



**16<sup>th</sup>** international  
**education**  
fair  
19 - 22 february 2009

 **EXPOCYPRUS**

ORGANISERS:  
 **CYPRUS STATE FAIRS AUTHORITY**

OFFICIAL SPONSOR:  
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CENTRAL BANK LTD**



# international education fair

...The event on the Calendar of every student, school-leaver and Educationalist

## Nicosia, 19 - 22 February 2009

Cyprus, offers you a unique opportunity to contact directly the Cypriot students: one of the largest studying populations in comparison to the world's most developed countries.

With a steady upward course, the International Education Fair sets the ideal platform for meeting a remarkable audience of prospective students who wish to learn about study programmes and titles offered in Cyprus and abroad.

Every year school-leavers, students, parents and career advisors from all over Cyprus look forward to visiting the Fair so as to get reliable information and discuss with academic counsellors from Cyprus and overseas educational institutions. The consistent participation of Ministries of Education, Universities, Private Colleges, Institutes of Vocational Education, and many more Educational Institutions from all continents, compose a unique event for education. Thousands of personal contacts taking place every year during the Fair, prove that it is an unrivalled means of effective promotion and a reliable source of information.

**You can't afford to miss out on Cyprus's most important event for Education, which brings you face-to-face with thousands of students, parents and educationalists.**

## The 16TH INTERNATIONAL EDUCATION FAIR WILL HOST A «DISPLAY» OF EDUCATIONAL AIDS AND EQUIPMENT

A small division of the 16th International Education Fair will be dedicated to companies presenting equipment for educational institutions and students. This equipment incorporates modern teaching equipment, advanced and hi-tech didactic aids, school furniture, computer lab equipment, language lab equipment, software for schools and students, audio and video equipment. Moreover, the latest book publications of general and specialized educational interest will be on display.

## THE ORGANISERS

The International Education Fair is organised by the Cyprus State Fairs Authority, the official and most dynamic exhibition organisers in Cyprus, in cooperation with the Ministry of Education and Culture.

## THE VENUE

The Fair will take place at the Cyprus International Fair grounds in Nicosia owned by the organisers. A modern Exhibition Centre covering 41,500 square metres of land with a capacity of 30,000 square metres of indoor exhibition space. The exhibition centre also incorporates a fully equipped, modern conference centre of 2,140 square metres, adjacent to the Hall hosting the Fair. The conference centre may be used for large conferences for 1,200 persons or small seminars for only 20 persons. The ample parking places, the restaurants and cafeterias of the exhibition centre facilitate both visitors and exhibitors.

## EXHIBITORS

- The Ministry of Education and Culture of Cyprus presenting its various departments and the different levels of Education in Cyprus
- Ministries of Education of other countries
- Universities
- Technological Educational Institutes
- Colleges
- Public Tertiary Educational Institutions
- Institutes of Vocational Training and Education and other Educational Institutions
- Tutorial Centres
- Educational Services organisations
- Academic Consultants
- Professional Bodies and Competent Public Organisations

## VISITORS

- Secondary School graduates
- College students and graduates
- Prospective students completing their military service
- Teachers / Educationalists
- Career Advisors
- Parents

## VISITORS CAMPAIGN

- An intensive and carefully focused campaign through the Mass Media
- Extensive advertising and promotion from our Communication Sponsors
- Advertising "Banners" and "Links" on the Internet
- Promotion of the Fair by the Ministry of Education and Culture in all Secondary Schools through out Cyprus
- 20,000 invitations to interested visitors: public and professionals
- Cooperation with the Cyprus Youth Board to promote the event to all young persons in all the districts of the island
- Organisation of a Press Conference before the opening of the Fair to inform all the Mass Media
- Press articles to the Mass Media until after the closing of the Fair both by the organisers and the exhibitors wishing to use this facility
- Group visits of secondary school students - mainly graduates - from all the districts of Cyprus will be organised in cooperation with the Ministry of Education and Culture.
- Personal invitations to Career Advisors
- Informative material to military camps

## YOUR PARTICIPATION AT THE 2009 INTERNATIONAL EDUCATION FAIR INCLUDES:

- Shell stand (for details see the application and rules of participation booklet)
- Advertising and promotion of the fair
- Free entry in the Fair Catalogue
- List with the names and addresses of schools, which will visit the Fair during the mornings
- Use of Lecture rooms and Conference Hall for public presentations. Capacity of 20 - 500 seats (Only after arrangement with the organiser)
- Stand-by personnel 24 hours a day
- Secretarial support
- Free transportation of overseas exhibitors to and from the Fair grounds
- Free guided excursion for all overseas exhibitors

## THE FACTS ABOUT THE 2008 INTERNATIONAL EDUCATION FAIR:

- A total of 205 participants, of which 61 from Cyprus and 144 from 18 countries: Australia, Britain, Bulgaria, Canada, Czech Republic, France, Germany, Greece, Hungary, Ireland, Italy, the Netherlands, Romania, Russia, Slovak Republic, Spain, Switzerland, United States of America
- The number of visitors surpassed 15,000

## ACCORDING TO A SURVEY UNDERTAKEN BY AN INDEPENDENT OFFICE:

- 72% of the total number of exhibitors stated "satisfied" or "very satisfied" with the contacts they had made during the Fair
- 97% of the exhibitors stated that they had "fully" or to a "large extent" achieved the objectives they had set for their participation at the fair
- 92% of the exhibitors expressed interest to participate at the next fair

## SOME USEFUL STATISTICS:

- During the academic year 2006/2007 there were 21,188 Cypriot students abroad.
- The total expenditure for students (dormitories and tuition fees only) abroad in 2006/2007 is estimated at €39,5 million.
- Nearly 82% of the total secondary school leavers continue their studies beyond the secondary level
- About 45% attend higher educational institutions abroad and the other 37% in Cyprus
- During the academic year 2006/2007 the number of students in third level education (in Cyprus and abroad) was 43,426.

\* Source – Statistical Service of Cyprus

## CYPRUS AIRWAYS

Cyprus Airways, the official carrier of the fair offer the Exhibitors and visitors 15% discount on all published applicable fares



**DATES:**

Thursday 19 - Sunday 22 February 2009

**OPENING HOURS:**

Weekdays: 9.00 a.m. - 1.00 p.m.  
5.00 p.m. - 9.00 p.m.  
Weekend: 4.00 p.m. - 9.00 p.m.

**ENTRANCE:** Free for all visitors

For further information please contact:

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