

UNDER THE PATRONAGE OF



Career Guidance and Student Counseling Center

ايدو تراك عمان EduTraC Oman



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

25 - 27
OCTOBER 2021

POST-SHOW REPORT

ORGANIZED BY

البنيمر
animer

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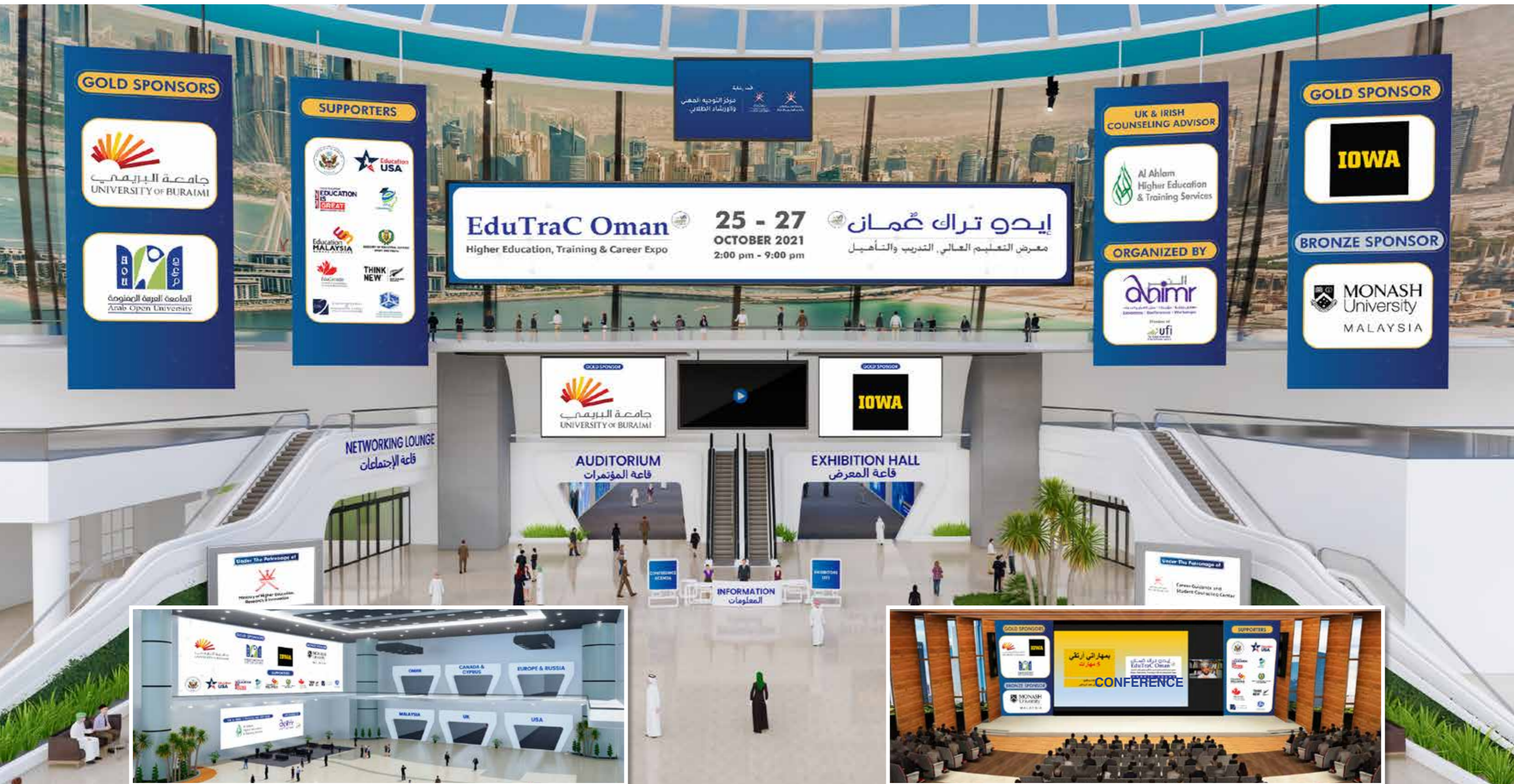
INTRODUCTION

The 8th edition of EduTraC Oman 2021 was successfully held through a first-time online platform from 25-27 October 2021 under the patronage of the Ministry of Higher Education, Ministry of Education-Career Guidance and Student Counseling Center. It gathered a community of leading universities, higher education and training institutions from Oman 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 2021's online edition enabled meaningful interaction among the education, training and counseling professionals, students and stakeholders, opening a door of fresh opportunities for students aiming to study in Oman and international universities.



EXHIBITION FACT SHEET

THE EVENT WAS PROMOTED THROUGH HIGHLY TARGETED, VISITOR-SPECIFIC MARKETING CHANNELS



55
Number of Participants



10
Country Pavilions



1956
Number of Visitors



1248
Number of Seminar Attendees

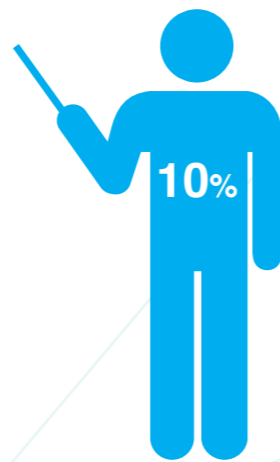
VISITOR PROFILE



Secondary School Students



University Students

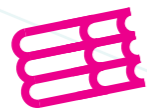


Teaching Professionals

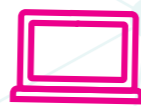
SPECIFIC INTEREST



50%
Master's degree



70%
Bachelor's degree



30%
Continuing education



55%
Advice on documentation



50%
Advice on funding



30
Adverts placed in local & international websites



Promotional radio ads were aired every month



Cumulative 60% impression shares on all online advertisements



30,000 emails sent to global contacts



100 updates posted on social media channels before the show



Over 3,000 industry professionals reached through calls



SMS campaigns targeted to 200,000 professionals

PRESENTATIONS AND SEMINARS

25 OCTOBER
2021

2:30 – 2:50pm
ورقة العمل : التعليم والتدريب المهني بالكلية المهنية بالسلطنة
الدكتورة / ميمونة بنت عبدالله الرواحية
المدير العام المساعد للتدريب المهني
وزارة التعليم العالي والبحث العلمي والإبتكار

3:00 – 3:20
Topic:
Malaysia as a study destination
Haji Norman Bin Zainal Abidin
Senior Regional Manager, Marketing, Communications & Branding
Education Malaysia Global Services

4:00 – 4:20
ورقة العمل : مهارات القرن الحادي والعشرين للطالب الجامعي
اسم المتحدث ، فاطمة بنت حمد الهنائية
باحثة تربوية
مركز التوجيه المهني والإرشاد الطلابي بوزارة التربية والتعليم

4:30 – 4:50
Topic:
Study in Canada
Lina Dada
Trade Commissioner
Embassy of Canada to KSA

5:30 – 5:50
Topic:
What U.S. University is Right for Me?
Erika Hepburn
Assistant Director of the Office of Global Strategies
University of Nebraska - Lincoln

5:30 – 5:50
Topic:
What U.S. University is Right for Me?
Will Schulenberg
International Recruitment Specialist
University of Nebraska - Lincoln

2:30 – 2:50pm
ورقة العمل : مستجدات الإبتعاث الداخلي
خليل بن إبراهيم الفارسي
باحث شؤون معوثين - بدائرة الإبتعاث الداخلي - المديرية العامة للإبتعاث الداخلي - وزارة التعليم العالي والبحث العلمي والإبتكار

3:00 – 3:20
Topic:
Study in Cyprus
Popi Economidou Appios
Senior Educational Officer
- Department of Higher Education
Cyprus Ministry of Education, Culture, Sport and Youth

3:30 – 3:50
ورقة العمل : صناعة التدريب الخاص في ظل رؤية عُمان ٢٠٤٠
الدكتورة / فاطمة بنت سيف اليزيدية
مديرة دائرة البرامج التدريبية بالمديرية العامة للمؤسسات التدريبية الخاصة
وزارة التعليم العالي والبحث العلمي والإبتكار

4:30 – 4:50
Topic:
Creating a career path that works for you
Elena Agaragimova
Co-Founder
Bessern

5:00 – 5:20
Topic: A Parent's Guide – How To Help Your Child Choose A Career
Massrat Shaikh
Educational Psychologist Career Counselor
Al Ahlam Training and Higher Education Services

5:30 – 5:50
ورقة العمل : بمهاراتي أرتقي
علي بن حمد بن محمد الرواحي
أخصائي إشراف أول
وزارة التربية والتعليم

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 Universities
- Technical & Vocational Training Centers
- Aviation and Hospitality Academies
- Career Development and Guidance Centers
- Multinational Companies
- Online Job Portals
- Outsourcing Companies
- Banking and Financial Companies
- Ministries
- NGOs supporting SMEs

26 OCTOBER
2021

4:00 – 4:20
Topic:
Undergraduate Studies in the United States
Sara Al Khudhuri
Education, Outreach, and Engagement Advisor
United States Embassy in Muscat

4:30 – 4:50
Topic:
Creating a career path that works for you
Elena Agaragimova
Co-Founder
Bessern

5:30 – 5:50
ورقة العمل : بمهاراتي أرتقي
علي بن حمد بن محمد الرواحي
أخصائي إشراف أول
وزارة التربية والتعليم

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 PARTICIPANTS

– EDUTRAC OMAN 2021

SUPPORTED BY

Ministry of Education - Career Guidance & Student Counseling Center	Oman
Ministry of Higher Education, Research & Innovation (MoHERI)	Oman
YDYF Campaign	Oman
Edu Canada / Embassy of Canada in Saudi Arabia	Canada
Ministry of Education, Culture, Sport & Youth, Cyprus	Cyprus
Education Malaysia Global Services (EMGS)	Malaysia
Education New Zealand	New Zealand
Eastern European University Association (EEUA)	Russia
Accreditation Service for International Schools, Colleges & Universities (ASIC)	UK
Department for International Trade - British Embassy Muscat	UK
Education USA / Embassy of the United States of America in Muscat	USA

SPONSORS

University of Iowa	USA
University of Buraimi	Oman
Arab Open University	Oman
Monash University Malaysia	Malaysia

EXHIBITORS

Dalhousie University	Canada
University of Cyprus	Cyprus
University of Nicosia	Cyprus
University of Debrecen	Hungary
Trinity College Dublin (TCD)	Ireland
University College Dublin (UCD)	Ireland
Asia Pacific University of Technology and Innovation (APU)	Malaysia
Infrastructure University Kuala Lumpur (IUKL)	Malaysia
International Centre for Education in Islamic Finance (INCEIF)	Malaysia
Sunway University	Malaysia
Taylor's University	Malaysia
Universiti Malaysia Pahang (UMP)	Malaysia
Universiti Selangor (UNISEL)	Malaysia
Universiti Teknologi Petronas (UTP)	Malaysia
University of Kuala Lumpur (UNIKL)	Malaysia
IGEC Oman Branch Joint with FIEC	Oman
Abertay University	UK
Aston University	UK

Cardiff Metropolitan University	UK
Cardiff University	UK
Leeds Beckett University	UK
University of Birmingham	UK
University of Exeter	UK
University of Leeds	UK
University of Leicester	UK
University of Manchester	UK
University of Nottingham	UK
University of Reading	UK
University of Strathclyde	UK
Arizona State University	USA
Ball State University	USA
California State University, Fresno	USA
California State University, Monterey Bay	USA
California State University, San Bernardino	USA
Clark University	USA
Ferris State University	USA
Florida Institute of Technology	USA
Georgia State University	USA
Iowa State University	USA
St. Cloud State University	USA
University of Kansas	USA
University of Nebraska, Lincoln	USA
University of Nebraska, Omaha	USA
University of Northern Iowa	USA
Western Kentucky University	USA
Wilkes University	USA

UK & IRISH COUNSELLING ADVISOR

Al Ahlam Higher Education Services	Oman
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MEDIA PARTNERS

Devdiscourse	India
Chief Learning Officer Middle East (CLO-ME)	UAE
Oxford Business Group (OBG)	UAE
US Journal of International Enrollment Management	USA

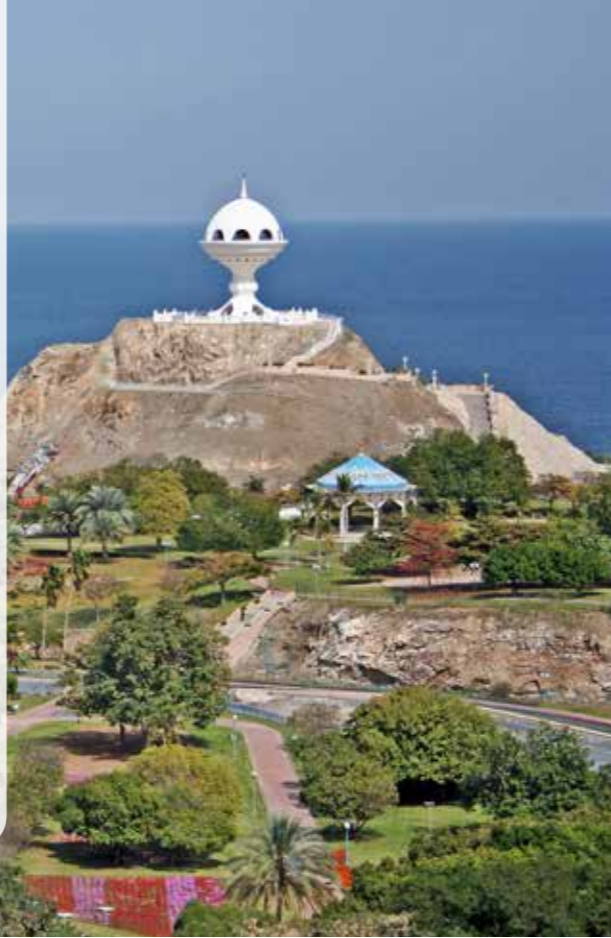
EXPLORE OMAN

Oman is a country that is known for its hospitality. Exhibitors and visitors of EduTraC Oman 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.



Join us at the 9th Edition

Under The Patronage of



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Student Counseling Center

ايدو تراك عمان EduTraC Oman



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

10 - 12 October 2022
Oman Convention & Exhibition Centre
Muscat, Oman



THE ORGANIZER

Al Nimr Expo organizes local and international trade exhibitions and conferences that provide business and networking opportunities to companies and offer platforms for buyers to directly connect with these companies and current markets.

Established in 2009, we have positioned ourselves as market leaders and one of Oman's respected trade event organizers.

Our portfolio of award-winning events span across key industry sectors such as building and construction, food, agriculture and fisheries, logistics and transport, education, training and career and human resources.

We are a member of UFI-The Global Association of the Exhibition Industry.



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'

+968 9404 1616 | info@alnimrexpo.com

Organized by



www.edutracom.com

For stand reservations or for details on sponsorship opportunities
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