

UNDER THE PATRONAGE OF



Career Guidance and  
Student Counseling Center




# ايدو تراك عُمان EduTraC Oman




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

22 - 24  
OCTOBER 2023 | OMAN CONVENTION  
& EXHIBITION CENTRE  
MUSCAT, OMAN


[www.edutracomana.com](http://www.edutracomana.com)

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# THE EDUCATION SECTOR IN OMAN

Oman has long considered education as among the most important pillars of sustainable environmental economic and social development. It believes that it must prioritize the development of its human resources and equipping the current generation with the innovative knowledge, skill and competencies that will enable it to compete in the global economic arena as well as positively contribute to national development.

It believes that private higher education establishments play a vital role in increasing opportunities for admission to higher education institutions for various sectors of society.



# OMAN VISION 2040: TOWARDS A KNOWLEDGE-BASED ECONOMY

Under the Sultanate's Oman Vision 2040, alongside its 10th Five-Year Development Plan (2021-2025), attention is placed on economic diversification from oil and building a knowledge-based economy. The Ministry of Higher Education, Research and Innovation ensures the promotion of the higher education system, such that it meets the requirements of sustainable development and achieves the goals of its Vision 2040. It also emphasizes protection of human capital and developing its education system.

Within the structure of Vision 2040, the National Strategy for Education 2040 was designed to set a new framework for education, capacity building, transfer of jurisdiction and responsibilities to educational institutions and the adoption of an outcome-based approach.



# EXHIBITION FACT SHEET 2022



**110**  
Number of Participants



**12**  
Country Pavilions

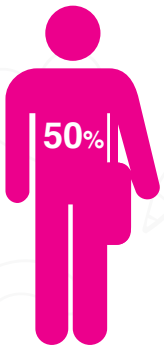


**10,000**  
Number of Visitors



**1200**  
Number of Seminar Attendees

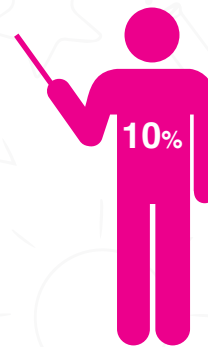
## VISITOR PROFILE



Secondary  
School  
Students



University  
Students



Teaching  
Professionals

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



Social media campaign



VIP Invitations to sponsors, Ministry officials



Outdoor media campaign



Poster/ flyer distribution at schools



Mass mailing



One-to-One meetings with sponsors



SMS Campaign



Networking opportunities



Planned school visits



Press releases in local newspapers & online news portals

## FOREIGN INVESTMENTS IN HIGHER EDUCATION

The Oman government is currently working towards attracting foreign investments in the higher education sector. It is currently offering private higher education establishments land plots and granting private universities 50 per cent of their paid-up capital and a maximum of OMR 3 million with an exemption in tax and customs. This is in addition to an increase in the number of student admissions.

It is also providing private higher education establishments with opportunities to initiate investments and commercial activities in the land offered to them “in order to establish service projects supportive to the educational process.”



# EDUTRAC OMAN 2023: A PLATFORM FOR THE CONTINUOUS ADVANCEMENT OF EDUCATION, CAREER AND TRAINING

In support of Oman's direction to develop and expand its higher education sector, trade exhibitions organizer Al Nimr Expo brings to the fore the highly relevant EduTrac Oman in its hybrid edition.

Now on its 9<sup>th</sup> successful year, this inclusive event will offer the best of a physical and virtual platform, ensuring that participants and audiences who opt for either are given the unique opportunity to meet, network and directly interact with the local and global education community.



# EXHIBITOR PROFILE

EduTrac Oman focuses on key segments under the education sector

Education / Higher Education

Training

Career Development / Human Resources

Meet participants who could help you achieve your education and career goals:

## EDUCATION

- Banks and Financial Institutions Providing Educational Loans
- Business Schools
- Continuing-Education Centers
- Distance Education Providers
- Education and Tourism Councils
- Educational Resource Providers
- Embassies and Consulates
- Engineering Colleges
- English Language Proficiency Test Centers
- Funding and Scholarship Providers
- International Organizations Dedicated to Higher Education
- International Universities, Colleges, and Organizations Offering Higher Education
- Government Agencies Promoting Education
- Government Universities
- Medical Schools
- Private and Public Colleges and Universities
- Professional and Vocational Institutions
- School Boards
- Study Abroad Centers
- Technical Colleges
- Undergraduate and Post-Graduate Program Providers



## TRAINING

- Training Academies
- International and Local Training Companies
- Vocational and Training Institutions

## CAREER DEVELOPMENT / HUMAN RESOURCES

- Career Development Companies
- Career Service Centers
- Career Training Facilities
- Coaching Organizations
- Employment Service Centers
- International and Local Career Agencies
- International and Local Placement Agencies
- International and Local Recruitment Agencies
- Job Sites or Portals

## WHY EXHIBIT?

- Meet and interact with prospective students from Oman and other GCC countries seeking higher education.
- Introduce your educational programs to hundreds of students and course seekers.
- Invite applicants to study abroad and those who are qualified for scholarships.
- Promote your courses, prospectus, academic programs and university information to a large audience at one time.





# VISITOR PROFILE

Meet the visitors who are on the looking to pursue post-graduate or higher education studies, study abroad, meet with career coaches and receive insights and advice on career options, and more.

- Academia
- Career Advisors/Coaches/Counselors
- College and University Students
- Deans, Principals and Heads of Institutions
- Diploma Holders
- Education Consultants
- Education Content Providers
- Fresh Graduates and Undergraduates
- Government Officials (Basic and Higher Education)
- Guidance Counselors
- Headhunters
- HR and Training Managers
- Human Resources Professionals
- Independent Consultants
- Individuals looking for a Second Career or a Career Change
- Individuals Looking for Employment
- Individuals Looking for Information on Higher Studies
- Individuals Looking for Information on the Job Market
- Individuals Seeking Advice on Training and Career Development
- Individuals Interested to Work Outside The Country
- Parents, Legal Guardians, General Public
- Professional Associations
- Professional Resume Writers or Companies
- School Counselors
- Teaching Faculty
- Top & Mid-Career Executives
- Undergraduates

## WHY VISIT?

- Connect with admission officers easily! Chat directly with university personnel and have your questions answered on the spot.
- Engage with qualified career/education coaches regarding academic programs, scholarships, and more.
- Learn about the various undergraduate and post-graduate courses offered by leading universities worldwide.
- Get essential tips and expert advice on university applications and career guidance for free.



## BE A SPONSOR

Promote your brand while saving on advertising cost with high returns!

Contact us today for our participation packages, which we can customize for you.

## HOW TO PARTICIPATE AND BOOK YOUR STAND

### SHELL SCHEME STAND - OMR 1350 / USD 3580

9 sqm. includes octanorm wall panels, 1 table, 2 chairs, carpet, fascia board, 1 LED light & 1 double socket

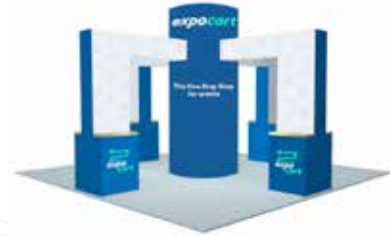


### OPEN SPACE - OMR 120 / USD 315 (per sqm)

Minimum 18 sqm area. Space has to be designed & constructed by the exhibitor.

Approval of stall design from organizer is a must.

Electrical must be paid separately.



## ABOUT 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.

## CONTACT US FOR MORE INFORMATION:

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### The Organizer

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