schools from Sharjah & Northern Emirates
150 schools from Dubai

**Social Media /
Digital Marketing**

25 million+ Impressions
11 million+ Reach

**Social Media
Contest**

Iphone 15 Pro Max

Press Release

Coverage
(NewsPaper, TV, Radio, Website)
250 Arabic & **100** English
publications with a
campaign value of over
USD 2.5 million

**Radio
campaigns**

175+ spots in leading
radio channels



THANK YOU TO OUR PARTNERS and SUPPORTERS

Organized by:



Supported by:



Ministry of Education
Government of India

सत्यमेव जयते



هيئة الشارقة للتعليم الخاص
SHARJAH PRIVATE EDUCATION AUTHORITY



Pavilions:



Counselling Partners:



MARK THE 2025 DATES



معرض التعليم الدولي
21ST INTERNATIONAL
EDUCATION
SHOW

8 - 11

OCTOBER 2025

EXPO CENTRE SHARJAH

ENQUIRE NOW TO RESERVE YOUR SPOT

GAURAV GADKARI

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