



## POST SHOW REPORT

8th – 10th April, 2009  
Oman International Exhibition Centre, Muscat

ORGANISED BY:

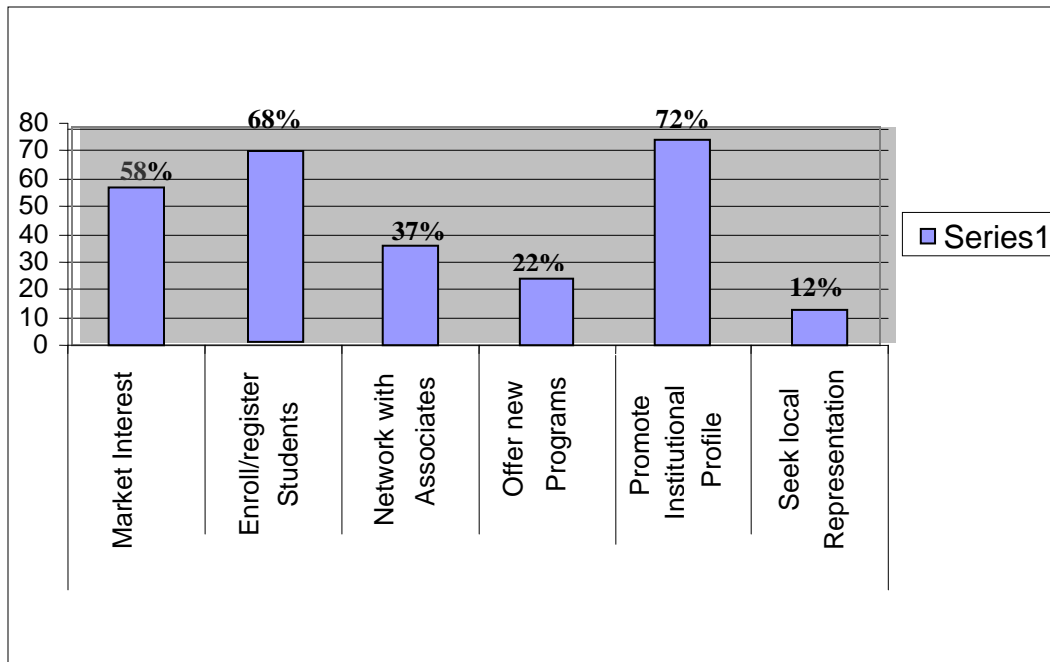


## AT A GLANCE

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.

## DATES, TIMINGS & VENUE

**Dates** : 8th – 10th April, 2009  
**Timings** : 10am –1pm & 5pm – 9pm (Wednesday & Thursday)  
5pm - 9pm (Friday)  
**Venue** : Oman International Exhibition Centre.

## SUPPORTERS & SPONSORS

Under the auspices : Ministry of Manpower  
Supported by : UK Trade & Investment  
Namal  
Platinum Sponsors : Oman International Bank SAOG  
Oman Air  
Gold Sponsors : Muscat Electricity Distribution  
Polyglot Institute Oman LLC & Rusayl Institute  
Silver Sponsor : Galfar Engineering & Contracting SAOG  
ACCA  
MHD LLC

## EXHIBIT PROFILE

### TRAINEX:

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

### JOBEX:

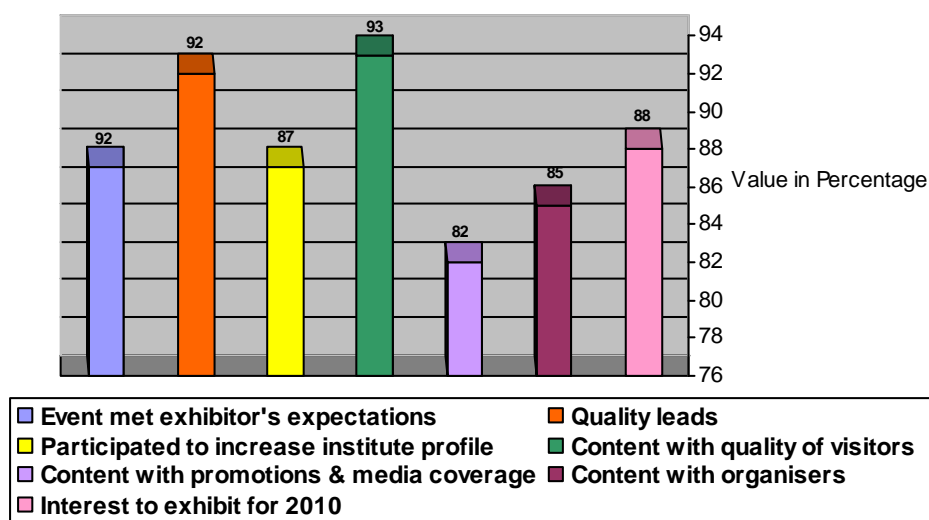
HR and Management officials from Omani companies  
HR and Management officials from Gulf based companies  
Recruitment and placement consultants

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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 - 592 Sqm.
- ❖ Total number of exhibitors - 40
- ❖ Total number of visitors - 11,952
- ❖ Total number of VIPs, Government Officials - 200
- ❖ Number of visiting press - 20
- ❖ All Omani Training institutions were invited to visit the event.

## VISITORS

11,952 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 JOBEX & TRAINEX

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 industry professionals and organizations.

**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 2010

20 – 22 April, 2010  
Oman International Exhibition Centre