





إيدو تراك عُمان EduTraC Oman

معرض التعليم العالي والتدريب والتوظيف **Higher Education, Training & Career Expo**



POST-SHOW REPORT



INTRODUCTION

Following the success of the second edition held in October 2015 the third edition of EduTraC Oman was held from 18-20 October 2016 at Oman International Exhibition Centre. The three-day event took place under the patronage of Ministry of Higher Education, Ministry of Education – National Career Guidance Center, Ministry of Manpower.

DEDICATED HIGHER EDUCATION PAVILION

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.

DEDICATED TRAINING & JOB PAVILION

The expo also featured a pavilion for job seekers to meet HR personnel from different industry sectors, associations, government organizations and private sector companies who promoted the available On-the-Job Training & job vacancies for prospective candidates. A dedicated pavilion for Banking and Finance institutions provided an excellent opportunity to job seekers interested in hunting job opportunities in banking & Finance sector and young entrepreneurs in obtaining financing information to start their new business as well as for the needs of their existing business.



TESTIMONIALS



"EduTraC Oman is high profile event organized under the patronage of the Ministry of Higher Education. The main purpose of EduTraC Oman is to facilitate students and visitors to envision their academic and career paths to help them pursue their higher education and achieve their future goals. The Ministry is delighted to support EduTraC Oman to achieve several objectives that would provide a true picture of the renaissance taking place in the Sultanate under the wise leadership of His Majesty Sultan Qaboos bin Said, the architect of modern Oman."

H.E. Dr. Abdullah Al Sarmi Undersecretary Ministry of Higher Education



"Education not only helps us in progressing in life but also makes people aware of their rights and duties towards the nation. It provides many opportunities in various fields for the development of the country and also makes people independent, builds confidence and self-esteem. EduTraC Oman is a great event and is a great platform to improve the quality of human resources of Oman and build a better economy."

H. E. Hamad bin Khamis al Amri Undersecretary for Labour Affairs Ministry of Manpower



The third edition of EduTraC Oman was officially inaugurated by H.E. Hamad bin Khamis Al Amri, Undersecretary of Ministry of Manpower at Oman Convention Exhibition Centre on 18 October 2016.

EXHIBITION FACT SHEET

Show Name

EduTraC Oman – Higher Education, Training & Career Expo

Exhibition Dates & Time

18 - 20 October 2016 | 10am - 8pm

Venue

Oman Convention Exhibition Centre

128

Number of Participants

2085 Number of Visitors (UFI audited stats)

4 Country Pavilions

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 made it quite easy to meet qualified students at the undergraduate and graduate levels from Oman and the GCC at Muscat's new world-class Oman Convention & Exhibition Centre. I will definitely return next year."

Dr. Anthony J. DeNapoli Associate Dean of International Affairs Nova Southeastern University















"The three day expo educated visitors how to make better decisions about their future and explore more about higher education, training, and job options available to them in Oman and overseas"











CONCURRENT EVENTS & SEMINARS

DAY 1

"Global Human Capital - Emerging Perspectives"

Babu Charles Earnest Charles, Senior Lecturer - Educational and Professional Development, Caledonian College of Engineering

"The Value of Professional Certifications in today's complex business environment"

Mr. Ahmad Mkhallati, Director, Regional Partners' Relations – IMA - Institute of Management Accountants, Middle East & Africa

The Etiquette Art

Nasser Al-Kindi, Jisser Oman

DAY 2

"Skinny Latte Learning POD: Creating an Entrepreneurial Spirit in your team"

Thahir Ahammed, Training Manager - Precision Global Training

"Preparation for studying in the UK: A guide for International Students"

Murtza Ali Ghaznavi, Middle East Manager - Aberystwyth University

"8 Characteristics of Successful People"

Mr. Samuel Yang, Founder of Kingdom Education Foundation and the CEO of The Yang Foundation

"Study in USA: Options and Applications"

Sara Al Khudhoori - Education USA Oman

"Study in the UK"

Kate Clarke, Managing Director - Al Ahlam Higher Education Services

DAY 3

"Institutional Standards Assessment"

Yousuf Suleiman Saif Al Aufi, Panel Support Officer - Oman Academic Accreditation Authority

"Programmes of The Specialized Centre for professional Training of Teachers"

Khalid al Kharusi, Specialised Centre for Professional Training of Teachers

"National Career Guidance Center"

Khalil Al Balushi, Director of Communication and Marketing Department - Ministry of Education - National Career Guidance Center

"My Journey with Volunteerism"

Zubaida Al Nadhairi, Director of External Relations - AIESEC Oman







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 offcials
- Omanization Representatives



"One of the many benefits of being a gold sponsor was the excellent location of our booth. We had great exposure and lots of traffic. EduTraC Oman is providing a pathway for Omani students to come to our university. While I was at the fair, I met many students who seem a perfect fit for Temple."

Martyn J. Miller, Ph.D.
Interim Assistant Vice President Office of International Affairs
Temple University

LIST OF EXHIBITOR'S

Sultanate of Oman

Oman Academic Accreditation Authority

Ministry of Education - National Career Guidance Centre

AIESEC Oman

Al Ahlam Higher Education Services

A>Sharqiyah University

Caledonian College of Engineering

College of Banking and Financial Studies

College of Technology - Ministry of Manpower

Competence HR

Dhofar University

Gulf College

Institute of Cost & Management Accountants LLC (ICMA)

International College of Engineering & Management

International Maritime College Oman

Jisser Oman

Majan College (University College)

Muscat College

Muscat University

Oman Arab Bank

Polyglot Institute Oman LLC

Precision Global Training

Samara Training Services

The Specialised Centre for Professional Training of Teachers

Waljat College of Applied Sciences

Australia

Griffith University

Cyprus

Ministry of Education & Culture - Cyprus

Frederick University

University of Nicosia Medical School

India

SRM University

Jordan

Al-Zaytoonah University of Jordan

Kuwait

Alshaya International

Lebanon

American University of Beirut

Lebanese American University

Malaysia

MY Aspiration Sdn. Bhd.

Asia Pacific University of Technology & Innovation

HELP University

KDU University College

Limkokwing University of Creative Technology

SEGI University and Colleges

Sunway University

Qatar

Qatar Aeronautical College

Spain

IE Business School & IE University

Turkish Rebublic of northern cyprus

Near East University

United Kingdom

British Council

Aberystwyth University

Anglo - Continental Educational Group

Brunel University London

Cardiff Metropolitan University

Cardiff University

Coventry University

Glasgow Caledonian University

Global Study UK

Heriot-Watt University

INTO University Partnerships

King>s College London

Leeds Beckett University

London South Bank University

Newcastle University

Queen Mary University of London

Queen's University Belfast

Scottish Qualifications Authority

Swansea University

University College Birmingham

University College London

University of Aberdeen

University of Birmingham

University of Brighton

University of Bristol

University of Essex

University of Glasgow

University of Greenwich

University of Huddersfield

University of Kent

University of Leeds

University of Manchester

University of Portsmouth

University of Reading

University of Sheffield

University of South Wales

University of Southampton

University of Strathclyde

University of Sunderland

University of Warwick

University of York

The Training Gateway

United States of America

US Embassy Oman

Arizona State University

Depauw University

IOWA State University

Nova Southeastern University

Temple University

Trine University

University of Cincinnati

University of Dayton

University of Kentucky

University of Nebraska

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Oman

2016

Education

EduTraC expo to end in Oman today

October 19, 2016 | 9:26 PM By Times News Service



Sharelines

EduTraC expo to end in Oman today

#EduTraC #expo to end today # Oman Convention & Exhibition Centre

Muscat: EduTraC Oman, Higher education, training & job opportunities expo will conclude today.

The three-day exhibition being held at the Oman Convention & Exhibition Centre, provided a platform for leading local and foreign universities plus training institutions to network with students, parents and working executives interested in education and training at all levels.

Key pillars

Trevor McCartney, General Manager of OCEC said: "EduTraC Oman is an important event for the Sultanate and one that we are particularly proud to host as education and training and human resources are key pillars of Oman's strategy for economic development and diversification."









أكثر من ١٢٨ مؤسسة تشارك في معرض التعليم والتدريب، إيدو تراك عمان،

وكيل العمل: الصندوق الوطني للتدريب يسهم في العناية بالتدريب النوعي









Oman

Edutrac Oman focuses on higher education opportunities



The three-day event was an excellent occasion for prospective students to get in touch with

"I feel such events must happen in Oman more often as they help people decide their future place of study. Considering that we can talk to the university officials directly, it is the best place to be when in pursuit for higher education."

Vizam also mentioned that if university counsellors are available at the event it would be easier for students to speak to them about their personal situation and make appropriate decisions.

the university. The face-to-face communication is much better than any other type of communication as the picture is clear and people can make better decisions about higher

rai university officials echoed the comments made by individuals, saying that such events give studients more exposure to universities personally.

ent also played an important role in helping people select a suitable destination for higher

Third EduTraC expo kicks off

Education, Training and Caster Expo (EduTraC Oman 2016) was officially inaugurated at Oman Convention and Exhibition Centre yesterday by Hamad bin Khamis at Amri. Under-Secretary at the Ministry of Manpower for Labour Affairs. The three-day event is organised by Al Nair Erps. The inauguration ce

also graced by several officials and delegates from various ministries, local universities and colleges and professionals from the education

Hamad bin Khamis al Amri said. "Education not only helps us in progressing in life, but also makes people aware of their rights and duties towards the nation. Education provides many opportunities in various fields for the development of the country and also makes people independent, builds confidence and self-esteem, which is very important

and build a better economy."

We pointed out that the wide participation by international organisations as well as the public of the National Training Fund will



The Expo, since its inception in 2014, has grown to bridge the gap between international for the development of a country.

Bid/Tise Coman is a great event and in a great platform to improve the quality of Human Resources of Coman in Oman planning to study

benefit from the Fund especially job-seekers. He noted that certain requirements should be met to build cities of job-welcers.

He affirmed that the economic situation does not have a clear effect on the employment of job-neckers at

He added that all economic activities continue and the and international training institutes employment centres are working offering vocational, technical and dathy. The training centres are occupational training programmes, always continuing their training and It will also enable visitors to find employment efforts at the private sector, which is the main employer in

The Expo, since its inception in 2014, has grown to bridge the and private institute and training coefficient to enhancing training in 2014, has grown to bridge the Centres provides many training and expectably apecialised training that gap between international higher United Kingdom, the United States membryment opportunities.

He also said that the establishment at the market. Many categories will Oman planning to study about. Lebunon, Spain, etc.—ONA

The Expo selcomes those interested in pursuing their higher education abroad to explore the variety of courses being offered and to meet representatives from universities, higher education institutions and English language course providers.

Also visitors can meet leading local

suitable job opportunities offered by top public and private organisations operating in different sectors in the

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MUSCAT UNIVERSITY RECEIVES GOOD RESPONSE AT EDUTRAC OMAN 2016







MUSCAT - The Muscat University stall at the recently concluded EduTraC Oman 2016 attracted a large number of student visitors eager to know more about the newest university in Oman and the high quality degrees on offer.

university; while also guiding students on what they should look for in their career

Held under the patronage of Oman's Ministry of Higher Education and Ministry of Manpower, EduTraC Oman is a multi-sector recruitment event for higher education,

The event has generated a lot of interest among Omani and international students. We spoke to students about the industry-engaged programmes we offer and their relevance to the social and economic priorities of Oman and of the region. Many students have registered their interest in joining Muscat University and we look forward to welcoming them as the very first cohort in our foundation and pre-master's programmes in October," said professor Anthony Cahalan, vice chancellor, Muscat University

The vision of the university is to deliver first-class teaching supported by research that is rigorous and relevant for Omani students, expatrate students residents in Oman and international students. From September 2017, Muscat University will co-deliver bachelor and master's degrees in business and management, engineering and technology and transport and logistics with renowned UK universities. Aston and Cranfield, and flying faculty from the UK supported by Muscat-based staff.

Muscat University is currently based in the Children's Public Library in Qurm and will move to their premises in Ghubra in mid-2017.

Registrations are underway for the general foundation programme and the pre-master's programme. To know more or register, log on to www.muscatuniversity.edu.om



EduTraC Oman 2016 in its third edition will host 15 Higher Education institutions from the US

Category: Exhibition: Education & Training

OMAN - The world's leading study destination for international students, the US boasts over 150 of the world's leading universities. The number of international students opting to study in the U.S. is rising every year, and may reach a million in the near stutire. The U.S. boasts over 4,000 topnear stuure. The U.S. boasts over 4,000 top-ranking Universities, ranging from public Universities to private colleges. The higher education system in the U.S. is the finest in the world, attracting students with an unmatched diversity of courses and curricula. Whether students are seeking an Undergraduate, Post Graduate, or Doctorate degree, the U.S. offers the best professional programs in different sectors, with degrees recognized around the globe.



The third edition of EduTraC Oman will host 15 top quality Universities and Colleges from the U.S. The three-day expo is organised to help students and parents in Oman to plan their higher education, and research the various courses on offer in the U.S. Students visiting the exhibition will be able to obtain course information, and other information regarding scholarships, visa procedures, accommodation, etc. from Admission Officers of the universities participating.

Megan Lindle, Admissions Officer at the University of Cincinnati said, "Many undergraduate degrees at the University place students in paid work positions related to their academic program at world-renowned companies. The University of Cincinnati also offers a Global Scholarship for qualified international undergraduates, as well as competitive scholarships for qualified graduate applicants. We are fortunate to currently host 25 impressive Omani scholarship recipients and we look forward to welcoming future talent into our community and we are pleased to participate in EduTraC Oman 2016 to promote the University of Cincinnati to Omani students."

Martyn J. Miller, Interim Assistant Vice President, Temple University stated, "More than 3,500 engaged faculty members, and top-ranked programs—combine to create a dynan academic environment that attracts students from around the world. We look forward to welcome students from Ornan and we can assure they will avail high quality skills once they graduate and will be making huge contributions in the economy of the Country."

Christy Watkins, Public Affairs Officer at U.S. Embassy Muscat said, "The rising number of Christy Watburs, Protic Antairs Omicer at U.S. Embassy induces asid, The rising number of international students choosing to study in the U.S. is beneficial to both the United State and Oman. Through our participation in events like EduTraC, we hope to provide potential students with a variety of university choices that will meet their educational goals as they prepare to enter the workforce in Oman. University fairs like EduTraC support strong relationships between international students in Oman, and American Institutions of higher learning. The U.S. Embassy is proud to offer a special presentation on applying for a student visa to the United States, and student life in the U.S., on the 19th of October, 2016, from 5:30, 8-30,9M in the Seminar Area at the Oman Convention & Exhibition Centre." from 5:30 - 6:30 PM, in the Seminar Area at the Oman Convention & Exhibition Centre

EduTraC Oman 2016 is organised by Al Nimr Expo, under the patronage of the Ministry of Higher Education, the Ministry of Manpower, and the Ministry of Education's National Career Guidance Center. EduTraC Oman 2016 is supported by the U.S. Embassy in Oman, and Education USA. The expo will be open to visitors from 18 – 20 October, at the new Oman Convention 8. Exhibition Centre, between 10:00 AM and 8:00 PM.

PRESS COVERAGE

ACKNOWLEDGEMENT

A special thanks and gratitude to all the Supporters, Sponsors & Media Partners for their valuable contribution in making EduTraC Oman 2016 a success.

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EduTraC Oman

Higher Education, Training & Career Expo



29,30,31 **Oman Convention & Exhibition Centre** October 2017



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ABOUT OMAN

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 45 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate's continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2015.





Oman Convention & Exhibition Centre (OCEC)

OCEC is set to become an iconic landmark for Muscat and the Sultanate of Oman. Surrounded by nature it overlooks a wadi which is a haven for Oman's exotic bird life. The Centre is conveniently located only 10 minutes from the new Muscat International Airport. Located in its own precinct, this world-class facility is perfectly suited to host international, regional and national conventions, exhibitions and business events. Amongst its features is a tiered auditorium seating 3,200 people and more than 22,000 square meters of column-free exhibition space. For more information, visit www.omanexhibitions.com. Find out more about the Oman Convention & Exhibition Centre by visiting www.omanconvention.com

THE ORGANIZER

Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit www.alnimrexpo.com









