Education and Training Exhibition in Dubai - Spring

Information

This event attracts some of the world's leading universities, colleges and other education providers, as well as suppliers of education equipment and technology.

Reasons to Attend

Every year the exhibition attracts over 35,000 local and expatriate students who are at the threshold of college life and actively looking for higher education, professional development and training options.

The exhibition focuses on General Education, Higher Education, Vocational Education, Training & Professional Development, Global EdTech Forum.

Market Overview

Dubai is a technologically advanced city with a continuous focus on innovation, offering a conducive environment for experiential learning, creative thinking and independent action. According to data collected by the Unesco Institute for Statistics which has published the Global Education Digest 2019, around 5,742 students from the UAE are studying abroad. Over 700 UAE nationals received government scholarships in 2019 to study overseas. The Dubai exhibition is the Middle East's largest student recruitment platform for the UAE and other GCC countries. It offers a consistently high lead ratio.

The number of schools in the UAE is expected to double in the next decade to meet the high demand for primary and secondary education.

Fair Outline

The exhibition is the Middle East and Asia's most powerful platform for student recruitment.

Consider the facts:

- Drawing on its experience from being in the market for 25 years, the Exhibition targets different student groups based on preferences and has a conversion rate that is far higher than industry averages
- The Exhibition maintains close links with the corporate world and regularly hosts seminars and presentations on topics that bridge the divide between education and industry.
- It boasts of an exhibitor retention rate of over 90 percent year on year which is testament to its success and position in the UAE education market.
- The Exhibition offers a tangible return on your investment; every single person you interact and

communicate with at the exhibition, has been targeted and invited and is genuinely interested in education.

Education is a top priority for the UAE government in recent years and accounts for more than AED 4.6 billion of the federal budget. Over 400,000 students of 52 nationalities, study in private schools in the UAE of which, over 330,000 students study in English medium schools.

Visitor numbers :

Dubai 31,000

Primary School	%	**Undergraduate**	50%	**Professional Training**	%
High School	6%	**Postgraduate**	44%	**Careers**	%
Further / Vocational	%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Exhibitors

Who should attend

Boarding schools
Business schools
Colleges
Companies (Careers)
Education agencies
Funding & scholarship providers
Gap year organisations
Government bodies
Hotel management schools
Language schools
Primary schools
Professional bodies
Student service providers
Summer schools
Universities

Levels &amp Subjects

Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Secondary education (boarding)

Subject Areas

- Accountancy, finance & insurance
- Business, MBA & management
- Computer science & IT
- Economics
- Education & teaching
- Engineering
- Health & medicine
- Humanities
- Languages
- Law & LLM
- Mathematics
- Retailing & marketing
- Science
- Social science
- Tourism, leisure & hospitality
- Visual & creative arts

Prices & Booking

Dubai 24 Apr 2024 - 26 Apr 2024

Dubai International Convention & Exhibition Centre

- 9m2 Standard Equipped Stand (Incl. display unit) | **€4788.00** Book Now
- 12m2 Standard Equipped Stand | **€5635.00** Book Now

BOOK FULL TOUR