

THE TIMES OF INDIA

PRESENTS



30-31 JAN 2025, JEDDAH, KSA

02-03 FEB 2025, RIYADH, KSA

Your Pathway to Admissions in the
Finest Indian Universities



MARKET OVERVIEW

4.85mn Indians Live in Kingdom of Saudi Arabia

37 Indian Schools in KSA with 18 Affiliated to CBSE with the Largest in Dammam Having 16,000+ Student

85K + Indian Students with 15% in Higher Education

Growing Demand Indian Learning Programs That Help Prepare for Global Markets

Potential with Quality Indian Education Institutions

WHY PARTICIPATE IN AN EDUCATION FAIR?

Indian Education Fairs Have Always Been a Place for The Leading Institutions to Exhibit & Showcase Their Courses & Programs. Educational Institutions Reap Multiple Benefits from Participation in These Fairs Including But Not Limited to:

Student Enrolment for
UG PG, PHD Programs

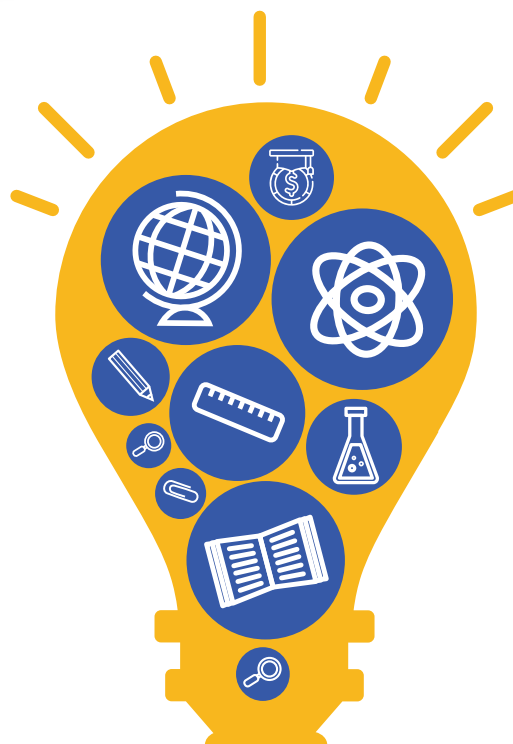
Management Development
Programs for Working
Professionals

Corporate Partnerships for
Consulting & Research

Student & Faculty Exchange
Programs with Like Minded
Institutions

Joint Programs with
Universities, Institutions

Endowments for New
Programs



Participation of
Leading
Institutions



One to One
Counseling for
Students



Psychometric
Testing for
Students



Information
about
Scholarships



Education
Loan
Opportunities



Free Entry
for
Students

EXHIBITOR PROFILE



Core Exhibitors:



Universities, Institutions, Colleges & Schools Promoting Quality Education.



Language Schools, Summer Schools and eLearning Platforms.



Training Institutions for GRE, GMAT SAT, IELTS, TOEFL etc.



Education Chambers, Councils & Associations Promoting Education.



Embassies, High Commissions, Consulates & Trade Missions.



Support Exhibitors:



Institutions Promoting Education Loans for Students.



Education Magazines, Journals and Publications.



Online Education Portals and Counsellors.

VISITOR PROFILE

- ✓ School, College & University Students Looking for Study Options.
- ✓ Parents, Guardians & Teachers of Aspiring Students looking for UG / PG Options.
- ✓ Chancellors, Vice-Chancellors, Principals, Deans & Directors of Leading Institutions.
- ✓ Working Professionals Looking for further Education.
- ✓ Technical People Looking for Training Abroad.
- ✓ Government Officials and Professionals in the Education Ecosystem.
- ✓ Media Personals from National & International Media Houses.

Market Overview

- ✓ Significantly Emerging Indian Market
- ✓ 30 Million+ Students in Higher Education
- ✓ Collaboration Potential Quality Indian Education Institutions
- ✓ Easy Availability of Student Loans and Scholarships
- ✓ Great Demand for High Quality & Future Skills Education
- ✓ Growing Demand for Flexible Learning Programs

Success Strategy

- ✓ Large Scale Social Media Outreach
- ✓ Presence in Print, Electronic & Online Media
- ✓ Invitations to Ministers, Government Officials & Foreign Diplomats
- ✓ Invitations to Owners, Chancellors & Vice-Chancellors
- ✓ Invitations to Principals, Deans & Directors
- ✓ Extensive Email Campaigns & SMS Campaigns
- ✓ Banners, Posters, Hoarding, Paper Leaflets
- ✓ PR Activities including Pre Event & Post Event Coverage

Glimpses of Past Event



Participate As: Sponsor | Exhibitor | Delegate

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