Najah
Abu Dhabi
28th – 30th October 2020
Abu Dhabi National Exhibition Centre

Najah
Dubai
1st – 2nd November 2020
Expo 2020, Dubai Exhibition Centre
NAJAH ABU DHABI 2020

- NAJAH Abu Dhabi, now in its 14th year, is the UAE’s leading higher education event taking place at the Abu Dhabi National Exhibition Centre (ADNEC) from 28th – 30th October
- NAJAH hosts over 150 local and international higher-education institutions from across the globe
- It is visited by over 16,000 prospective university students, their parents and teachers
- NAJAH Abu Dhabi also attracts graduates and mid-career professionals looking for post-graduate studies and career development opportunities
- NAJAH is annually held under the Patronage of His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan

WHO EXHIBITS?
- Universities
- Colleges
- Vocational training institutes
- Education consultants
- Language centres
- Student accommodation

WHO VISITS?
- Students (aged 16+)
- Parents (of students aged 16+)
- School counsellors
- Teachers
- Principals
- Graduates & mid-career professionals

2019 SHOW HIGHLIGHTS
- 16,738 Visitors
- 156 Exhibitors
- 21 Exhibiting Countries
- Country Pavilions: Canada, France, Japan, Lebanon, USA, Malaysia, Cyprus, Northern Ireland
In the next slides, you will find the results of a visitor survey that we have run in last year’s NAJAH. As it is quite a large report, we shortlisted the results of the following questions that might be of interest to you:

- Are you planning on studying locally or abroad?
- Because you selected “interested in studying abroad”, what countries from the following are you most interested in?
- What determines your decision when choosing your university?
- What challenges do you face when selecting your university of interest in the country you wish to study in?
SURVEY RESULTS

Are you planning on studying locally or abroad?

Where planning to study

- Abroad: 52.6%
- Local in the UAE: 47.4%
### SURVEY RESULTS

**BECAUSE YOU SELECTED ‘INTERESTED IN STUDYING ABROAD’ - WHAT COUNTRIES FROM THE FOLLOWING ARE YOU MOST INTERESTED IN?**

<table>
<thead>
<tr>
<th>Country</th>
<th>Interest Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>47.5%</td>
</tr>
<tr>
<td>UK</td>
<td>39.6%</td>
</tr>
<tr>
<td>US</td>
<td>37.3%</td>
</tr>
<tr>
<td>Germany</td>
<td>19.8%</td>
</tr>
<tr>
<td>Australia</td>
<td>14.3%</td>
</tr>
<tr>
<td>Ireland</td>
<td>11.5%</td>
</tr>
<tr>
<td>Turkey</td>
<td>11.1%</td>
</tr>
<tr>
<td>Egypt</td>
<td>11.1%</td>
</tr>
<tr>
<td>France</td>
<td>8.3%</td>
</tr>
<tr>
<td>Sweden</td>
<td>7.8%</td>
</tr>
<tr>
<td>Spain</td>
<td>7.4%</td>
</tr>
<tr>
<td>Russia</td>
<td>4.1%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>3.7%</td>
</tr>
<tr>
<td>Saudi</td>
<td>1.4%</td>
</tr>
<tr>
<td>Oman</td>
<td>0.5%</td>
</tr>
<tr>
<td>Other</td>
<td>28.1%</td>
</tr>
</tbody>
</table>
SURVEY RESULTS

WHAT DETERMINES YOUR DECISION WHEN CHOOSING YOUR UNIVERSITY?

What determines decision

- Courses offered: 61.9%
- Scholarships: 57.8%
- Location/countries: 55.2%
- Fees: 54.2%
- Accreditations: 39.8%
- Student extra-curriculum activities: 23.3%
- Parents Influence: 14.4%
- Other: 5.8%
SURVEY RESULTS

WHAT CHALLENGES DO YOU FACE WHEN SELECTING YOUR UNIVERSITY OF INTEREST IN THE COUNTRY YOU WISH TO STUDY IN?

Challenges when selecting university

- Too many universities to consider: 43.0%
- Not knowing what differentiates one from another: 35.4%
- No sufficient guidance on the application processes for international study (visa/accommodation/enrolment etc.): 24.8%
- No opportunity to enquire in person / meet face to face with representatives: 23.1%
- None / no challenges: 12.3%
- Other: 10.6%
YOUR SPACE AT
NAJAH ABU DHABI

Your University will have its own exhibition space within your country’s Pavilion. This is an ideal opportunity to meet and conduct direct discussions with high school students (and their parents), graduate students as well as the school counsellors attending from across the UAE.

We are happy to work closely with you to launch a tailored campaign targeting students who are interested in studying in your country or on specific courses that you offer, and will certainly support you during the event by directing them to your stand for one-on-one introductions and discussions.

EXHIBITION PACKAGE
$3,835 USD per university, which will include:

➢ Exhibition space (as illustrated in the image on the right)
➢ 12 x months access to NAJAHCONNECT
➢ 12 x months marketing support
➢ Furniture (1 x lockable cabinet, 1 x high chair, waste bin and power as shown in the image to the right)
➢ Compulsory Insurance

*Please note that the above image is for illustration purpose only. Your country’s pavilion will be fully branded under your country’s name and flag.
The 2nd annual NAJAH Conference 2020 — accompanying the NAJAH Abu Dhabi exhibition - is an exclusive platform fostering networking between the participating local and international Universities, government entities, as well as UAE’s major cross-industry organisations, sharing their thought-leadership and exploring opportunities for strategic tie-ups and collaboration in research and exchange, as well as finding workable solutions for accelerating the country’s economic growth and boosting the employment and career preparedness of the youth.

2019’s inaugural launch of this conference has seen participation by over 90 senior-level executives from local and international academia, diverse industries and governments.

2019 Featured conversations and speakers’ rosters were:

**ADEK’s Strategy for Preparing the Youth for the Future Industry Needs**
Majid Al Shamsi, Director, Global Strategic Partnership, Higher Education Sector, ADEK

**How the Oil and Gas Industry is Evolving and What it Needs from Education Partners**
Ali Al Sayegh, Manager, Human Capital Transformation, Abu Dhabi National Oil Company (ADNOC)

**Enhancing Strategic Industry-Academia Collaboration to Minimize Unemployment and Accelerate Economic Growth**
Fathi Finaish, Advisor, Mubadala Investment Company

**Applying University Research & Creativity into a Real World**
Nawaf I. Almoosa, Director of EBTIC, Khalifa University
Dr. Hamad Ebrahim Ali Odhabi, Al Ain Campus Director, Abu Dhabi University
Prof. Michael Wilson, Provost, Zayed University

**Leveraging Short-Term Programmes to Improve Long Term Readiness**
Dr Jisoo Kim, Director of Summer Academic Programs, UCLA
Elissar Kurban, Office of Undergraduate Program, University of California Berkley
Jessica Madrigal, Executive Director, Non-Degree Programs, Columbia University
Christine S. Parker, Executive Director, University of Chicago
Sarah C. Craig, Director of Summer Programs, UMass Amherst

**Leveraging Foundation’s Doctoral Research Grants, Faculty Research Grants, and Seed Grants**
Dr. Elisabeth Wilson, Director of Programs, Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research

**Establishing Meaningful Relationships with Universities in Japan**
Takashi Akao, Director of International Training Department, Japan International Cooperation Center (JICE)
Prof. Dr. Jiro Inamura, Office for the Planning and Coordination for the International Affairs, Kyushu University

**Academic Collaboration Opportunities with Universities in France**
Pauline Carreau, the Head of International Relations, IPSA School

*Above is an actual image from the NAJAH 2019 Conference*
Following the ongoing success of the NAJAH Abu Dhabi exhibition over the past 13 years as UAE’s largest student recruitment fair, we are excited to announce that we are launching NAJAH Dubai within EXPO 2020 (EXPO Dubai Exhibition Centre).

NAJAH Dubai will take place one day after NAJAH Abu Dhabi (1st – 2nd November) – making it convenient for all visiting international universities to make the most out of their trip to the UAE this year!

This geographical extension of the NAJAH exhibition will enable all the participating universities to meet and engage the visiting Students, Parents, School Teachers & Counsellors from Dubai and the Northern Emirates – in addition to the international visitors to the Expo.
The format for NAJAH Dubai is slightly different where all exhibitors will have 9sqm shell scheme stands as shown on the right.

Universities from each country will be grouped in the same area whenever possible.

Spaces are limited so we encourage you to confirm your participation as soon as possible.

**EXHIBITION PACKAGE**

$5,500 USD per university, which will include:

- 9sqm Shell scheme exhibition booth
- 12 x months access to NAJAHCONNECT
- 12 x months marketing support
- Furniture (1 x lockable cabinet, 1 x table and 2 x chairs)
- Compulsory Insurance

*Special Offer: If you confirm your participation for both NAJAH Abu Dhabi and NAJAH Dubai, the price for NAJAH Dubai will be reduced to $3,835.*
WHY SHOULD STUDENTS CONSIDER YOUR UNIVERSITY?

We frequently speak to students to understand the biggest challenges they face whilst deciding where to study. 9 out of 10 times, we hear the following three repetitive challenges:

• Too many universities to consider and not knowing what differentiates one from another
• Difficulty in finding the most credible university that offers programs matching their interest
• Understanding the enrolment process and support in securing student visas

To address their enquiries, and to help you inform the UAE students about your university offerings, we can carry your message through a very rigorous media and marketing campaign that we run on a monthly basis throughout the year!

2019 Marketing Campaign Results

8,034,521 Impressions as a result of our digital marketing campaign

1,500+ Schools & Colleges researched by our school marketing campaign

1,500+ Schools Invited through an intense 8 weeks telemarketing campaign

2,250,493 People Reached through rigorous Social Media Campaigns

Your University will also be able to convey its message to the UAE students, parents, schools and colleges – through an e-Newsletter that we send to over 80,000 contacts on a monthly basis (sample illustrated here).
MAKE THE MOST OF OUR DIGITAL RESOURCES

At NAJAH, we run a year-round active marketing campaign, connecting students who are looking to progress their studies into higher education with participating Universities from around the world.

We do this in two-phases – before and during the event.

As an exhibitor at NAJAH, we will assist you in branding and profiling your University and connecting you with prospective students from across the UAE through various digital and onsite engagements!

Should you wish to have exclusive tailored campaigns, you can do so through the below customised marketing packages.

<table>
<thead>
<tr>
<th>Premium</th>
<th>Basic</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,500</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### Before the event
- One dedicated follow-up email to NAJAH Visitors (15,000 contacts)
- One e-Newsletter featuring your university (sent to NAJAH’s database of over 100,000 records)
- Blog post hosting your University’s recent news and articles (hosted on NAJAH’s website)
- Your university’s brand boosted on NAJAH’s Social Media platforms
- Listed as “Featured Exhibitor” on event’s website with a hyperlink to your website (200k visitors annually)
- Your University’s logo included in NAJAH’s official outdoor advert
- Your University featured in Visitor Email Promotion marketing campaign

### During the event
- Exhibitor logo featured on the floor-plan inside the Visitor Printed Show Guide
- Premium listing in the show guide with logo
- 50-word profile featured in the event Show Guide
NAJAHCONNECT is a tool available within NAJAH’s website to help students (and their parents) easily find universities and degree courses matching their interest.

This is a great opportunity for you to showcase your University, list your courses, as well as share information with prospective students.

Moreover, you will be able to capture the full name and contacts details of all the students that download your content!

Many participating universities have made the most out of this tool, and have successfully engaged and recruited students even before attending NAJAH!

IN 2019, NAJAHCONNECT HAD:

- 161,742 page views
- 44,866 visitors
- 579 Leads generated
- 3.11 Average page views per visit

Explore more @ www.connect.najahonline.com
To further discuss exhibiting and digital engagement opportunities, please contact the NAJAH Portfolio Manager:

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