

# EduTraC Oman

Higher Education, Training & HR Development Expo



Under the Patronage of



Sultanate of Oman  
Ministry of Higher Education



SULTANATE OF OMAN  
MINISTRY OF EDUCATION  
NATIONAL CAREER GUIDANCE CENTRE

27 - 29 October 2019 | Oman Convention & Exhibition Centre



[www.edutracomano.com](http://www.edutracomano.com)



The renaissance era in the Sultanate of Oman is experiencing significant reform since the dawn of modern renaissance. Thanks to the strategies and policies designed by His Majesty Sultan Qaboos bin Said, the architect of modern Oman, substantial importance has been given to invest in Oman's Human Capital by focusing on the Education Sector, Technical and Vocational Training, Human Resource Development and Small and Medium Enterprises. In the 9th Five Year Plan 2017 - 2020, 34% of the total current expenditure has been allotted to improve the quality of learning, research and development and manpower training.

To highlight the surge in the Sultanate's education, training and human resources sector, EduTraC Oman 2017 will take place at the Oman Convention & Exhibition Centre. Held under the patronage of Oman's Ministry of Higher Education and Ministry of Manpower, EduTraC Oman will serve as a multi-sector recruitment event for higher education, training and job opportunities. It will provide an excellent opportunity for students, graduates and job seekers to meet with recruiters, admission officers, career counselors and HR personnel for academic opportunities and career guidance.



Australia



Austria



Canada



Cyprus



Egypt



France



Germany



India



Ireland



Italy



Japan



Jordan



Malaysia



Malta



Netherlands



Philippines



Poland



Qatar



Russia



Singapore



South Korea



Spain



Sweden



Switzerland



Turkey



UAE



UK



USA



# Exhibition Fact Sheet

128

Number of Participants

14

Country Pavilions

7000

Number of Visitors  
(UFI audited stats)

The Event was supported by multi-channel Marketing Strategies with specific visitor target



Social media campaign



Outdoor media campaign



Mass mailing



SMS blast



Planned school visits



VIP Invitations to sponsors, ministry officials



Poster/ flyer distribution at schools



One to One meetings with sponsors



Networking opportunities during lunch



Press releases in local newspapers & online news portals



# HIGHER EDUCATION

EduTraC Oman provides an excellent platform for local and international universities and colleges to promote their accredited courses – ranging from Bachelor’s Degree, Post-Graduation/Masters and Doctorate Programmes. The Expo also opens a window of opportunity for these higher education institutes to meet with key Government entities, professionals and students comprising of both Omanis and Expatriates. The Event is strategically timed when recruitment of prospective students and scholarship grants, is at its peak. The Ministry of Higher Education announced over 1,600 foreign scholarships to Omani students to pursue their higher education, which presents an enormous market to international universities for student intake.

## **MBA Pavilion:**

For the first time in Oman, there will be a special section featuring the ‘MBA Pavilion’ which will cater to students and working executives who wish to upgrade their educational qualifications.

## **Country Pavilions:**

The Exhibition will have strong participation of international pavilions from Australia and New Zealand, Asia, Europe, GCC, Middle East and Africa, North and South America, providing students with the opportunity to network with them.

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## **Exhibitor Profile**

- Accredited Distance Education
- Doctorate Courses (PHD)
- E-Learning
- Education Loan Facilities
- Embassies and Consulates
- International Universities and Colleges
- MBA and Masters Education
- Medical Schools
- Public and Private Universities and Colleges
- Scholarship Opportunities
- Study Abroad Centres
- Travel, Hospitality and Hotel Management

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## **Visitor Profile**

- Academia
- Deans and Principals
- Students and Parents
- Government Officials
- Undergraduates
- Teaching Faculty
- Top Executives and Officials
- Diploma Holders
- Trustees and Board Members



# TRAINING

To achieve the Omanization goal of the Government and Ministry of Manpower Oman, the training section will highlight vocational, technical and occupational training programmes that will help in developing skilled and competent National Work Force – the key ingredient to the economic development and progress of the nation, thereby facilitating employers and specialized industries to recruit the right candidates. This Expo will enable visitors to choose from and enroll in various training opportunities for specific job profiles. One of the highlights of this Exhibition is to promote and reconnect education and training to school drop outs.



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## Exhibitor Profile

- E-Learning and Online Tutorials
- English Language Centers
- Foundation and Preparatory Programmes
- Industrial Training Institutes
- International Language Centers
- Internship Programmes
- IT Training Providers
- Occupational Training Institutes
- Polytechnic
- Specialized Skilled Courses
- Technical & Vocational Training Centers
- Travel and Hospitality Institutes
- Specialty Training / Short Courses – Fashion Designing, Fine Arts Schools, Hair Dressing and Beauty, Health Care Courses, Media Communications.

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## Visitor Profile

- Government Officials
- HRD Managers
- Professionals seeking Career Growth
- School Drop Outs
- Skilled and Semi-Skilled Workers
- Training Managers



# CAREER

### **Recruitment**

This section will provide an excellent opportunity for employers in sourcing and recruiting the right candidates, to meet their HR requirements and Omanization target. The job seekers will include fresh graduates from top educational institutions and qualified professionals looking for career advancement. It will also feature participation of Government Organizations, major Public and Private Companies from different industries such as aviation, banking and finance, construction, healthcare, hospitality, media houses, oil and gas, travel and tourism, transportation, telecommunications and more...

### **HRD - Professional Development**

The objective of this section is to enhance the performance of employees and companies. It will provide Talent Management and Career Development solutions, which will result in more committed employees and help in developing strategies for long term growth. This section is an ideal platform to demonstrate your success in achieving Omanization target by showcasing Omanis recruited, trained and retained in the organization, to an audience of your peers and government authorities.

### **Small & Medium Enterprises**

EduTraC Oman, SME section will showcase products and support services such as funding and investment, marketing and technical training. Exhibitors will include major banks and financial institutions, Government departments, NGOs and other organizations supporting SME development in Oman. A special section will also feature successful business models and flourishing SME entrepreneurs in Oman.

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## **Exhibitor Profile**

- Apprenticeship
- Bespoke Training
- Career Development and Guidance Centers
- Coaching and Counselling Centers
- Corporate Social Responsibility Departments
- Government and Semi State Departments
- HR Departments of Organizations
- HR Solutions and Technology
- In-House Training Facilities
- Leading Corporate Business Houses
- Online Job Portals
- Outsourcing Companies
- Placement Firms
- Public and Private Organizations
- Recruitment Agencies

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## **Visitor Profile**

- Aspiring Youth
- Budding Entrepreneurs
- Career Change Enthusiasts
- Career Counsellors
- Chairmen, CEOs, Directors
- Employment Seekers
- Experienced Job Seekers
- General Public
- High Ranking Government Representatives
- HRD Managers
- Investors and Business Developers
- Mid-Career Executives
- Omanization Representatives



# WHY EXHIBIT?

Capitalize on the opportunities in the developing and lucrative education sector.

Launch, promote and showcase your products and services to key decision makers.

Generate new business leads – an excellent Return on Investment by showcasing your courses.

Demonstrate how your solutions can improve learning and efficiency.

Boost your market knowledge and understand the current needs of the education sector.

Meet your target audience to form strategic alliances and partnerships.

Develop and build relationships with Government Officials and Representatives.

Benefit from a highly targeted and extensive local and international marketing campaign.

Connect with affluent local, regional and international visitors.

Get an edge over your competitors with this excellent platform to promote your organization.



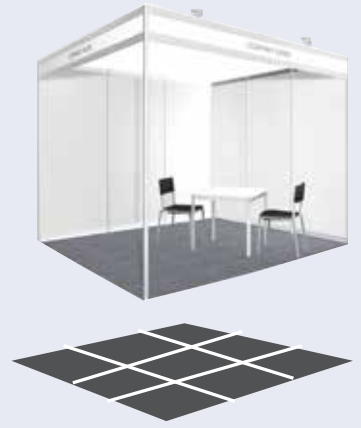
## Participation Cost

### SHELL SCHEME STAND - US\$ 3580 / RO 1350

Minimum 9 sqm, i.e. 3x3m, Panels, 1 table, 2 chairs, carpet, English fascia board (max. 20 letters), 2 spotlights (100 watts each), 1 double socket (240 volts, 13amps, single phase, 200 watts max use)

### OPEN SPACE - US\$ 315 / RO 120 PER SQM

Minimum 18 sqm area. Space only will be marked area inside the venue to design & construct your own stall. Approval of stall design from organizer is a must.



## About Sultanate of Oman



Sultanate of Oman is the third largest country in the Arabian Peninsula. Oman lies at the crossroads of two important waters – the Arabian Sea and Indian Ocean – through which a sizable chunk of global shipping and trade passes. Suitably leveraged, Oman's strategic geographical location offers comparative advantages to industries and investors targeting markets in the GCC, Asia and East Africa. The country has been experiencing rapid progress over the past 48 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. Lonely Planet have written a travel guide, and listed Oman as the 8th country you should visit in 2017!

## Oman Convention & Exhibition Centre (OCEC)

OCEC is set to become an iconic landmark for Muscat and the Sultanate of Oman. Surrounded by nature it overlooks a wadi which is a haven for Oman's exotic bird life. The Centre is conveniently located only 10 minutes from the new Muscat International Airport. Located in its own precinct, this world-class facility is perfectly suited to host international, regional and national conventions, exhibitions and business events. Amongst its features is a tiered auditorium seating 3,200 people and more than 22,000 square meters of column-free exhibition space. For more information, visit [www.omanconvention.com](http://www.omanconvention.com)



## The Organizer

Al Nimr Expo organizes some of Oman's top international trade exhibitions and conferences that provide unparalleled networking and business opportunities for companies looking to excel and grow within the Sultanate. Founded nearly a decade ago, we have established ourselves as a market leader and one of Oman's most innovative and respected trade event organizers of the exhibition industry.

Our portfolio of award winning exhibitions and conferences span across key industry sectors such as Construction & Building, Engineering, Machinery, Interior Décor, Design, Furniture, Communications, Education and Agriculture & Fisheries. With years of experience and a deep understanding of each industry's trends and evolution within the Sultanate, we are committed to operational excellence and delivering highly relevant events for all our participants. Each event attracts top decision makers and thought-leaders from all over the Middle East, as well as a high level of overseas exhibitors, accounting for almost 75 per cent of the exhibition space.

Apart from conducting quality and high profile B2B trade fairs, country specific shows, corporate events, conferences, events management and festivals, also provides a complete marketing tool and exhibition solutions to our valued exhibitors.

For more information about Al Nimr Expo, please visit [www.alnimrexpo.com](http://www.alnimrexpo.com)

For participation in EduTraC Oman, please contact,  
**Jenitha Martin, Project Director, Mobile: +968 9404 1616, Email: [info@alnimrexpo.com](mailto:info@alnimrexpo.com)**