



Under the patronage of H.E. Jameel Bin Mohammed Al-Filaidan  
Minister of Labour and Social Development

# NEW STUDENTS ENROLLMENT



edutex

6th Bahrain Education & Training Exhibition



March 21 - 23, 2018

Bahrain International Exhibition & Convention Centre

[edutex.org](http://edutex.org)



# edutex

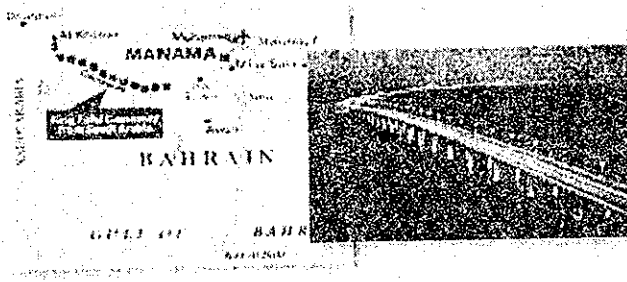
EDUTEX is an annual & strategically important event providing an indispensable platform, which will comprehensively showcase Higher Education, Digital Education, Vocational & Occupational Training courses and HRD courses to over 5,000 prospective students and affluent visitors from Bahrain and the Eastern Province of Saudi Arabia as one of the leading international markets for recruiting students.

The 3-day exhibition will be an interactive platform for exhibitors to promote their institutions and recruit students for various programs in this emerging market.

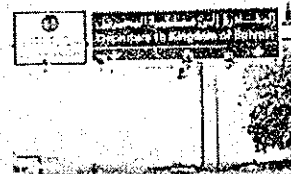
The event will bring more than 130 local, regional and international prominent universities, colleges and institutes from over +30 countries offering extensive courses. An opportunity to directly network face-to-face with potential students, parents, HR Managers, Government Officials, Corporates, Professionals and many more, making it a significant convergence point.

At the last edition of EDUTEX' 17, there were more than 105 education and training provider from 20 countries who met with 4,820 public and private high school student visitors to recruit new students.

“ An effective platform to achieve direct communications with +5,000 public & private schools' students from Bahrain and the Eastern Province of Saudi Arabia..



Causeway connected Bahrain and Saudi Arabia



Crossing the Causeway

## ► What EDUTEX offers you!

**Interactive Platform:** an excellent platform to interact face-to-face with thousands of student and communicate directly about your institution features, cost and admission procedure.

**Spot Enrolments & Admission:** conduct on the spot students enrolments & offer admission to the deserving candidates, generate enquires and leads for later contact stage.

**Minimum Expense Maximum Returns:** connect with a large selection of target students, save time, money and efforts to conduct your own student's enrolment drive. With minimum expense maximum returns can be derived as you will be able to enrol the right profile of candidate.

**Brand Building:** position your institution among the other existing institutions in the region.

**Network:** an opportunity to meet, interact and network closely with top executives and officials in order to develop your business relations.



Photos from EDUTEX' 17

## ► Event Details

Show Name:	Bahrain Education and Training Exhibition (EDUTEX' 18)
Edition:	Sixth
Venue:	Bahrain International Exhibition & Convention Centre
Timing:	Wednesday & Thursday March 21 + 22: 8:30AM - 1:30PM and 4:00PM - 8:00PM Friday March 23: 4:00PM - 8:00PM
Admission :	Free of Charge
Visitors #:	+ 5,000

## ► Figures of EDUTEX' 17



### Represented Countries

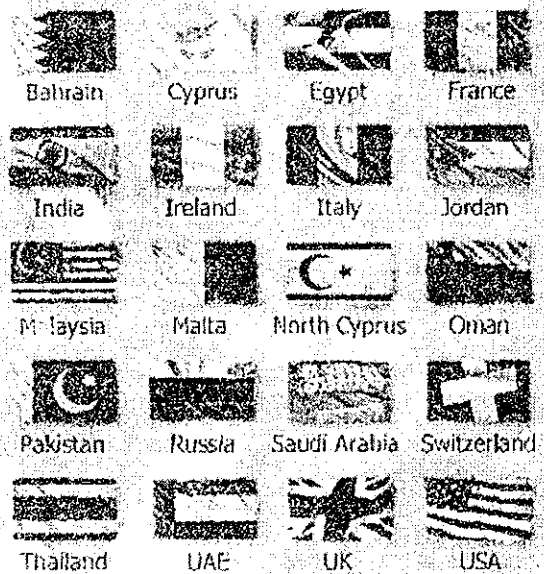


Photo from EDUTEX' 17

## » Media and Promotion

Coordinated Visits of public and private high schools.

Advertising in the leading Arabic, English newspapers and magazines.

Public Relations dedicated campaigns through coverage in national media prior, during and after the show.

Promotional brochures, leaflets and other marketing communications.

SMS and Email Shots encouraged further audiences.

Outdoor Advertising banners & lamp post.



Photos from EDUTEX' 17

Media Partners with leading magazines and newspapers.

Official Support from official governmental and education and training organizations.

Regular press releases to newspapers, magazines and website.

Flyers to raise awareness on the event.

Radio spots and live radio coverage during the event.

Effective publicity networks at schools, institutes, colleges and universities.

Pre event press conference.

Social Media campaign.

## » Visa and Hotels

Visa on Arrival: 67 nationalities can get their visa to Bahrain on arrival.

Online-Visa: 114 nationalities can apply for Bahrain Online Visa.

The organizer can obtain the required visa; the cost is US\$ 120 for each visa.

Please check your eligibility for Bahrain online visa on [www.evisa.gov.bh](http://www.evisa.gov.bh) before applying.

All details will be included at the Exhibitor' Manual.

Hotels: The organizer will provide you with special discounted rates for four stars and five stars hotel accommodation.

The hotel discounted rates will be including the followings:

- Airport-Hotel-Airport transfers.
- Hotel-Exhibition Hotel transfers.
- Complimentary Buffet Breakfast.
- Free Wi-Fi Internet Access.
- Swimming Pool & Gymnasium entry.
- Free Tea and coffee making facilities.
- Safe deposit box in rooms.
- Two Bottles of water on daily basis.

## The Organizer:

Trade Expo WLL, the organizer of the successfully EDUTEX for the sixth year now, has a good experience in education events management, receiving many awards for its outstanding professionalism, commitment, support and quality services from major business associations throughout the Middle East such as United Nations Economic and Social Commission, Korea Trade Centre, Federation of Jordanian Chamber of Commerce and Industry, Bahrain Chamber of Commerce and Industry, Embassy of the USA, Embassy of France, Embassy of India, and many more.


The organizer's in-depth knowledge of education event management will play a major role in the projected success of the event to help you reaching your goal.

### Stand Rates:

**Space with shell scheme stand:** BD. 140/US\$ 380 per sq. m., minimum space required is 9 sq. m., including white panels, floor carpet, name board with stand No., one electrical socket, lighting, one information counter, two chairs and one waste bin for every 9 sq. m. with free listing at the Official Show Catalogue


**Space Only:** BD. 130/US\$ 350 per square meter, minimum space required is 18 sq. m., including free listing at the Official Show Catalogue.

### Organized By

شركة توريد اكسسوارات  
Trade Expo Co. WLL 

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### Co-organizer


معرض اكسسوارات  
Muscat Expo 


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