

ايدو تراك عمان EduTraC Oman

معرض عمان للتعليم العالي والتدريب وتطوير الموارد البشرية
Higher Education, Training & HR Development Expo

Under the Patronage of



Oman's Biggest
Higher Education
& Training Expo!

27 - 29
October 2019

Oman Convention
& Exhibition Centre



Organized by



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POST SHOW REPORT



INTRODUCTION

Under the patronage of the Ministry of Higher Education, Ministry of Education, Ministry of Manpower and National Career Guidance Center the 6th EduTraC Oman was held at the Oman Convention & Exhibition Centre from 27 – 29 October 2019, the EduTraC Oman sought to bring together leading universities, higher education and training institutions from the Sultanate and around the world.

HIGHER EDUCATION

As Oman's investments on higher education and training continue to grow, EduTraC Oman provided a direct gateway and an ideal platform for leading local and foreign universities and training institutions to network with students, parents and working executives interested in education & training at all levels. The expo offered a strategic awareness opportunity to higher education and training providers to strengthen their presence in Oman's vibrant education market.

EduTraC Oman - a much anticipated education exhibition gathered professionals from the global education domain and representatives from reputed universities under one roof opening doors of opportunity for students wanting to study in Omani and international universities.



TRAINING, CAREER & HUMAN RESOURCE



The expo also featured Companies & Institutes who promoted On-the-Job Training, Career and Human Resource Development options for prospective candidates. The 3 days of the Exhibition were full of activities with seminars in addition to presentations given by experts. The seminars attracted delegates, students, business executives, higher education officials, private sector executives and expatriates seeking to learn more from experts on innovative procedures in Training and Human Resource Development.

EXHIBITION FACT SHEET

110 Number of Participants

12 Country Pavilions

7000 Number of Visitors

Exhibitor Feedback



Visitor Feedback



THE EVENT WAS SUPPORTED BY MULTI-CHANNEL MARKETING STRATEGIES WITH SPECIFIC VISITOR TARGET



Social media campaign



Outdoor media campaign



Mass mailing



SMS blast



Planned school visits



VIP Invitations to sponsors, ministry officials



Poster/ flyer distribution at schools



One to One meetings with sponsors



Networking opportunities during lunch



Press releases in local newspapers & online news portals





Interactive Career Advice & External Scholarships Forum

Presentations & Seminars

27, 28, 29 OCT 2019

27 OCTOBER 2019

10.30am - 11.30am	Bayan College Workshop: News Writing - Ms. Hana
11.45am - 12.45pm	Wolf Coaching Organization: Coaching & Caring Leadership - Ms. Jasmine Wolf
4.30pm - 5.30pm	Bayan College Workshop: Movie Making - Ms. Tahani
6.00pm - 7.00pm	The Secret to your Leadership: Insight & Impact - Mr. Richard Kemp

28 OCTOBER 2019

10.30am - 11.30am	Imagine the possibilities - Mr. Moustafa Kadous
11.45am - 12.45pm	Career Plan ME - Mr. Thahir Ahammed
4.30pm - 5.30pm	Choosing a Career: The Importance of Self Awareness - Ms. Massarat Shaikh - Educational Psychologist
5.30pm - 6.10pm	External Undergraduate Scholarships
	Your Guide to External & Internal Undergraduate Scholarships & Demistifying the Direct Entry Undergraduate Scholarships (DES) Programme .
	Intro: How to apply to a UK University for an Undergraduate Course (English) - by the Oman Ministry of Higher Education .
6.10pm - 6.40pm	Do UK Universities accept the Omani GED (General Education Diploma-Certificate) for Direct Entry? Find answers during a briefing by The University of Sheffield & The University of Warwick - Two of the Universities recommended for the Direct Entry Undergraduate Scholarship .
6.40pm - 7.10pm	The UCAS System: Your portal to Universities in the UK: Presentation in English by The University of Edinburgh - One of the Universities recommended for the Direct Entry Undergraduate Scholarship .
7.10pm - 7.40pm	UCAS Teachers' References: A Guide for High School Teachers / Counsellors. "What 'do' selective British Universities generally look for within the UCAS Reference?" - Presentation by The University of Manchester - One of the Universities recommended for the Direct Entry Undergraduate Scholarship .
7.40pm - 8.10pm	How to make an impactful Personal Statement (As part of a UK Undergraduate Application) - Guided Presentation in English by UCL - One of the Universities recommended for the Direct Entry Undergraduate Scholarship .

29 OCTOBER 2019

10.30am - 11.30am	21st Century Skills - Mr. Abdul Ridha
11.45am - 12.45pm	Artificial Intelligence and the Future of Humans - GUTech - DR. Nabil Sahli
4.30pm - 5.30pm	Social intelligence & Career Success - Chassan Fadhal
5.30pm - 6.15pm	External Undergraduate Scholarships
	Your Guide to External & Internal Undergraduate Scholarships by the Oman Ministry of Higher Education .
	Intro: How to apply to a USA University for an Undergraduate Course - Oman Ministry of Higher Education
6.15pm - 6.50pm	You want to study Medicine in Ireland? How to apply for direct entry - a presentation by UCD (Ireland) , one of the Universities recommended for the Direct Entry Undergraduate Scholarship .
6.50pm - 7.20pm	An Expert Session Including USA Panel consisting of Education USA and The Virginia Polytechnic Institute & State University (Also Known As Virginia Tech) - A University Recommended for the Direct Entry Undergraduate Scholarship .
7.20pm - 7.50pm	External Postgraduate Scholarships
	Presentations For Prospective External Postgraduate Scholarship Applicants.
	Briefing and Q&A about The National Postgraduate Scholarships Programme - The Department for Postgraduate Studies, Oman Ministry of Higher Education .
7.50pm - 8.10pm	How To Apply to a UK University for Masters or Phd Degree - Presentation by UCL - One of the Universities recommended for The National Postgraduate Scholarships Programme .

EXHIBITOR PROFILE

- Local & International HEI's
- Accredited Distance Education Service Providers
- Overseas Higher Education Ministries
- Embassies and Consulates
- Public and Private Universities and Colleges
- Study Abroad Centres
- English Language Centers
- Industrial Training Institutes
- International Language Centers
- IT Training Providers
- Occupational Training Institutes
- Polytechnic
- Technical & Vocational Training Centers
- Aviation and Hospitality Academies
- Career Development and Guidance Centers
- Multi-National Companies
- Online Job Portals
- Outsourcing Companies
- Banking and Financial Companies
- Ministries
- NGOs supporting SME

VISITOR PROFILE

- High School Students
- Graduate & Undergraduate Students
- Parents of prospective students
- Working Professions
- Government officials from the Higher Education Sector
- Representatives/Counselors for Overseas Education bodies
- University Deans, School Principals, Faculty Members
- Media Representatives
- Government Officials from Technical and Vocational Training
- HRD Managers
- Professionals seeking Career Growth
- Training Managers
- Budding Entrepreneurs
- Career Counsellors
- Fresher & Experienced Job Seekers
- High Ranking Government officials
- Omanization Representatives



LIST OF EXHIBITOR'S

SULTANATE OF OMAN

Ministry of Higher Education (MoHE)
Global Business Network LLC
Dhofar University
HSBC Bank Oman SAOG
Majan University College
Al-Zahra College for Women
Al Roya Training Center
Al-Ahliyya Amman University Office in Muscat
Samara Training Services
British Council
INTCAS
Mazoon College
Gulf College
Muscat University
Al Ahlam Higher Education Services
Bayan College
International Maritime College Oman LLC (IMCO)
Scientific College of Design (SCD)
Ministry of Manpower (MoMP)
College of Banking & Financial Studies (CBFS)
Arab Open University (AOU)
University of Nizwa
Modern College of Business & Science (MCBS)
Embassy of the United States of America in Muscat & EducationUSA
International Student Discount Card (ISD)
Muscat FM
Ministry of Education (NCGC)
Gulf Link International LLC
German University of Technology in Oman (GUTech)
IDP Education Ltd.

Ministry of Education - The Specialised Centre for Professional Training of Teachers (SCPTT)

United Media Services (OER)

Oman Academic Accreditation Authority (OAAA)

Al Buraimi University College

Hamad Al Azzani Higher Education Services

SASLO Legal Training Center

Businessliveme.com

BAHRAIN

Arabian Gulf University

LEBANON

American University of Beirut

JORDAN

ETS Global

MALAYSIA

MY Aspiration SDN BHD

Education Malaysia Global Services (EMGS)

University of Nottingham Malaysia Campus

Asia Pacific University of Technology & Innovation

Help University

Universiti Pendidikan Sultan Idris (UPSI)

Universiti Putra Malaysia (UPM)

Infrastructure University Kuala Lumpur (IUKL)

LIST OF EXHIBITOR'S

POLAND

Warsaw University of Technology

CYPRUS

University of Nicosia Medical School

GERMANY

DAAD - Deutscher Akademischer Austauschdienst

TURKEY

Gazi University

UNITED ARAB EMIRATES

Abu Dhabi University

eTriage Education & Training

Oxford Business Group (OBG)

Al Ain University of Science & Technology

IRELAND

University College Dublin

NORTHERN IRELAND

Invest Northern Ireland

Queen's University Belfast

Ulster University

UNITED KINGDOM

Abertay University

Birmingham City University

HEC Paris in Qatar

Leeds Beckett University

Mandevco International Group

Newcastle University

Northumbria University Newcastle

Robert Gordon University

The University of Edinburgh

The University of Sheffield

University of Central Lancashire (UCLan)

University of Manchester

University of Reading

University of Northampton

University College London (UCL)

University Warwick

University of East Anglia

University of Birmingham

Invest Northern Ireland

University of South Wales

University of Portsmouth

University of Strathclyde

UNITED STATES OF AMERICA

California State University, San Bernardino

Indiana University

Minnesota State University, Mankato

Savannah College of Art & Design (SCAD)

Skilled Now

University of Michigan, Flint

University of Nebraska

University of Northern Iowa

University of Oklahoma

University of South Carolina

Virginia Tech University

Southern Utah University

ACKNOWLEDGEMENT

A special thanks and gratitude to all the Supporters, Sponsors & Media Partners for their valuable contribution in making EduTraC Oman 2019 a success.

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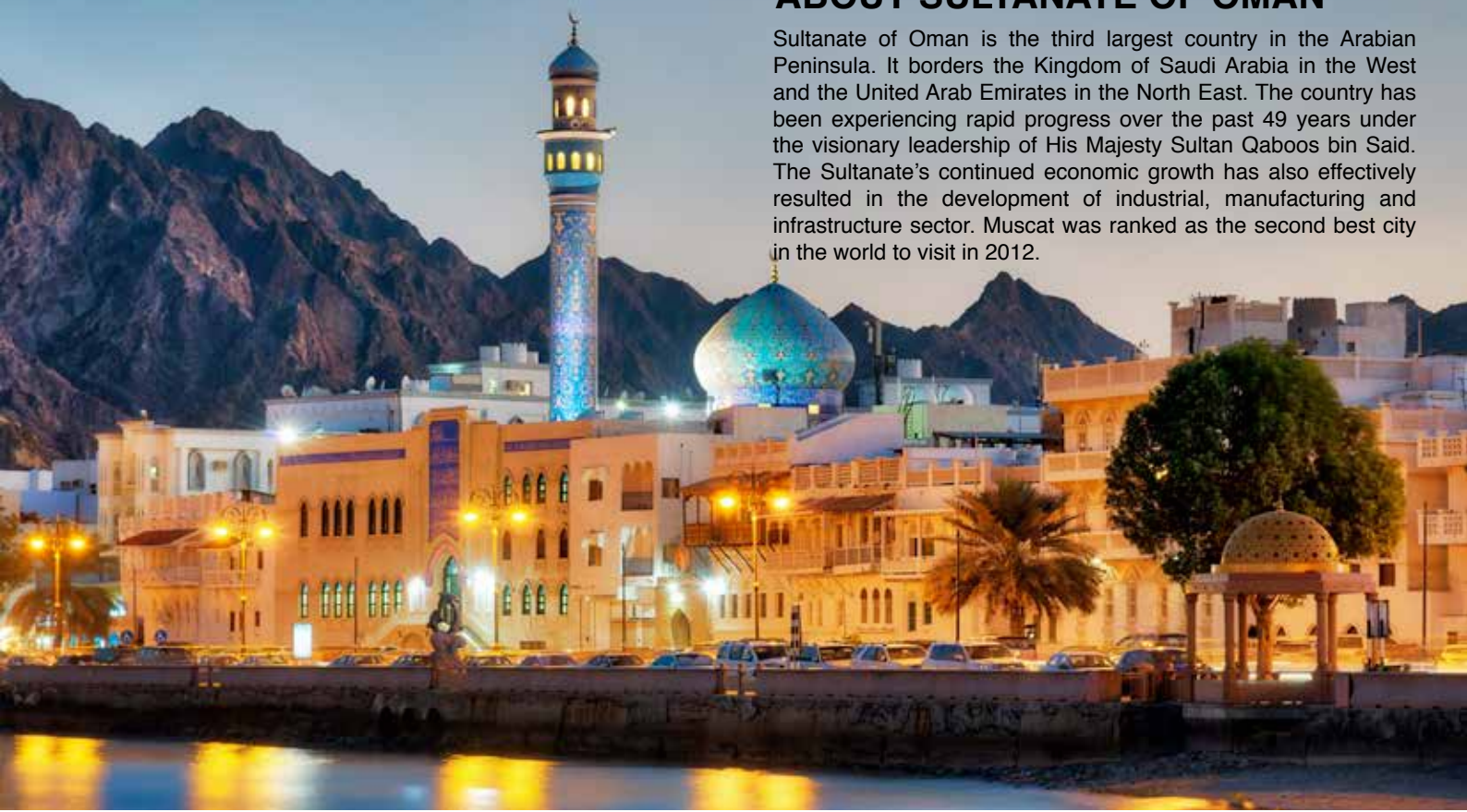


Media Partners



ABOUT SULTANATE OF OMAN

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 49 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2012.



THE ORGANIZER



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Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit: www.alnimrexpo.com

Achievements



Member of UFI



First Exhibition in Oman to win an International Award
CMO Asia - Event Industry Award
'Most Admired Event in the Middle East'



Global HR Excellence Awards
'HRD Event of the Year'



Best Private Enterprise for SME
Al Roya Business Award



Infra Oman - First Exhibition in Oman to be
BPA Audited



First Exhibition Company in Oman to win a
Business Award



The only exhibition company in Oman
to win the Oman Web Award



IDF Oman Nominated as
'Best Trade Exhibition'

For stand reservations or for details on sponsorship opportunities
and other information on Infra Oman, please contact:

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معرض عمان للتعليم العالي التدريب وتطوير الموارد البشرية
Higher Education, Training & HR Development Expo

2-3 December 2020

VIRTUAL EDITION



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