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GHEDEX2008

9th Gulf Higher Education Exhibition

Under the Patronage of



Ministry of Higher Education

Muscat - 7th to 9th April

Venue : Oman International Exhibition Centre

Salalah - 12th to 13th April

Venue : Haffa House Hotel - Exhibition Hall

Supported by



United Nations
Educational, Scientific and
Cultural Organization



ghedexoman.com

GHEDEX has grown significantly year after year establishing itself as the Sultanate's leading and most important higher education exhibition. It is the first exhibition in Oman to be awarded the accolade of an approved event of international stature by UFI, the global association of the exhibition industry.

Organised under the patronage of the Ministry of Higher Education and supported by UNESCO and the British council, GHEDEX has made an outstanding contribution to enhance higher education standards in Oman, with the objectives:

- To offer the best of global higher education options for nationals and expatriates in Oman
- To provide an interactive marketing platform for Omani universities and colleges connecting; potential students, schools, parents and international institutions
- To foster exchange and co-operation among higher education institutions and policy makers
- Assuring the highest quality mark, as only Ministry of Higher Education approved universities and colleges participate at this event

Last year, GHEDEX was attended by over 14,500 visitors comprising of potential students, young professionals, higher education policy makers, academics, parents and education aid suppliers. All with the intention of updating themselves, and decide on the educational opportunities available from participating exhibitors on undergraduate, postgraduate and life-long education programmes.

What's in it for me?

As one of the most high-profile events in Oman, GHEDEX provides an effective platform and an unparalleled opportunity for exhibitors to:

- Meet over 15,000 visitors from Oman and the Gulf region
- Showcase quality programs, courses and curriculum
- Seek potential partnerships in a dynamic education sector
- Boost your institute standing and establish contacts with other educational institutions
- Gain from the exposure and awareness created through a far-reaching marketing campaign

Who can exhibit?

Only universities/colleges accredited by the Ministry of Higher Education in Oman, can participate at this exhibition. GHEDEX will attract a wide range of public and private educational universities and colleges showcasing accredited courses, multi-cultural campuses and top notch facilities. The courses offered are undergraduate, postgraduate and research programmes.

A golden opportunity to meet:

- Graduate and Undergraduate Students
- High School Students
- Parents of Prospective Students
- Young Professionals
- Government Officials in the Education Sector
- University Presidents, Principals, Deans, Faculty of Schools, Colleges and Universities of Oman
- Representatives/Counsellors for Overseas Education
- Career Counsellors
- HR and Corporate Training Managers
- Media



Glimpse of GHEDEX 2007



GHEDEX Salalah

Organised for the third time, GHEDEX Salalah plays an integral part in bringing together premier international education institutions and universities, providing a rich networking and enrollment platform. This unique higher education show will enable students in Salalah to gain access to a wealth of information on opportunities at high caliber and accredited universities both abroad as well as universities in Oman.

Be a part of the buzz

An extensive promotion and publicity campaign will be undertaken throughout Oman and the region to ensure maximum number of high profile visitors through:

- Coordinated school visits for Public and Private Schools
- Effective publicity networks at Schools, Institutes, Colleges and Universities of Oman
- Extensive Direct mail, Targeted Faxes and Email campaigns
- Advertisements in Newspapers, Magazines and Websites
- Posters, Banners, SMS, Billboards and Electronic Sign Displays
- Press Conference and a Public Relations campaign ensuring widespread coverage
- Tailor made Direct Marketing and Individual Match Making campaign

To participate in this landmark education event please contact:

Organisers :

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