

UNDER THE PATRONAGE OF



Ministry of Higher Education,
Research & Innovation



SULTANATE OF OMAN
MINISTRY OF EDUCATION

Career Guidance and
Student Counseling Center

إيدو تراك عمان EduTraC Oman



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

10 - 12 | OMAN CONVENTION
OCTOBER 2022 & EXHIBITION CENTRE

POST SHOW REPORT

ORGANIZED BY

المنبر
animr
معارض تجارية | مؤتمرات | ورش العمل والندوات
Exhibitions | Conferences | Workshops

www.edutracoman.com

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 10 – 12 October 2022, 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

10,000

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





EDUTRAC WORKSHOP

MONDAY 10 OCTOBER 2022

DAY 1

5:00 PM to 6:00 PM

ENTREPRENEURSHIP ENVIRONMENT

بيئة ريادة الأعمال

Nabiha Salman

Communication and digital marketing specialist
Zubair Enterprises Development Center
Environment of Ecosystem



نبيهه سلمان

أخصائية اتصالات وتسويق رقمي
مركز الزبير لتطوير المؤسسات
بيئة ريادة الأعمال

6:10 PM to 6:40 PM

YOUR PATHWAY TO OXFORD, CAMBRIDGE AND BEYOND

Madhav Juneja

Academic Advisor
Crimson Education



Amin Elkhidir

Academic Advisor
Crimson Education

7:00 PM to 8:00 PM

ACADEMIC AND ENTREPRENEURSHIP

الأكاديمية وريادة الأعمال

Adel Al-Hubaishi

CEO
PROACT
Target group: University
and College graduates & students



عادل الحبوشي

المهنة: الرئيس التنفيذي
PROACT

الفئة المستهدفة:
خريجي وطلبة الجامعات والكليات

10:30 AM to 11:15 AM

HOW CAN I BE A CREATIVE AND DISTINGUISHED STUDENT? كيف أكون طالب مبدع ومتميز

Madeeha Awadh Alshjiby

Director of Relations,
Media and Community Outreach
Tamkeen
Target group: School students



مديحة بنت عوض الشجيبي
مديرة العلاقات والاعلام والتواصل المجتمعي
تمكين
الفئة المستهدفة : طلبة وطالبات المدارس

11:15 AM to 12:30 PM

THE LAST STEP

اخر خطوة

Zuwaina khadeem Nasser Almamari

Team Leader
Derayah Team
Target group: school students



زويينة خديم ناصر المعمري
رئيس الفريق
فريق دراية
الفئة المستهدفة: طلبة وطالبات المدارس

5:00 PM to 6:00 PM

INVEST IN YOURSELF

استثمر نفسك

Abdullah Khamis Obaid Al Muqbali

Photographer
Derayah Team
Target group: University and College
graduates & students



عبدالله خميس عبيد المقبالي
مصور فوتوغرافي
فريق دراية
الفئة المستهدفة : خريجي وطلبة الجامعات
والكليات

7:00 PM to 8:00 PM

COMMANDER IN THE RANK OF MUHANAD

قائد برتبة مهندر

Bushra Nasser Sulaiman Al Subhi

V. CEO & Events Manager
Tamkeen
Target group: School students (9-12)



بشرى بنت ناصر بن سليمان الصباحية
نائب الرئيس
تمكين
الفئة المستهدفة : طلبة وطالبات المدارس(9-12)

10:30 AM to 11:15 AM

DOUBLE YOUR SKILLS

ضاعف مهاراتك

Ali Al-Buraiki

Platform manager
Career Advisor Platform
Target group: general

**علي البريكي**

مدير المنصة
المؤسسة: منصة المرشد المهني
الفئة المستهدفة: عام

11:15 AM to 12:00 PM

UNTRADITIONAL THINKING

التفكير اللانمطي

Khamis Said Mohammed Al-Alawi

CEO
Tamkeen
Target group: school students

**خميس العلوي**

الرئيس التنفيذي
تمكين
الفئة المستهدفة: طلبة وطالبات المدارس

12:00 PM to 12:30 PM

UNDERGRADUATE STUDIES IN THE UNITED STATES | STUDENT VISA PROCESS

Sara Alkhudhuri

Education and Outreach Advisor
EducationUSA

**Rachel Washington**

Consular Section Chief
U.S. Embassy in Oman



12:30 PM to 1:30 PM

STUDYING IN GERMANY
SCHOLARSHIPS FOR OMANIS AND OTHER COUNTRIES ACADEMIC ADVISING**Rima Ghamrawi**

Project Manager, Academic expert.
German Academic Exchange Service
(DAAD)



4:30 PM to 5:00 PM

CAREER GUIDANCE AND ITS IMPORTANCE FOR HIGH SCHOOL STUDENTS

Massarat Sheikh

Educational Psychologist Career Counselor
Al Ahlam Training and
Higher Education Services
Target group: Parents & Students



5:00 PM to 5:40 PM

YOUR PATHWAY TO THE IVY LEAGUE AND BEYOND

Madhav Juneja

Academic Advisor
Crimson Education

**Amin Elkhidir**

Academic Advisor
Crimson



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



Ministry of Higher Education, Research & Innovation (MoHERI)	Oman
Global College of Engineering & Technology (GCET)	Oman
Experts	Oman
Dalhousie University	UAE
GLinks International LLC (Study Abroad)	Oman
Education Malaysia	Malaysia
Infrastructure University Kuala Lumpur (IUKL)	Malaysia
Asia Pacific University of Technology & Innovation (APU)	Malaysia
Universiti Kuala Lumpur (UniKL)	Malaysia
Taylor's University	Malaysia
Integral University	India
Majan University College	Oman
DAAD - German Academic Exchange Service	Germany
Khalifa University	UAE
Ministry of Education, Sport & Youth, Republic of Cyprus	Cyprus
University of Leicester	UK
Abertay University	UK
University College London (UCL)	UK
Al-Ain University	UAE
Manipal Academy of Higher Education (MAHE)	India
Modern College of Business & Science (MCBS)	Oman
Crimson Education	UAE
University of Portsmouth	UK
University of Strathclyde	UK
Newcastle University	UK

ICAEW	UAE
University of Nizwa	Oman
Jordan Tourism Board	Jordan
Al Ahlam Higher Education Services	Oman
Birmingham City University	UK
The University of Manchester	UK
Oxford International Group	UK
Dr. D.Y. Patil Vidyapeeth	India
The University of Edinburgh	UK
University of East Anglia	UK
Kaplan International Pathways	UAE
Oxford Business Group	Oman
Muscat University	Oman
Oman Tourism College (OTC)	Oman
IDP Education Ltd.	Oman
Tehran University of Medical Sciences (TUMS)	Iran
ELS Language Centers	USA
University of Arizona	USA
Northern Illinois University	USA
Temple University	USA
Cyprus International University (CIU)	TRNC
Oman College of Health Sciences (OCHS)	Oman
Embassy of the United States of America in Muscat & EducationUSA	Oman
The George Washington University	USA
University of Massachusetts Dartmouth	USA
The University of Toledo	USA
Girne American University	TRNC
Ministry of Education - Career Guidance & Student Counseling Center	Oman
University of Buraimi (UOB)	Oman
Technical & Administrative Training Institute LLC (TATI)	Oman
Al Buraimi University College	Oman
Conference Area	Oman
Cafeteria	Oman
Savannah College of Art & Design (SCAD)	USA
Iowa State University	USA
University of South Carolina	USA
Florida Institute of Technology	USA

Acknowledgement

A special thanks and gratitude to all the Sponsors and Supporters for their valuable contribution in making EduTraC Oman 2022 a success.

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Platinum Sponsors



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German Academic Exchange Service



الكلية الحديثة للتجارة والعلوم
MODERN COLLEGE
OF BUSINESS & SCIENCE

Gold Sponsors



كلية عمان للسياحة
Oman Tourism College



جامعة البريمي
UNIVERSITY OF BURAIMI

Uk & Irish Counseling Advisor



Al Ahlam
Higher Education
& Training Services

Supporters



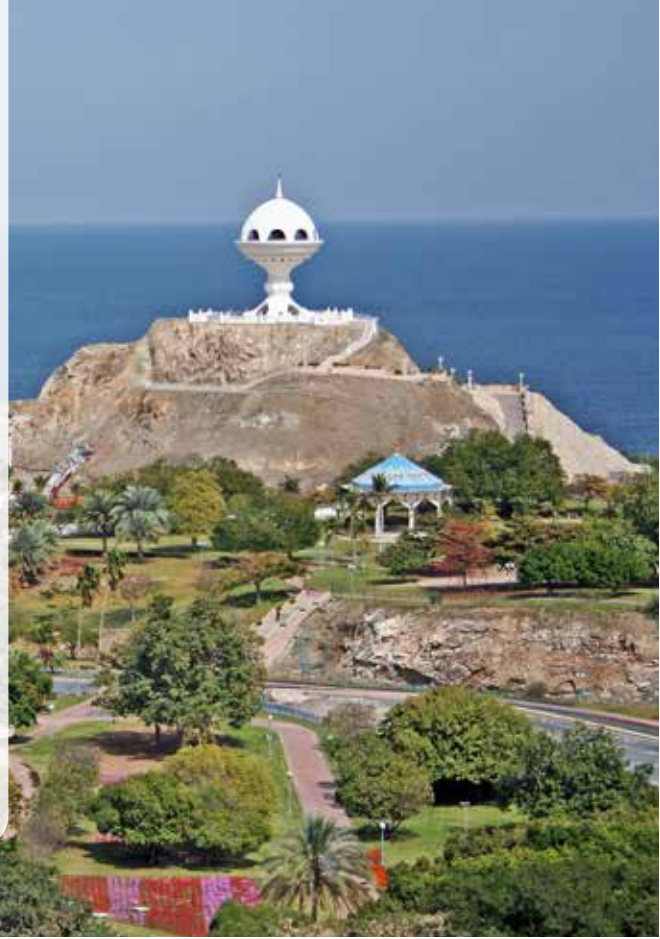
EXPLORE OMAN

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.



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.

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 EduTraC Oman, please contact:

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

SEE YOU NEXT YEAR!

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Career Guidance and
Student Counseling Center

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معرض التعليم العالي، التدريب والتأهيل
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22 - 24
OCTOBER 2023

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& EXHIBITION CENTRE

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