

# **EDUTEX IRAN 2010**

## **5<sup>th</sup> Iran International Education Fair 2010**

**12-14 May 2010**  
**Niavaran Palace, Niavaran District**  
**Teheran, Iran**

Having the world's youngest population, Iran can be one of the best target markets for international educational institutions.

During the last 25 years, Iran's population has increased dramatically. According to the a 2007's estimates, Iran's population is about 70 million, and out of that more than 30% are less than 18 years of age. Thus, annually approximately more than one million applicants would be added to the higher education market.

Economically, in the last decade, Iran's overall wealth has also increased. In the last five years, the country's average GDP was estimated more than 5% per year. As such, besides an increase in raw number of applicants seeking admission for university, the percentage of those who can afford expenses of studying abroad has also increased.

In our overall review, the economic wealth and stability in Iranian society have also increased and hence there are more Iranian people who can afford to pay the expenses for their children to study abroad.

After the success of **EDUTEX IRAN 2005, 2006, 2007, & 2008, Exhibitions Promotion and Management (M) Sdn Bhd (EXPAM)** will be organizing **EDUTEX IRAN 2010 – 5<sup>th</sup> Iran International Education Fair in Tehran from 12 – 14 May 2010.**

### **Who should participate?**

- Universities and Colleges
- Education Consultants & Services
- International & Regional Education Organisations
- Career Training Courses Providers
- Embassies and Consulates
- Distant Learning Providers
- Professional Associations
- Education Publishers & Media
- Student Services Provider
- Education Travel Services

### **Who are the visitors?**

- Higher Secondary School Leavers
- College Students
- Undergraduates
- Parents & Teachers
- Educational Aid Suppliers
- Working Professionals and Executives
- Government Officials in Education Circle

### Advertising & Promotional Activities

- Newspaper Advertisements
- Magazine Advertisements
- Website promotion online
- Radio advertising and interviews
- Printed Materials – Flyers, Bookmarks, Exhibitor’s Catalogue to be distributed to the public
- Banners and buntings to be placed at strategic locations
- E-mail broadcast to students
- Co-ordination with media partners, the Ministry of Higher Education of Iran, local schools, universities and colleges

### The Countries That Are More Preferred By Iranian Nationals for Overseas Studies:

- Bulgaria
- Cyprus
- India
- Malaysia
- Philippines
- Romania
- Singapore
- UAE
- UK
- Ukraine
- US

### Participation Cost

Option	Standard Price
<b>Table Set Up</b> (Inclusive of 1 table, 4 chairs, 1 power point, 1 waste basket, advertising & promotions)	<b>USD 3500.00</b>

### Package Includes:

- **Exhibition Package**
  - a) Table set up and basic facilities
  - b) Advertising & Promotions in Iran

\*Hotel Accommodation at Homa Hotel Teheran is USD 250 per night/ Single room

\*\*Translator service charges at USD 50 per day per translator

\*\*\*Visa processing fee is USD 60

### The Organizer



**Exhibitions Promotion and Management (M) Sdn. Bhd.**

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