Muscat
22 - 24 September, 2014
Oman International Exhibition Centre
Sultanate of Oman

Sohar
28 - 29 September, 2014
Oman International Exhibition Centre
Sultanate of Oman

Higher Education
- Accredited Distance Education
- International Universities and Colleges
- MBA and Masters Education
- Scholarship Opportunities
- Study Abroad Centres

Education Supplies and Technology
- Education and Training Equipment Supplies
- Furniture Distributors
- Safety and Security Systems
- School Management System
- Virtual Classrooms

Training
- English Language Centres
- Internship Programmes
- Polytechnic
- Technical and Vocational Training Centres
- Travel and Hospitality Institutes

Career
- Recruitment
- People with disabilities - Employment and Training
- HRD - Professional Development
- Small and Medium Enterprises
- Entrepreneurship - Self Employment

www.edutracoman.com
514,667 students have enrolled in public schools for academic year 2012/2013.

891 basic education schools represent 93 per cent of total schools offering grades 1-10, with an increase of 3 per cent over the past year.

The German language has been added on a pilot basis in 2012/2013 at five schools in Muscat and Batinah South.

The Ministry seeks to create programmes and projects to minimise the effects of illiteracy and reduce it to 50 per cent by 2015.

126,819 participants are targeted in the 2013 professional development plan through the implementation of 1,247 training programmes.

After completing 43 glorious years of the Renaissance, the Sultanate of Oman is moving ahead with rapid economic development. In the 8th Five Year Plan 2011 – 2015, high importance is given to investment in its human capital by focusing on the Education Sector, Technical and Vocational Training, Human Resource Development and Small and Medium Enterprises. EduTrac Oman 2014 is a significant event for the Sultanate of Oman. The Expo is an annual exhibition that focuses on Higher Education, Training and Career Opportunities.

INDUSTRY NEWS

OMAN: BUDGET BOOST FOR EDUCATION
Education and Training were awarded $3.38Bn, or 10% of all projected State spending in Oman’s Budget for 2013, which was announced in January, up 25% in real terms on last year.

32,930 SEATS AVAILABLE FOR HIGHER STUDIES IN 2013-14
The Higher Education Admission Centre (HEAC) of the Ministry of Higher Education (MOHE) announced the total number of seats available for General Diploma Graduates for the academic year 2013-14 is 32,930.

NEW STUDY DESTINATIONS INTRODUCED FOR SCHOLARSHIP STUDENTS
Malta, Cyprus, Poland, Austria and Ireland were introduced as study destinations for scholarship students during the academic year 2012-13. These scholarships are part of the 1,000 grants given by His Majesty Sultan Qaboos bin Said during the current five year plan (2011-15).

EDUCATION 2040 TO FOCUS ON JOBS
National Strategy for Education 2040 is being accorded top priority by the government and praised the efforts of the authorities in the Sultanate for contributing to attaining its aims.

OMAN’S MOHE ANNOUNCES 1,643 FOREIGN SCHOLARSHIPS
The Ministry is continuously trying to diversify study destinations, and students will be sent, for the upcoming academic year to countries including Australia, New Zealand, Germany, Malta, Ireland, Holland, India, Malaysia, Jordan, UK and the US.

OMAN BUDGET 2011 AND 8TH FIVE YEAR PLAN 2011-15
Highest budget allocation of RO 5.9 billion on the Education Sector followed by health.
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 Omani 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.
EduTraC is the only event in Oman, which will attract exhibitors from the entire spectrum of education supplies and technology, to network with educationalists who are key decision makers and buyers seeking to find new products and services. Over 3.3 billion Omani Rials will be invested in the Education Sector in 2013, an increase of 25% from 2012. There is a direct proportion between the rise of investment by public and private education establishments and the increasing demand for new technologies, innovative advances, teaching aids and upgrade to new learning environments, for the effective use by teachers and students.
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.

**Exhibitor Profile**

- E-Learning and Online Tutorials
- English Language Centers
- Foundation and Preparatory Programmes
- Industrial Training Institutes
- Specialty Training / Short Courses – Fashion Designing, Fine Arts Schools, Hair Dressing and Beauty, Health Care Courses, Media Communications.

**Visitor Profile**

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

**INDUSTRY NEWS**

**MOM SIGNS AGREEMENTS WORTH RO 2.6MN TO TRAIN 841 OMANI YOUTH**
As many as 841 people will be trained in technical areas, as cashiers and machine operators at a total cost of RO 2.6mn.

**MOM SIGNS 14 AGREEMENTS WORTH RO 282,200 FOR TRAINING 475 YOUTH FOR LABOUR MARKET**
Fourteen agreements worth RO 282,200 for training 475 citizens registered with the national manpower registry in different craft and technical fields were signed at the Ministry of Manpower.

**OMAN, GERMANY STRESS ON TECH, KNOWLEDGE EXCHANGE**
German training could help Omans develop practical skills such as carpentry, electrical and plumbing skills, which would in turn benefit Omani enterprises.

**ITA, SAP JOIN HANDS TO BOOST TECH TRAINING**
SAP announced that it is collaborating with Oman’s Information Technology Authority (ITA) on plans to improve the programme’s effectiveness across the country.
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...

People with disabilities - Employment and Training

For the first time in Oman, EduTrac is taking a special initiative to raise awareness and focus on people with disabilities. The expo aims at providing these individuals with an equal and fair opportunity to find jobs suited to their skill level, academic qualifications and physical abilities. It will also provide appropriate training options to develop their personal skill set.

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.

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
- MNC - Multi National Companies
- Online Job Portals
- Outsourcing Companies
- Placement Firms
- Public and Private Organizations
- Recruitment Agencies
- Specific Skills, Trainings, Workshops for Employees
- Teambuilding and Event Management Companies
- Textbooks, Software’s and Publications
- Time and Stress Management

www.edutracom.com
Small & Medium Enterprises

His Majesty Sultan Qaboos bin Said, stressed on the economic importance of SME development, as highlighted during a symposium held at the wilayat of Bahla, last January 2013. Outputs from the meeting included the introduction of the Al Rafd fund, providing Omani Rials 70 million, which will be increased by Omani Rial 7 million every year, to invest in SME development. In addition, a Royal Decree no. 36/2013 was issued, to establish the Public Authority for SME Development, which is mandated to create necessary regulations and frameworks, for the implementation of various programmes that aim to boost the growth of Omani SMEs and support young entrepreneurs with their SME projects.

The Government is taking numerous measures to achieve the national goals related to the development of SMEs by starting various incubator programmes, focused training, coaching, mentoring, financial support, consultancy services etc. thereby, ensuring the success of new ventures. Workshops and trainings are also organized to boost effectiveness in the sales process and increase income. There have been efforts to increase demand of SME products and services to major companies invariably to strengthen their relationship with this sector.

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.

Entrepreneurship - Self Employment

Oman’s continuous development in the construction, real estate and infrastructure sector, has witnessed the launch of numerous commercial, healthcare, hospitality, tourism projects, etc. thus giving a huge opportunity for new business prospects and franchises. The new generation equipped with higher education from the region and globally, experienced professionals or retired personnel from reputable companies and persons who have travelled around the world, have numerous investable ideas and business plans with feasibility studies to start their own ventures.

This section, for the first time in Oman, is created to empower entrepreneurs and bring supportive bodies to help them set up their business. It will also provide solutions, self-employment programmes, guidance and financial assistance to people looking to start their own business. A special focus will be given to opportunities available to home based entrepreneurs and showcase similar successful stories in Oman and internationally.

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Exhibitor Profile

- Banking and Financial Services
- Chambers of Commerce and Industry
- Companies seeking Distributors
- Entrepreneurial Development Programs
- Franchise Consultants
- Free Zone Authorities
- Home Based Business
- Investors and Venture Capitalists
- Legal Advisors
- Ministries
- NGOs supporting SME
- Organizations for Entrepreneurial Funding and Expertise
- Potential Franchisees
- Small and Medium Enterprise
- SME Organizations and Services
- Social Investment Programs
- Trade Departments
- Training Programs

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

AN INTEGRATED MARKETING & PROMOTIONAL CAMPAIGN

The event will be supported by multi-channel marketing strategies with specific visitor target.

Media – Press Conferences, Press Releases, Advertisements and Articles in newspapers, weekly magazines and industry publications.

Media Partners & Associations - The event is partnered with relevent publications and associations.

Blogging & PRs Online Media – Press releases and blogs in popular portals and social networking sites as well as an event website.

Outdoor Media – Mupies and billboards in strategic sites as well as distribution of thousands of leaflets all over Muscat.

Mailing – Direct mailing and e-mail shots to industry professionals in our database as well as targeted VIP invitations.

Radio & TV – Radio spots to effectively raise awareness about the event and live TV coverage to reach targeted audience.

Broadcast – SMS & Fax campaigns.

Website – A website dedicated to EduTraC Oman. Sponsors logos will be listed and a landing page for sponsors to insert their profile.

Database Research - Contact details of over 2000 industry professional & stake holders.

Telemarketing - A team of telemarketers are assigned to promote the event covering across industry and geographical profiles.
• 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.

ABOUT SULTANATE OF OMAN

Sultanate of Oman is the third largest country in the Arabian Peninsula. It borders the Kingdom of Saudi Arabia in the West and the United Arab Emirates in the North East. The country has been experiencing rapid progress over the past 43 years under the visionary leadership of His Majesty Sultan Qaboos bin Said. The Sultanate’s continued economic growth has also effectively resulted in the development of industrial, manufacturing and infrastructure sector. Muscat was ranked as the second best city in the world to visit in 2012. Oman was ranked 23rd happiest country in the world in 2013.

ABOUT THE VENUE

OIEC (Oman International Exhibition Centre) is the main venue for major trade fairs and exhibitions in the Sultanate of Oman, since 1985. The OIEC, located opposite Muscat International Airport, is close to major hotels and is just 20 minutes from the centre of the capital. For more information, please visit www.omanexhibitions.com
Al Nimr International Exhibition Organizers is a leading event management company in Oman and is renowned for the quality of its trade exhibitions.

To facilitate the participation of its exhibitors, the company offers a full suite of services ranging from travel and accommodation bookings, stand design and construction, logistics support as well as marketing and promotional solutions.

Al Nimr Expo has highly experienced professionals who are passionate about exhibition management and are ready to serve all exhibitors from the time of registration until the conclusion of the exhibition.

For more information about Al Nimr Expo, please visit www.alnimrexpo.com