


EDUTREX
EDUCATION & TRAINING EXPO
VIRTUAL EXPO AND SEMINARS

23 - 24
FEBRUARY 2021
SULTANATE OF OMAN



ORGANISED BY



www.edutrex.com

EVENT OVERVIEW EXPOrience the Future

EDUTREX: Education and Training Exhibition is a Virtual Expo and Summit, taking place from 23 - 24 February 2021 which is a new way to stay connected. We are committed to keep this event engaging by getting all the attendees involved through live interactions and direct one-on-one meetings by utilizing the latest virtual event technologies available today.

A NEW WAY TO EXPERIENCE AN EXHIBITION

A virtual event works very much the same as our in-person events, with many of our physical features transferring to the digital experience. The Event will run 10:00am to 01:00pm and 05:00pm and 10:00pm - Gulf Standard Time (GMT+4). All you need is a desktop, laptop, tablet or phone, and you can digitally attend from the safety and comfort of your office or home. Our virtual platform is easy-to-use and supports all mobile and desktop devices, allowing for convenient interaction and communication. No App downloads are required.

EDUTREX will be held in collaboration with relevant authorities, associations and media partners. It is strategically timed to maximize the enrollment of students and reach out to the aspiring students. This event will provide the Exhibitors an indispensable platform to connect with over 1000 prospective students and affluent visitors spanning over 25 nationalities specially from the Sultanate of Oman and additionally the regions of Saudi Arabia, Kuwait, Qatar, Bahrain and UAE.

The 2-day exhibition will be an interactive platform for exhibitors to promote their institutions and recruit students for various programs in this emerging market. The event will bring more than 50 local and international prominent accredited universities, colleges and institutes from over 15 countries offering extensive courses. It will be an opportunity to directly network with potential students (Grades 10-12), Parents, Career & School Counsellors, Teachers, Principals and Heads of Institutions, Post-Graduate Applicants, HR Managers from top Companies, Government Officials, Professionals and many more, making it a significant convergence point.






Students are placing more value on pursuing and investing in education and training, to secure better jobs and a growth in their career. Complementing this trend is the backing of the public and private sectors through scholarships, which makes Sultanate of Oman a pivotal hub for student enrollment.

EDUTREX will enable students looking to pursue their higher education goals, to discuss course options and admission policies, explore campus features, leading to on-the-spot decisions and submission of student applications.





SEMINARS AND TALKS

-  Seminars will feature a stellar line-up of speakers, presentations and case studies providing access to a wealth of knowledge, essential information, key insights and outlooks with actionable takeaways.
-  Speakers will share their enlightened perspectives and cover a broad range of topics including scholarships, application tips to various universities and colleges, effective financial management, budgeting and student lifestyle.
-  The seminars will be inspirational, fun and fully interactive with Q&A, providing answers to students and parents' most pressing questions.
-  Listen and chat with top qualified career coaches and receive expert advice on what to study, choosing the right course, career options and general advice.
-  Attend the Alumni's talks on how degree choices are impacting careers.

SPONSORS & PARTNERS

GOLD SPONSOR



EXHIBITORS



SUPPORTER



ASSOCIATION



MEDIA PARTNERS



UNIQUE OFFERINGS



PRODUCT SHOWCASE

Present new products and services in the Product Showcase. Similar to on-stand presentations, you can showcase your products and services.



EXHIBITOR VIRTUAL BOOTH

Similar to a live event, you will have a presence at EDUTREX.



GENERATE NEW LEADS

The meetings function within the Event lets you to connect with the highest level of tech trade industry professionals with direct purchasing power.



WATCH LIVE

Watch presentations, fireside chats and panel discussions from top industry thought-leaders all day, every day!



1-2-1 MEETINGS

Use our innovative virtual event to connect and share ideas. Schedule individual meetings and network with industry professionals.



DISCUSS

Comment and question in real time. Spark conversations with your fellow attendees.



WEBINARS AND ROUND-TABLES

Attend live sessions debates and forums from industry experts covering a range of key areas.



ON-DEMAND

Missed a session? Catch-up in your own time through our on-demand service. Imagine EDUTREX Virtual Netflix.

VIRTUAL EVENT BENEFITS



Cost Effective: No Travel related, Hotel or Stand Construction expenses



Reach global audiences with no need for Commute/Travel



Zero Risk: Stay Home, Stay Safe and Stay Connected



Knowledge Expansion: Meet the experts, learn about new market trends, listen to our Industry leaders and share your ideas



Engage Participants in real-time Using Audio/Video Chat



Enable Attendees to access the Event on-the-go, from any device



Collect Custom Registration Information from Attendees



Measure Engagement, Turnout and ROI with Detailed Reports



Reduced Carbon Footprint in comparison to Physical Fairs

SPONSORSHIP OPPORTUNITIES

EDUTREX presents diverse sponsorship opportunities to create a strong impact and presence at the Exhibition. Being a sponsor will raise your organization profile, create more brand awareness and enable your organization to be more interactive with potential visitors before, during and after the Exhibition.



Design Customized Sponsorship Packages Best Suited to Your Organization Requirements and Budget



WHY SPONSOR



Promote and increase brand image



Reach potential customers



Maximize your participation at the event



Stand out from your competitors



Drive traffic to your stand



Benefit from highly targeted marketing



Achieve multiple business objectives



Gain from integrated PR and media exposure



Display and position your products and/or services



Assured ROI (Return on Investment)



Develop new leads



Highlight your organization's commitment towards the development of this emerging sector

WHY EXHIBIT



EDUTREX will serve as a gateway, to enthusiastic students who are prepared to invest in quality education.



Discuss your student admission criteria, provide course information and highlight your unique campus features, study programs and scholarship opportunities to your direct target audience.



Showcase your organization in one of the most lucrative and diverse student recruitment markets in the region, and increase your conversion turnover.



An opportunity to make new connections and network with public and private sector education stakeholders, Government Authorities, regulatory bodies and industry colleagues which will to create ideal business opportunities to explore strategic alliances, form new partnerships and discuss partnership programs.

Establish

direct contact with Government Officials and Representatives

Generate

new leads and mobilize enrollment drive

Develop

prospect database for future marketing initiatives

Network

with key decision makers from public and private sectors

Increase

brand visibility and awareness

Highlight

your organization's commitment to the development of this emerging sector

Evaluate

the market needs and assess your competitors

Appoint

local representatives

Meet

Over 1000 Visitors from Oman and the region

Introduce

new courses and services directly to target audience

Highest

probabilities of conversions

Assured

ROI (Return on Investment)

Note: Only universities and colleges which are accredited by the Ministry of Higher Education of Oman will be permitted to participate in EDUTREX

EXHIBITOR PROFILE



HIGHER EDUCATION

Accredited Local, Regional and International Universities and colleges will promote various programs from Aviation, Banking & finance, Business management, Hospitality, Engineering, Medicine, Marketing, Maritime and much more.

- Accredited Distance Learning
- Correspondence Schools
- Distance Learning Programs
- Doctorate Courses (PHD)
- Education Guidance Services
- Education Loan Facilities
- Education Resource Distributors, Suppliers and Vendors
- Embassies and Consulates
- Government Authorities
- International Consortiums
- International Universities and Colleges
- Masters and MBA programs
- Medical Schools
- Ministries of Higher Education
- National Promotional Agencies
- Open Universities
- Public and Private Universities and Colleges
- Professional Development and Continuing Education
- Scholarship Providers
- Specialized Study and Course Designers
- Student Exchange Programs
- Student Recruitment Agencies
- Travel, Hospitality and Hotel Management

** Note: The Exhibition Profile list is not exhaustive and is intended to serve as a guide only*

EXHIBITOR PROFILE



TRAINING

Further to the new found recognition for occupational and job oriented courses in key industries, this section will highlight various vocational, technical and occupational courses to develop specialized skills and expertise at workplace.

- Diploma Courses
- Fashion Designing
- Fine Arts Schools
- Foundation and Preparatory Programs
- Hair dressing and Beauty Courses
- Industrial Training Institutes
- In-house Training Facilities
- Language Centers
- Internship Programs
- IT Training Centers
- Language Learning centers
- Management Training Centers
- Occupational Training Institutes
- Polytechnics
- Qualification and Examining bodies
- Short Courses
- Specialized Skilled Courses
- Technical and Vocational Training Centers
- Training Colleges and Institutes
- Training Programs
- Travel and Hospitality courses
- Undergraduate Courses

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VISITOR PROFILE



EDUCATION

Further to the new found recognition for occupational and job oriented courses in key industries, this section will highlight various vocational, technical and occupational courses to develop specialized skills and expertise at workplace.

- Academia
- Administration and Procurement Officers
- Alumni
- Aspiring students from high school, colleges and universities
- Deans, Principals, Vice Chancellors
- Diploma Holders
- Education and Career Professionals
- Educational Content Providers, Publishers, Agents and Distributors
- Educational Consultants
- Embassies and Consulates
- General Public
- Government Officials
- Media
- Mid-Career Executives
- Parents and Guardians
- Professional Associations
- Publishing Firms
- Teachers and Professors
- Trade Organizations
- Professionals in the field of education
- Representatives of Foreign Universities
- Top Executives and Officials
- Trustees and Board Members
- Undergraduates
- Working Adults

TRAINING

- Government Officials
- Graduates and Post Graduates
- Representatives of Government Departments
- School Drop Outs
- Skilled and Semi-Skilled Workers
- Technical professionals seeking training opportunities
- Training centers, institutions and associations
- Training Managers
- Vocational Schools

* Note: The Visitor Profile list is not exhaustive and is intended to serve as a guide only

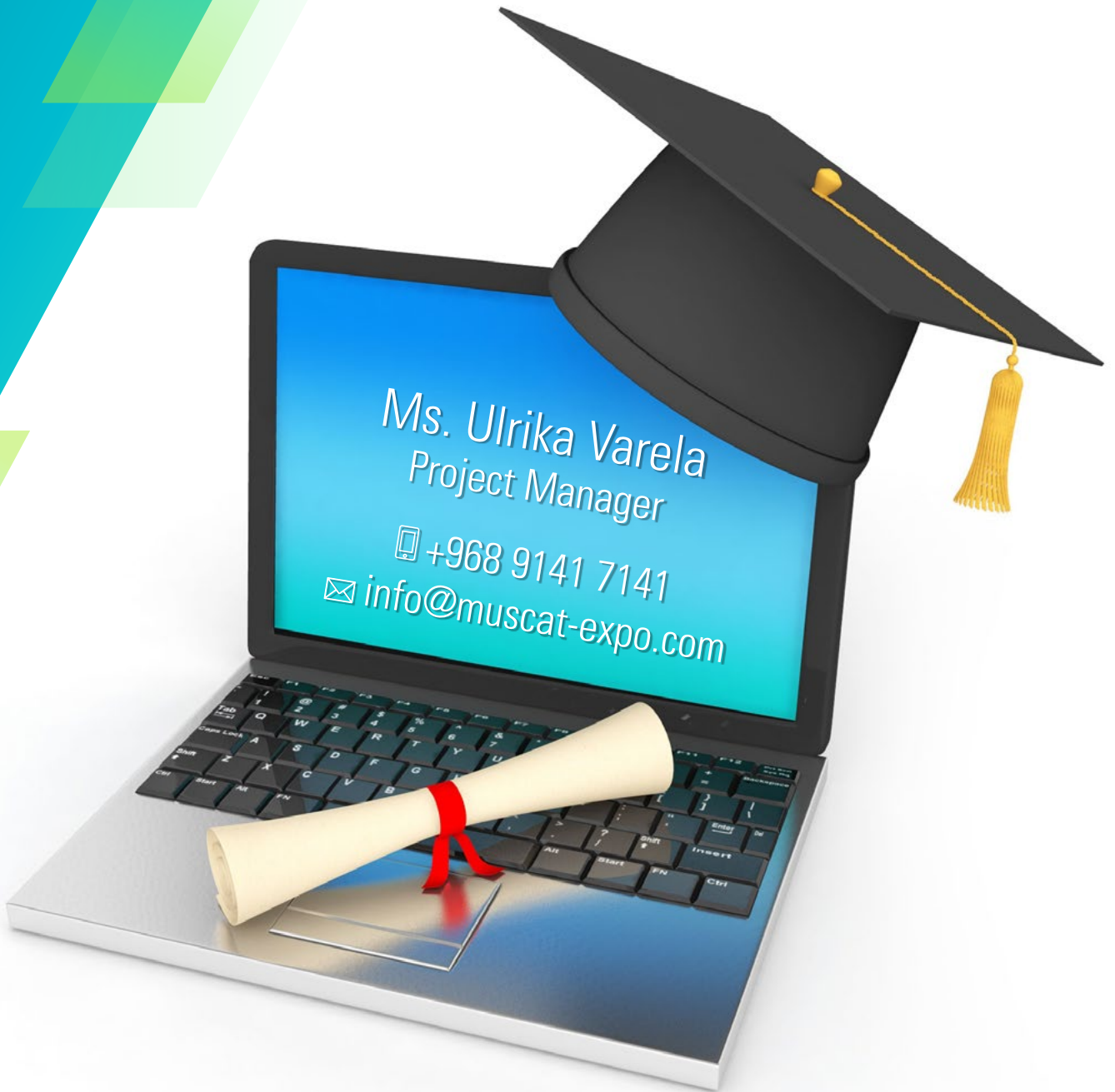
WHY VISIT



- ✓ **EXPO**rience the Future: A new way to experience an Exhibition. A virtual event works very much the same as our in-person events, with many of our physical features transferring to the digital experience. The Event will run 10:00am to 01:00pm and 05:00pm and 10:00pm - Gulf Standard Time (GMT+4). All you need is a desktop, laptop, tablet or phone, and you can digitally attend from the safety and comfort of your office or home. Our virtual platform is easy-to-use and supports all mobile and desktop devices, allowing for convenient interaction and communication. No App downloads are required.
- ✓ Chat via audio / face to face video with admission directors from top institutes, colleges and universities, receive a prospectus and enroll in a course.
- ✓ Opportunity to interact with top international and local educational institutions as well as take part in focused breakout sessions.
- ✓ Keep up-to-date on the latest courses and training opportunities available.
- ✓ Search for institutes, colleges and universities based on your preferences, visit their Virtual Booths to get detailed information.
- ✓ Browse through various learning options from colleges and training providers.
- ✓ Download and save course material brochures, forms and other resource materials for future reading to make informed decisions.
- ✓ Don't Miss to watch informative seminars, Career Advice and Alumni talks.
- ✓ Attending EDUTREX expo is now convenient and easy. Save time with no waiting in traffic jams or registration queues. Just Login and Connect!

JOIN THE EVENT TODAY!

For Exhibiting Enquiries and
Sponsorship Opportunities,
please contact:



ABOUT THE ORGANIZER

Muscat Expo LLC is headquartered in the Sultanate of Oman with alliance offices globally. We have the distinction of being pioneers in organizing Exhibitions, Conferences, Seminars and Training Workshops accomplished by a team of cohesive and experienced professionals.

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