

The Middle East Education Market

ACADEMIA LEBANON

The 24th International Convention on Higher Education

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Beirut
UNESCO Palace
19 & 20 Nov. 2014



مؤسسة مخزومي
Makhzoumi Foundation

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250+ Universities from 35 Countries

15 Government & International Organizations
trust ACADEMIA CONVENTIONS since 2002

The Middle East Education Market

ACADEMIA CONVENTIONS was first inaugurated in Beirut, Lebanon in January 2003 with the aim of integrating the regional education market in an increasingly challenging global environment.

Since the MEEM has succeeded in creating a forum on education and training for students, professionals & officials in these sectors, winning the trust of numerous governments, international organizations, educational institutions and the public



Academia emanates from our belief in free choice and the importance of providing alternative opportunities especially in international education for the young generations, as well as opportunities of institutional development for the professional sector.

Academia aims to provide a forum for

the exchange of ideas, methods, and formulation of new initiatives and projects.

Academia 2014 caters to the Levant's educational needs through creating a forum where International universities and educational institutes present their programs to prospective students.



Forums

The Middle East Education Market offers you

Direct access to your audience through its thematically structured forums:

The Student Recruitment Forums

These forums will receive thousands of high school students, university students, and young graduates and professionals seeking specialized programs and certifications. Address their needs at either of the following forums:

Undergraduate

For undergraduate Programs & special preparatory Courses.

- Universities & Colleges
- Higher Studies Institutes
- International Education Consultants
- Language Learning Centers
- Scholarship Providers

Post-Graduate & Executive Education

For graduate programs & professional training courses

- Graduate Degree Providers
- MBA Program Providers
- Executive Training Centers

Training & Certification

For Training & Certification and skill Development programs in various fields.

- Training Institutes
- Certification Centers

The Professional Forums

Global Cooperation

To fortify the infrastructure of international education; governments, NGOs, international organizations and the private sector can meet to formulate agreements, select partners and announce projects and initiatives

- Ministries of Education
- Education Boards
- Cultural & Educational Centers
- Non Governmental Organizations
- Educational Const

Educational Media

To enhance the use of modern methods and Technology in the learning process

- Education & Training Content Providers
- Instructional material designers and producers: Print: textbook publishers; Broadcast: Television, radio and video; Digital: multimedia, software, DVD, etc...
- Encyclopedia publishers
- Education industry publications: magazines, E-zines, Web-based directories, etc.
- Educational Tools, & scientific Equipment Suppliers

ICT & E-Learning

A platform to gather ICT & e-Learning specialists to discuss key emerging issues relating to this industry, and present their latest technologies.

- Distance Education Providers
- E-learning & Systems
- Online Content Developers
- ICT Producers and providers



RIGHT TO YOUR TARGET

Recruit Students:

- Meet thousands of high school students with their parents and advisors face to face.
- Introduce your higher studies and professional programs to graduate and continuing study seekers.

Expand Your Presence:

- Establish permanent presence in the region through professionals & institutions seeking partnerships.
- Get acquainted to the latest government initiatives and projects in the field of education and seize

Contracts that best demonstrate your global business strategies.

Share Knowledge:

- Exchange views with like-minded education and training experts and share recent findings with colleagues from around the globe.

Project Of Global Consultant



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Visitors Profile

In addition to Lebanon, Academia will receive visitors from Syria, Jordan and the Gulf. Special travel packages that include attractive accommodation and tours are prepared for students and professionals who wish to visit the show and tour Lebanon.

- Syria: Damascus is at a two-hour drive from Lebanon. Syrians constitute over 20% of regular visitors to Lebanese trade shows.
- Jordan: At a five- hour drive from Beirut, or half an hour flight, the number of regular Jordanian visitors to Lebanon for business and tourism is steadily increasing.
- The Gulf: Special campaign will target visitors from the Gulf through web and newspaper advertising. Complete travel packages will also be offered.

Lebanese Student Market:

103,000 students are enrolled in Tertiary High School Level in Lebanon. A recent statistical study indicated the preference of 41% of Lebanese students to resume higher studies abroad. A special campaign will target public and private high schools in Lebanon to organize 11th and 12th Grade student visits to the exhibition and their attendance of special presentations delivered by participants. Also, guided tours to selected Lebanese schools can be arranged for interested exhibitors.

University Students:

Students continue to seek better education opportunities that meet their ambitions and inclinations after enrolling in schools; many enrolled students look forward to studying abroad and student exchange programs as well as credits transfer opportunities.



Executive & Continuing Study Seekers:

An increasing number of young people seek graduate and executive programs responding to the demands of the job market. Over 100,000 college students in Lebanon will soon be graduating and looking for continuing study programs. Local and regional decision makers in the field of education:

- Government officials from Lebanon, Syria and Jordan
- University administrators, admission directors, deans and professors
- School administrators
- Educational advisers & consultants

Business People:

- Business owners
- Purchasing managers
- Information technology professionals
- Consultants
- Recruiters
- Training & Human Recourses Managers and education develop partnerships and discuss issues of common concern



Promotional Campaign

We are committed to promoting The Middle East Education Market through different channels with the aim of reaching the largest segments of targeted visitor groups:

- A special PR campaign will target public and private high schools in Lebanon and Syria to organize 11th and 12th Grade students guided visits to the exhibition- in cooperation with the ministries of education in both countries.
- Invitations will be extended to senior officials, cultural attaches, faculty and media in all Lebanon.
- Ads will be run on local and regional TV stations.
- Radio ads through major local stations.
- Ads and editorial coverage through major local & international publications.

- Outdoor panels in prime locations around greater Beirut.
- Posters placed around university campuses in all Lebanon.
- E-mail broadcasts to thousands of students and professionals in Lebanon.
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- Ads and editorial coverage through major local & international publications.
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- Posters placed around university campuses in all Lebanon.

Exhibiting At The Fair

Standard shell scheme booth packages:

4m2: US\$ 2,750

6m2: US\$ 3,750

9m2: US\$ 4,750

12m2: US\$ 6,750

**Rates are subject to %10 VAT*

All Packages include the following:

- 3 nights hotel accommodation, bed and breakfast at Intercontinental Phoenicia Hotel or Four Season Hotel Beirut.
- Airport pickup.
- International Standard Furnishing Booth: partitions and name fascia, one table, two chairs, power socket and two spotlights.
- Full- page entry in the Convention Directory with your contact details.
- 50 Invitation cards to invite your contacts to your booth.
- A meeting Room will be available for any side meetings you wish to make.
- Logo listing in Academia Lebanon website.
- Daily lunch
- Daily drinking water supply at your booth.
- Assistance with your booth setup and arrangement.