



## POST SHOW REPORT

7th – 9th April, 2008  
Oman International Exhibition Centre, Muscat

ORGANISED BY:

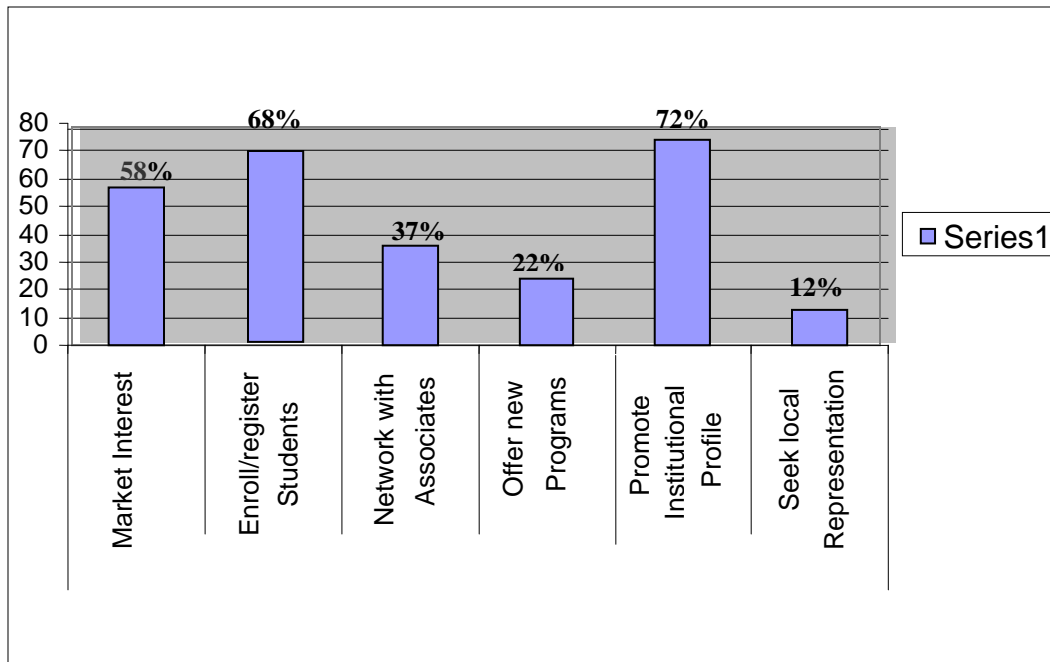


## AT A GLANCE

TRAINEX and JOBEX are specialized events that play a significant role to further Oman's development towards a skilled and efficient workforce in today's globalised world. These dual events served as a platform to empower individuals and channelize energies and potential towards the achievement of national goals. In its 8<sup>th</sup> year TRAINEX bridged the gaps between the industry and academia. The events not only helped the training providers to network and showcase education and training opportunities for lifelong learning but also assisted individuals in choosing a career and prepare themselves for the job market in Oman. As the largest and most comprehensive career exhibition in Oman, JOBEX is organized for the 6<sup>th</sup> year and turned out a huge success which attracted large number of students and working professionals from all over Oman and the Gulf region who wished to further their careers.

## EVENT OBJECTIVE

**Main objective of exhibiting - Percentage wise**



## HISTORY

TRAINEX was held for the first time in 2001 followed by JOBEX taking place in 2002 to meet the local market needs, and the governments' intention in Omanisation.

## DATE, TIMINGS & VENUE

Date : 7th – 9th April, 2008  
Timings : 10am –1pm & 5pm – 9pm  
Venue : Oman International Exhibition Centre

## SUPPORTERS & SPONSORS

Under the auspices : Ministry of Manpower  
Supported by : SANAD program  
Gold Sponsors : Polyglot Institue Oman LLC  
Oman International Bank  
Galfar Engineering & Contracting SAOG  
Oman Air  
Oman Waste Water Services Company  
Silver Sponsor : Association of Chartered Certified Accountants  
City & Guilds International  
MHD LLC  
Bank Sohar

## EXHIBIT PROFILE

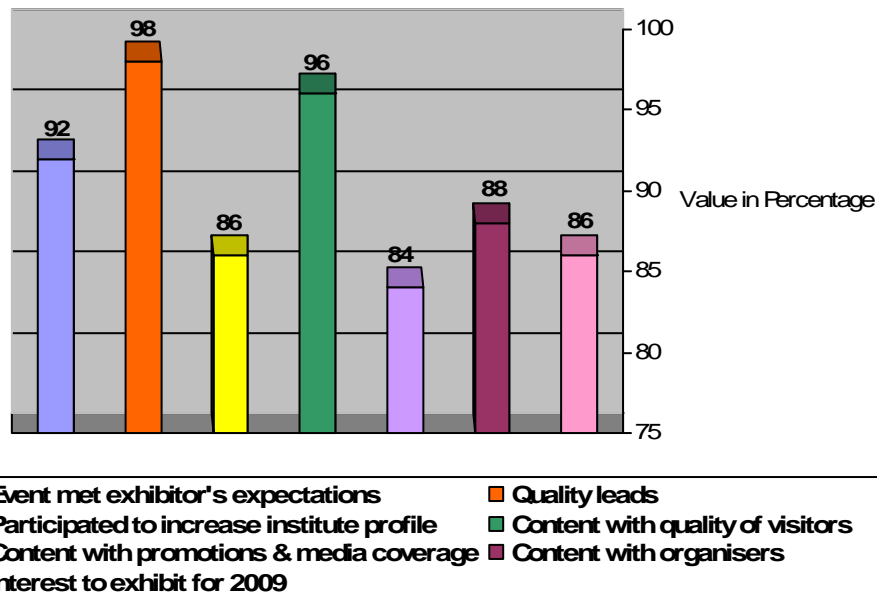
TRAINEX:  
Technical and vocational schools  
Training institutes  
Polytechnics  
E-learning and on-line courses  
Public and private sector - in-house training bodies  
Language centres

**JOBEX:**

HR and Management officials from Omani companies  
 HR and Management officials from Gulf based companies  
 Recruitment and placement consultants  
 Online recruitment portals  
 Career guidance centers  
 Retailers and distributors of books for job seekers

**COLLECTIVE EXHIBITOR RESPONSES**

• **Exhibitor Survey Results:**



**EXHIBITION STATISTICS**

- Total area of stands at the exhibition - 1,850 Sqm.
- Total number of exhibitors - 155
- Total number of visitors - 12,500
- Total number of VIPs, Government Officials - 100
- Number of visiting press - 10
- All Omani educational institutions were invited to visit the event.

## VISITORS

12,500 visitors

## VISITORS PROFILE

### TRAINEX

Higher secondary school students, parents, working professionals, technical and vocational education teachers, ministry and public sector personnel in the education circle.

### JOBEX

Job Seekers, college students, graduates, postgraduates & professional from Oman companies.

## MAJOR ACTIVITIES AT TRAINEX & JOBEX

TRAINEX & JOBEX was inaugurated by H. E. Mohammed Bin Ali Bin Nassir Al Alawi, Minister of Legal Affairs.

## MARKETING & MEDIA COVERAGE

**Advertising:** in all leading newspapers (Arabic & English), magazines and the internet.

**Public relations:** dedicated campaigns through coverage in national media, prior to, during and after the show.

**Direct marketing:** invitations to targeted professional training institutes and professional centres.

**Telemarketing:** effective follow-up through telemarketing to ensure more flow.

**Collaterals:** posters, brochures, fliers and other marketing communications.

**SMS Campaign & Email Shots:** encouraged further target audiences to the event.

**Media Partners:** leading media contributing to the marketing & coverage of the event.

**Official support:** support from Government & other bodies to add credit to the event.

## TRAINEX & JOBEX 2009

8 - 10 April 2009  
Oman International Exhibition Centre