

UNDER THE PATRONAGE OF



Ministry of Higher Education,
Research & Innovation



SULTANATE OF OMAN
MINISTRY OF EDUCATION

Career Guidance and
Student Counseling Center

7th
Virtual
Edition

ايدو تراك عمان EduTraC Oman



معرض التعليم العالي، التدريب والتأهيل
Higher Education, Training & Career Expo

2 - 3 December 2020

POST SHOW REPORT

Organized by
animr
معارض تجارية | مؤتمرات | ورش العمل والندوات
Exhibitions | Conferences | Workshops

Member of
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The Global Association
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INTRODUCTION

Under the patronage of the Ministry of Higher Education, Ministry of Education - Career Guidance and Student Counseling Center the 7th EduTraC Oman Virtual Expo was held from 2 – 3 December 2020, 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.



SUPPORTERS

- Education USA
- EDUCATION IS GREAT
- Education MALAYSIA
- OMREN
- UK & Irish Counselling Adviser
- Al Ahlam Higher Education & Training Services
- edutracomman.com
- Ufi

7th Virtual Edition ايدو تراك عمان EduTraC Oman
2-3 December 2020
2pm - 9pm (Oman Time)

Under the patronage of:
Ministry of Higher Education, Research & Innovation
Ministry of Education, Research & Innovation
Career Guidance and Student Counseling Center

SPONSORS

- IOWA
www.uiowa.edu
- UT TOLEDO
www.utoledo.edu
- edutracomman.com
- Ufi



EXHIBITION FACT SHEET

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



76
Number of Participants



14
Country Pavilions



3834
Number of Visitors



1900
Number of Seminar Attendees



30
adverts placed
in local &
international
websites



1
promotional
radio adverts
were aired

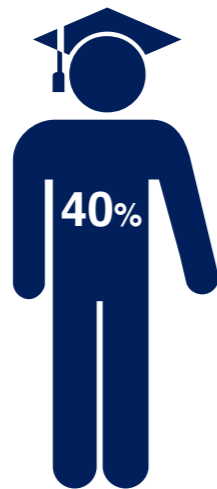


over
500
impressions served via
online advertisement

VISITOR PROFILE



Secondary
School Students



University
Students



Teaching
Professionals



30,000 e-mail
campaigns sent
to over contacts
globally



100
updates posted
on social media
channels before
the show



spent reaching
more than 3,250
professionals by phone

SPECIFIC INTEREST



50%
Master's
degree



70%
Bachelor's
degree



30%
Continuing
education



55%
Advice on
documentation



50%
Advice on
funding



SMS campaigns
sent to over
200,000

PRESENTATIONS & SEMINARS

2 December 2020

المهندس/ سالم بن تعيب بن حميد اليوسفي

مدير الكلية المهنية للعلوم البحرية بالخابورة
وزارة التعليم العالي
والبحوث العلمي والابتكار



Eng. Salim Taaib Humaid Al-Yousfi
Director of Al Khaboura Vocational
college of Marine Science
Ministry of Higher Education,
Research and Innovation
Sultanate of Oman

4:30 - 5:00 pm

TOPIC: General Overview on the Vocational Training Studies.

نظرة عامة عن التدريب المهني في السلطنة

خالد بن علي الشقصي

مدير البعثات الخارجية
وزارة التعليم العالي
والبحوث العلمي والابتكار
سلطنة عمان



Khalid Ali Alshaqsi
Director of External Scholarships
Ministry of Higher Education,
Research and Innovation
Sultanate of Oman

3:30 - 4:10 pm

TOPIC: Overview of Undergraduate External Scholarships with insight on Direct Entry Scheme

3:30 - 4:10 pm

نظرة عامة على برامج الابتعاث الخارجي للمرحلة الجامعية الأولى

عمر بن محمد آل عبد السلام

رئيس قسم متابعة الجودة
وزارة التعليم العالي
والبحوث العلمي والابتكار
سلطنة عمان



Omar Mohammed Al Abdulsalam
Head of Quality Follow Up Section
Ministry of Higher Education,
Research and Innovation
Sultanate of Oman

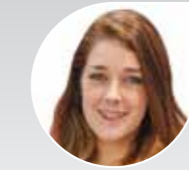
2:30 - 2:50 pm

كلمة المديرية العامة للجامعات والكليات الخاصة

Welcome Message: Directorate General of Private Universities & Colleges Quality Assurance Department

2:30 - 2:50 pm

Fin Kackwood
Regional Lead
Abertay University



5:50 - 6:30 pm

TOPIC: Study in Scotland

Melissa Clegg-Tripp
Counselor for Public Affairs
Embassy of the United States
of America



6:40 - 7:10 pm

TOPIC: Preparing for a (Great) American Higher Education Experience

الدكتورة زهرة الرواحي

مدير بناء القدرات الابتكارية
وزارة التعليم العالي
والبحوث العلمي والابتكار
سلطنة عمان



Dr. Zahra Al Rawahi
Director of Innovation Capacity
Building
Ministry of Higher Education,
Research and Innovation
Sultanate of Oman

5:10 - 5:40 pm

مستقبل التعليم بعد COVID-19

5:10 - 5:40 pm

TOPIC: The Future of Education after COVID-19.

3 December 2020

سميرة بنت سلوم بن خروف الطالعية

رئيسة قسم البرامج الخاصة
مركز التوجيه المهني والإرشاد الطلابي
وزارة التربية والتعليم



4:30 - 5:00 pm

عنوان المحاضرة / ملهمون

فاطمة بنت خلفان بن خميس الفورية

رئيسة قسم المناهج
مركز التوجيه المهني والإرشاد الطلابي
وزارة التربية والتعليم



4:30 - 5:00 pm

عنوان المحاضرة / الذكاء الثقافي

Massrat Shaikh
Educational Psychologist |
Career Counselor
Al Ahlam Training and Higher
Education Services



6:30 - 7:10 pm

TOPIC: How to Choose The Right Career & Careers in Mental Health

فاطمة بنت حمد بن عامر الهنائية

باحثة تربوية
مركز التوجيه المهني والإرشاد الطلابي
وزارة التربية والتعليم



5:30 - 6:00 pm

عنوان المحاضرة / استراتيجيات التعلم عن بعد للطلاب الجامعي

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

Al Ahlam Higher Education Services
 IDP Education Pty. Ltd.
 International Maritime College Oman LLC (IMCO)
 Ministry of Education – National Career Guidance Centre
 Ministry of Higher Education (MoHE)
 Muscat College
 Muscat University
 Oman Research and Education Network (OMREN)
 University of Nizwa



Canada

Carleton University
 Concordia University
 Dalhousie University
 Ontario Tech University
 University of Alberta
 York University



Cyprus

University of Nicosia Medical School



Finland

University of Eastern Finland (UEF)



Hong Kong

The Education University of Hong Kong
 The Hong Kong Polytechnic University



Hungary

University of Pecs



Jordan

University of Jordan



Malaysia

Education Malaysia
 Asia Pacific University of Technology and Innovation
 Infrastructure University Kuala Lumpur
 Multimedia University
 My Aspiration Sdn. Bhd.
 Sunway University
 Swinburne University of Technology Sarawak Campus
 Taylor's University
 Universiti Kebangsaan Malaysia (UKM)
 University of Nottingham Malaysia
 Universiti Teknologi Petronas (UTP)



Netherlands

Breda University of Applied Sciences



New Zealand

Education New Zealand



Turkey

Bilkent University



UK

Department for International Trade
 Abertay University
 Aberystwyth University
 Arts University Bournemouth
 Buckinghamshire New University
 Cardiff Metropolitan University
 Liverpool John Moores University
 Newcastle University
 Northumbria University Newcastle
 Robert Gordon University
 Queen's University Belfast
 University of Bath
 University of Birmingham
 University of Central Lancashire (UCLan)
 University of Leeds
 University of Leicester
 University of Manchester
 University of Portsmouth
 University of Reading
 University of Sheffield
 University of South Wales
 University of Strathclyde



United Arab Emirates

Qadri International Educational Consultancy



USA

Education USA
 California State University, Fresno
 Central Michigan University
 Marquette University
 Maryland Institute College of Art
 Middle Tennessee State University
 Savannah College of Art & Design (SCAD)
 Southern Utah University
 St. Cloud State University
 The University of Toledo
 University of Dayton
 University of Delaware
 University of Iowa
 University of Louisiana at Lafayette
 University of Nebraska, Lincoln
 University of Northern Iowa
 University of Oklahoma
 University of Tennessee, Knoxville
 Virginia Tech University



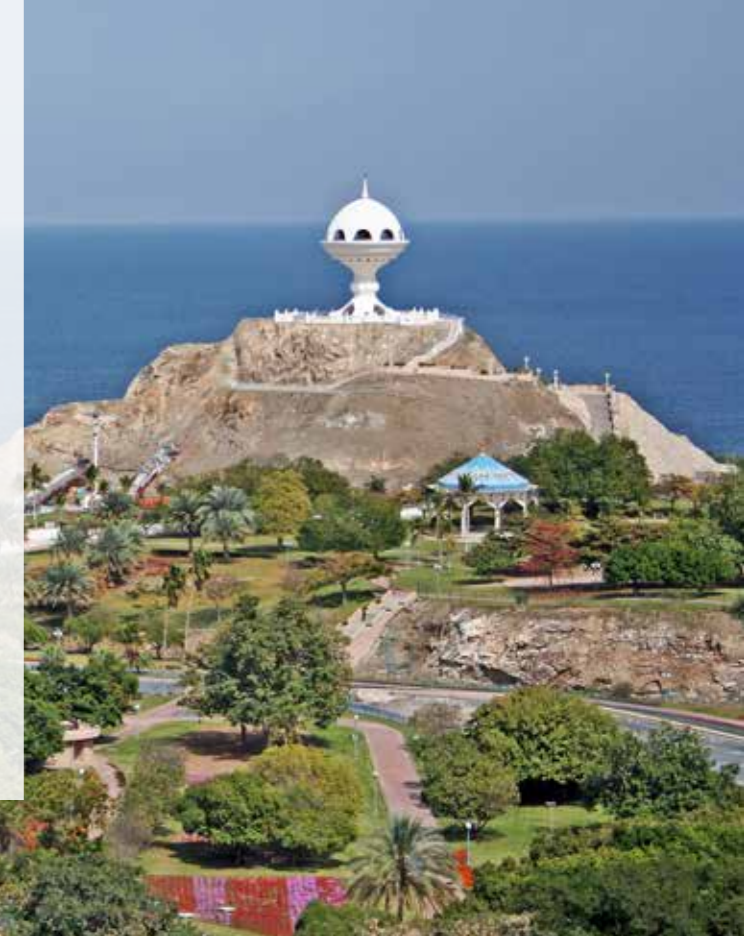
EXPLORE OMAN

Oman is a country that is known for its hospitality. Exhibitors and visitors of Oman Job Fair and Career Expo will find Oman a truly enjoyable and worthwhile visit. It is known for its unique scenic wadis or valleys, natural caves, islands, beaches, mountains, cliffs, old villages, forts and archaeological sites.

It also offers activities such as sailing, fishing and adventure sports, sand skiing or dune bashing, cycling, mountain climbing, hiking, camping, camel racing and cultural, wildlife and heritage tours.

The traditional souqs or markets offer traditional Omani crafts and items such as khanjars, Bedouin jewelry, buhoor or traditional incense, traditional clothing and textile, oils, and more. A number of shopping malls provide a modern shopping experience. Tourists should not miss trying the Omani sweet or halwa, dates and the traditional kahwa or coffee.

Oman is always on the top of the list of the best countries in the world to visit. In 2012, it was recognized as the Capital of Arab Tourism. Its capital Muscat was named the best city in the world to visit by travel guide published Lonely Planet in 2012.



THE ORGANIZER

Al Nimr Expo organizes some of Oman's top international trade exhibitions and conferences that provide unparalleled networking and business opportunities for companies looking to excel and grow within the Sultanate.

Founded nearly a decade ago, it has established itself as a market leader and one of Oman's most innovative and respected trade event organizers in the exhibitions industry.

Its portfolio of award-winning exhibitions and conferences span across key industry sectors such as construction and building, engineering, machinery, interior décor, design, furniture, communications, education and agriculture and fisheries.

With years of experience and a deep understanding of each industry's trends and evolution within the Sultanate, it is committed to operational excellence and delivering highly relevant events. Each event attracts top decision makers and thought-leaders from all over the Middle East, as well as a high level of overseas exhibitors, accounting for almost 75 per cent of the exhibition space.

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:

+968 9404 1616 | info@alnimrexpo.com | www.edutracom.com

Join us at the 8th Edition

UNDER THE PATRONAGE OF



Career Guidance and
Student Counseling Center

إيدو تراك عُمان EduTraC Oman



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

25-27 October 2021



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