



# Learn today... Lead tomorrow

POST SHOW REPORT

**8-11 OCT**  
**2025**  
Expo Centre Sharjah  
[www.educationshow.ae](http://www.educationshow.ae)

Organised by:



مركز اكسبو الشارقة  
EXPO CENTRE SHARJAH

Supported by:



جريدة تجارة ومهنة الشارقة  
Sharjah Chamber of Commerce & Industry



هيئة الشارقة للتعليم الخاص  
SHARJAH PRIVATE EDUCATION AUTHORITY



Ministry of Education  
Government of India

Strategic Partner:



وزارة التعليم العالي والبحث العلمي  
MINISTRY OF HIGHER EDUCATION  
& SCIENTIFIC RESEARCH



A powerful gateway to the UAE's growing education market, the International Education Show is a trusted platform that brings together leading institutions and a highly engaged audience of students, parents, and educators seeking quality academic pathways.



#### OPENING CEREMONY

Inaugurated by  
**Abdallah Sultan Al Owais**  
Chairman  
SCCI and Expo Centre Sharjah

#### INDIA PAVILION

Inaugurated by  
**Satish Kumar Sivan**  
Consul General of India (Dubai)



#### Student Admission Timings:

Wednesday, 8 Oct: 8 am to 2 pm (Girls only)  
Thursday, 9 Oct: 8 am to 2 pm (Boys only)



#### Exclusive Family Days:

Friday, 10 Oct: 3 pm to 9 pm  
Saturday, 11 Oct: 3 pm to 9 pm



#### Open to

Students, Parents, Guardians, Faculty,  
Media, Press and General Public  
**Free entry & parking**

# Key Highlights



Edition  
**21<sup>st</sup> edition**



Gross Occupied Space  
**8,000 sqm**



Exhibitors  
**100+ exhibitors**



Students  
**10,000+ students**

(14% increase over 2024 edition)



Visitors  
**30,000+ visitors**



Schools Visited  
**134 public & private schools**

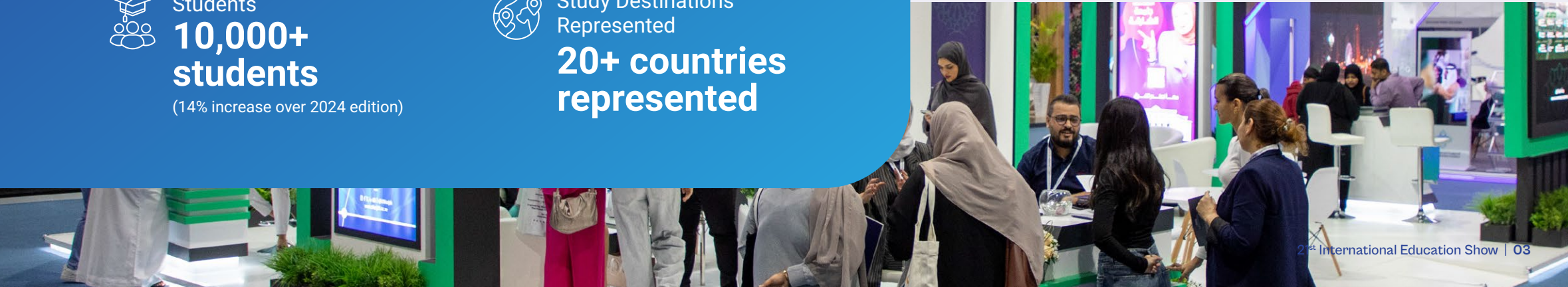
(Dubai | Sharjah | RAK | UAQ | Fujairah)



Study Destinations  
Represented  
**20+ countries represented**

## Endorsed & Supported By:

- UAE Ministry of Higher Education & Scientific Research (MoHESR)
- Ministry of Education (Government of India)
- Sharjah Private Education Authority (SPEA)
- Emirates Schools Establishment (ESE)
- Consulate General of India (CGI-Dubai)
- Sharjah Chamber of Commerce & Industry (SCCI)





# School Footfall



**134**

Total Number of Schools



**66 schools | 4122 students**

Boys' Schools / Students

**68 schools | 5978 students**

Girls' Schools / Students



**10,100**

(Grades 11 & above)

Total Number of Students

# Major Country Representatives



US



UK



Canada



Spain



Germany



Hungary



Georgia



Malaysia



Kuwait



India

## Exhibitor Profile

Colleges | Universities | Polytechnics | High Schools | Business Schools | Technical Institutes | Management Training Centres | Medical Schools | Tertiary Institutions | Professional Management Institutes | Distance Learning Institutes | Career Guidance Centres | Immigration Consultants | Diploma Courses | Language Schools



## Courses Offered

Degree Entry

Undergraduate

Postgraduate

- Hospitality to Fashion Designing
- Medicine to Engineering
- Finance to Aviation
- Artificial Intelligence to Robotics
- Cybersecurity to Data Science



# Exclusive Pavilions

## Study in India:

Under the umbrella of EdCIL, featured top universities & institutions from India included IIT Delhi, BITS Pilani, Symbiosis International University, SRM University, IIM Lucknow, SP Jain Institute of Global Management, Amity University & more.

## MY Aspiration

Promoted & represented top Malaysian universities as international education hubs for foreign students.



## Student-Admission Portal Features:

- 8000+ courses
- e-Visa facility
- e-Foreigners Regional Registration Office (e-FRRO) module
- 24x7 AI chatbot & helpdesk

# Event Highlights

- Student-Recruitment advisors from major renowned educational institutions
- Scholarship & bursary opportunities and internships
- Mock Exams for NEET/GEE /CLAT
- Master Mind of UAE – Quiz Battles for +2 Students
- Aptitude Tests
- Toppers Talk
- Inspiring Talks – Seminar sessions by renowned speakers
- Career enhancement programs for working executives
- Career counselling & guidance
- Social media contest for an iPhone16 ProMax



## Visitor Profile

**30,000 + visitors**

Students, Parents, Guardians,  
Faculty, Media, Press



# Inside Glimpse of the Show



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# Integrated Marketing Impact



## SMS Campaign

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**600,000** messages sent to students, parents, and the UAE education community



## Email Marketing

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**500,000+** targeted emails broadcasted



## Career Counselling Sessions

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**80** schools across the UAE through ScorePlus, our official counselling partner



## VIP e-Invitations

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**2,500+** invitations shared with principals, VIPs, consulates, embassies, and government departments

**835** principals and representatives invited

**544** schools from Sharjah and Northern Emirates

**291** schools from Dubai



## Press & Media Coverage

**250** Arabic and **100** English publications  
across newspapers, TV, radio, and websites

Campaign media value exceeding **USD 2.5 million**



## Digital & Social Media Performance

**25 million+** impressions

**11 million+** reach

### Radio Advertising



Official  
digital-radio  
partner,  
**360 RadioUAE**

Exclusive radio spots, games, giveaways,  
on-ground coverage & 'Dream Mic', for  
students, powered by Nesto Hypermarket.

### Social Media Contest



Grand prize:  
**iPhone 16  
Pro Max**

High-engagement campaign that  
drove massive participation.

# Thank You to our Partners, Supporters & Well-Wishers

## Strategic Partner



## Supported by



## Organized by



## Media Partners



## Official Digital Radio Partner



## Counselling Partners



# Reserve Your Spot for 2026



Enquire now

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