

DAWN EDUCATION EXPO

YOUR GATEWAY TO LIMITLESS OPPORTUNITIES

20
25
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Organised by Dawn Media Group

Dawn Education Expo is organised by DawnMedia Pvt. Ltd. Pakistan's most influential media house, headquartered in Karachi, Sindh, Pakistan, with other offices in Lahore and Islamabad, has been publishing and producing content across all multimedia platforms and catering to a diverse audience of 29 million every day in both English and Urdu. It boasts a rich history and plays a significant role in Pakistan's media landscape.



The 21st DAWN Education Expo: Two Decades of Impact

The 21st annual DAWN Education Expo was held in Karachi, Islamabad and Lahore in November 2025, attracted universities and colleges from across Pakistan and around the world under one roof to showcase their offerings to counsellors, prospective students and their parents, attracting more than 8,000 visitors. To better reach and engage the right audience, the 2025 edition was hosted exclusively at five-star hotels in all three cities.

The event was held on the following dates and venues:

- Karachi:** November 15 & 16, 2025 at the Pearl Continental Hotel
November 17 & 18, 2025 School Visits
- Islamabad:** November 19, 2025 School Visits
November 20, 2025 at the Serena Hotel
- Lahore:** November 22 & 23, 2025 at the Nishat Hotel (Emporium)
November 24 & 25, 2025 School Visits

Launched in 2004, the DAWN Education Expo has since become Pakistan’s most enduring and credible higher education platform, where students, prospective students and their parents can meet reputable local and international institutions and explore a wide range of academic options.

Over the last two decades, the DAWN Education Expo has consistently facilitated the enrolment of Pakistan’s brightest students into universities, colleges and business schools, reinforcing its status as the country’s longest running and most successful educational platform.



Supporting Country Promotional Organizations

The DAWN Education Expo 2025 was highly supported by the higher education associations and organisations from Australia, Canada, France, Ireland, Erasmus, The UK; these organisations took the opportunity at the event and partnered schools to meet the prospective students.

The 21st iteration of the event continued to include around 100+ universities directly as well as through the booths of international education promotion organisations and agents, represented 20+ countries, participated in the expo, and reached out to over 8,000 students who visited the exhibition this year.

Australia	Ireland	Sweden
Canada	Malaysia	The UAE
Finland	North Cyprus	The UK
France	Norway	Egypt
Germany	Pakistan	The USA
Iran	Saudi Arabia	Turkey

These include students from the best schools in Pakistan’s major cities: Karachi, Lahore, and Islamabad (where the Expo is held), as well as many others located nearby, including Gujranwala, Hyderabad, Muzaffarabad, Peshawar, Sialkot and Sukkur.



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DAWN Campus Connect

To bridge the gap between elite high school students and international universities, the November 2025 edition of the DAWN Education Expo introduced DAWN Campus Connect – a series of curated, on-campus visits to some of Pakistan’s leading Cambridge schools.

Under this programme, admissions teams from participating international universities visited schools directly, giving them the opportunity to engage with prospective students in a focused, familiar environment. These visits allowed for deeper conversations on admissions, programmes and scholarships, and were highly appreciated by the participating universities, many of whom highlighted DAWN Campus Connect as a key value addition to their participation.

Schools visited under DAWN Campus Connect were as follows:

School	Attended
Karachi	
Eden College	400
Generation’s School, SITE Area	250
Heuser College	400
Nixor College Clifton	1000
Nixor College Bahadurabad	600
Sceptre College Clifton	250
Cedar College DHA	1500
Cedar College PECHS	600
Islamabad	
Future World School & College, Rawalpindi	800
Beaconhouse School System Karakoram Campus	250
Future World School & College, H-11Islamabad	900
Lahore	
Lahore Grammar School, Gulberg	500
Lahore Grammar School Paragon	1200
SICAS, DHA	200
Future World School & College, DHA	200
The City School, Ravi	500
The City School, DHA	600

Karachi



Lahore



Islamabad





Pre-Event Promotion

The event was promoted through an extensive advertising and marketing campaign in the daily DAWN Newspaper, DawnNews TV, DAWN.com website, ads on social media including Facebook, Instagram, LinkedIn and X. etc., outdoor advertising and direct invitations to principals/counsellors of high school and universities.

Additionally, hype was created through various shows and programming which includes but not limited to DawnNews TV morning show integration, English Radio Station CITYFM89 promos, RJ Hype, city updates and countdowns to the expos in various cities. Constant content regarding the expo was shared on DawnNews.tv YouTube. The event was heavily covered through bulletins, PIPs and Tickers for both the lead-up to the event, as well as the exhibition days themselves.

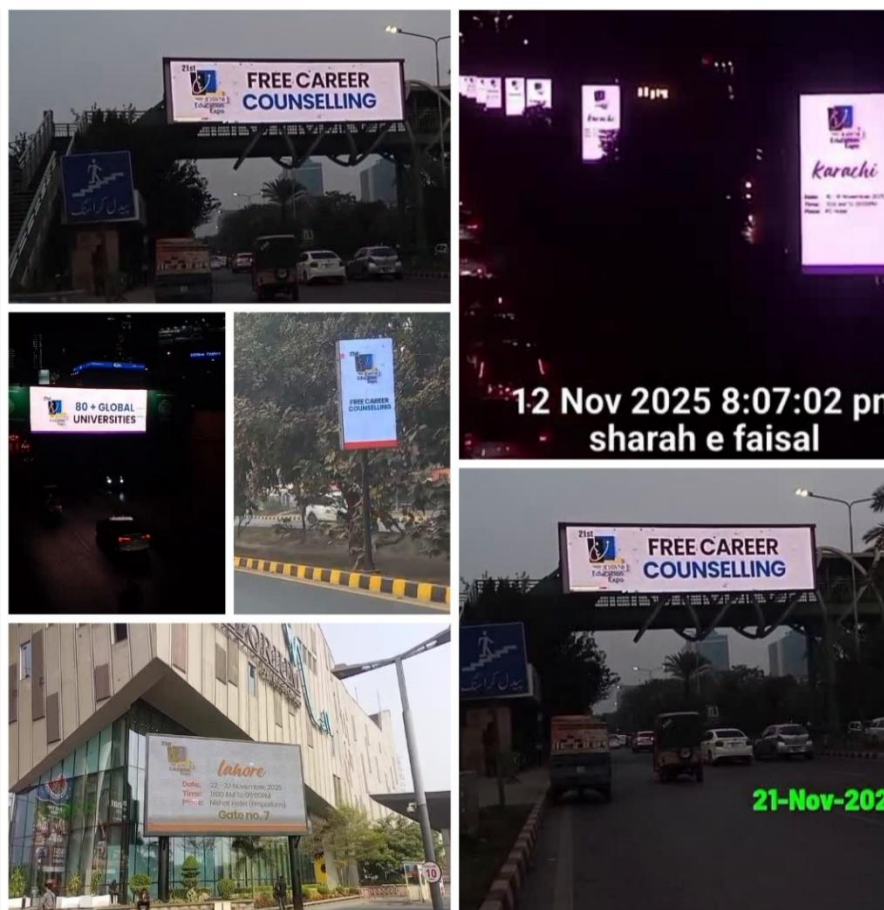
As part of our engagement plan for prospective students, leading educational institutions were invited to bring final-year students to attend the event with faculty and career guidance staff. Additionally, participating universities also gained unprecedented advertising mileage, through the publication of a 36 Page Special Supplement on International & Local Education, & that circulated nationwide with the daily DAWN, Pakistan's most-widely read English newspaper.

Out of Home Advertising

DAWN Education Expo partnered with Kinetic on a targeted out-of-home (OOH) advertising campaign at key transit locations in all three cities, building high-frequency visibility ahead of each event.

The campaign ran from: 11–15 November in Karachi, 15–20 November in Islamabad, and 18–23 November in Lahore.

This helped reinforce the messaging, complemented DAWN's print, digital, TV and radio activity, and contributed to strong top-of-mind awareness and visitor turnout.



Print Advertising

LEARN OUTSIDE THE BOX

EXPLORE 100+ UNIVERSITIES & INSTITUTES FROM AROUND THE WORLD

BECAUSE YOUR FUTURE DOESN'T FIT IN ONE

Join Dawn Education Expo 2025
The largest education platform in Pakistan.

Your next chapter starts here.

Register now for the 21st Dawn Education Expo at
<https://educationexpo.dawn.com/student-reg-form/>

KARACHI 15 & 16 November, 2025 11:00 AM to 06:00 PM Pearl Continental Hotel	ISLAMABAD 20 November, 2025 11:00 AM to 06:00 PM Serena Hotel	LAHORE 22 & 23 November, 2025 11:00 AM to 06:00 PM The Nisbat Hotel (Johar Town)
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QR Code

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Explore multiple Scholarship opportunities

Get insider advice on studying overseas and discover scholarship programs that open doors to world-class education. Your journey to a brighter future begins at the DAWN Education Expo 2025.

Book your stall today — and be where the future begins.

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Connect with Pakistan's brightest students

Join the **21st DAWN Education Expo** — Pakistan's most trusted higher education platform.

- Showcase your programs to a highly engaged audience of students, parents, and educators
- Build direct relationships with school counsellors and decision makers
- Promote your offerings in a space designed to inspire real academic choices
- Expand your reach across three major cities

Book your stall today — and be where the future begins.

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Got What It Takes to Shape 40,000+ Careers?

Connect with Pakistan's brightest students at **21st DAWN Education Expo**

Are you the institution they're looking for?

- Showcase your programs to a highly engaged audience of students, parents, and educators
- Expand your reach across three major cities

Book your stall today — and be where the future begins.

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LEARN OUTSIDE THE BOX

BECAUSE YOUR FUTURE DOESN'T FIT IN ONE

Discover new paths, bold ideas, and global opportunities at the Dawn Education Expo 2025 — The largest education platform in Pakistan.

- Explore 100+ universities and institutes from around the world!
- Win prestigious Local & International Scholarships!
- Get Guidance on Student Visas & Admissions!

Your next chapter starts here.

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City Specific Advertising

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Want to study for **FREE IN GERMANY?**

Join Coracle GmbH at the **21st Dawn Education Expo**

for a step-by-step guide to tuition-free universities in Germany. From visas and admissions to insurance and banking, get real insights straight from the experts.

Find your path to study at top global destinations. Register now for the 21st Dawn Education Expo at <https://educationexpo.dawn.com/student-reg-form/>

LAHORE
23RD November, 2025
1:30 PM
The Nishat Hotel

#DawnEduExpo

Free Entry!

Register Online: educationexpo.dawn.com

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UNLOCK A FUTURE IN IRELAND NO LUCK NEEDED

Join leading education representatives from Ireland as they guide you through every step of the journey, from applications and scholarships to post-study opportunities.

PANEL:
DR. OSAMAH QURESHI
Ireland Education Office
MICHEAL GALVEN
National College of Ireland
PREYIE BISENA
Dublin City University

Explore your favorite study destinations across the globe at the 21st Dawn Education Expo 2025

Your next chapter starts here. Register now for the 21st Dawn Education Expo at <https://educationexpo.dawn.com/student-reg-form/>

KARACHI
15 November, 2025
12:15 PM
Pearl Continental Hotel

#DawnEduExpo

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Lahore

Free Entry!

#DawnEduExpo

- Free Career Counseling
- Discover 80+ Global Universities Under One Roof
- Explore Local & International Scholarships
- Guidance on Student Visas & Admissions
- Get a chance to Win a Laptop!
- Discover Study Destinations Across USA, UK, Europe, South Korea, Turkey & More

Date: 22 - 23 November, 2025
Time: 11:00 AM To 06:00 PM
Place: The Nishat Hotel (Emporium)

To Register Online, visit: educationexpo.dawn.com

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21st DAWN Education Expo
YOUR GATEWAY TO LIMITLESS OPPORTUNITIES

Islamabad

Date: 20 November, 2025
Time: 11:00 AM To 06:00 PM
Place: Serena Hotel

- Free Career Counseling
- Discover 80+ Global Universities Under One Roof
- Win International Scholarships Worth Up to 100 Crores*
- Guidance on Student Visas & Admissions
- Get a chance to Win a Free Laptop!
- Explore Study Destinations Across USA, UK, Europe, South Korea, Turkey & More

Free Entry!

Register Online: educationexpo.dawn.com

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GET A CHANCE TO WIN A LAPTOP AT THE DAWN EDUCATION EXPO!

Don't just dream about upgrading your tech, make it happen.

Join our lucky draw for a chance to win a premium laptop that empowers work, creativity, and play.

Free Entry!

Curiosity Has Its Rewards! Register now for the 21st Dawn Education Expo at <https://educationexpo.dawn.com/student-reg-form/>

KARACHI 15 & 16 November, 2025
ISLAMABAD 20 November, 2025
LAHORE 22 & 23 November, 2025

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Participating Universities

AEO Pakistan
ARTT Business School
Aspire Educational Consulting
Atlantic Technological University
British Council Study UK
City University Ajman
Conzept Connection - Study in Germany
Coracle Gmbh
Central Park Medical College
D' Educationist (Pvt) Ltd
Denning
Dublin City University
EDCEUM
EdFolio Study Abroad Consultants
Education Links
Edufi Financial services
Edugo Private Limited
Edusurferz Educational Consultant
European University of Lefke
EBC Worldwide
Forman Christian College (A Chartered University)
Ghulam Ishaq Institute of Engineering Sciences and Technology – GIKI
Greenwich University
Griffith College Dublin
HEDS INTERNATIONAL (Foreign Education Consultants)
ICD- Institute of Career Development
Imperial College London
Independent College Dublin
IOBM
Iqra University
Institute of Trading Tricks
JnS Education Consultants
Lahore University of Management Sciences – LUMS
LANGUAGECERT
Loughborough University
Lets Study Abroad
Manchester Metropolitan University
Minerva Education
Mirchawala's Hub of Accountancy
Muhammad Ali Jinnah University – MAJU
Modern Education Consultants
Millennium Minds Consultants
NACT Global
National College of Ireland
Newports Institute of Communications & Economics
ProLink Education
ProLink Consulting (Pvt) Ltd
Queen Mary University of London
RAK Medical & Health Sciences University
Right 4 Migrants
Riphah International University
SEGi University
Sheridan College Canada
Sindh Education Foundation, Government of Sindh
St. Francis Xavier University
University of Manitoba
Striveny Education
Sukkur IBA University
Teach the world
Technological University of the Shannon
Textile Institute of Pakistan – TIP
Thompson River University
Alexander College
University of Antwerp
University of Management & Technology – UMT
University of Lahore - UOL
University of Northampton – UON
University of the West of Scotland
University of Windsor
University of Warwick
University of Limerick
South-Eastern Finland University of Applied Sciences XAMK
Savannah College of Art & Design
Scholar Hub Global Education and Immigration Agency
Virtual Institute of Higher Education

Post event acknowledgement in the newspaper



DAWN

Together, We Built Futures


THANK YOU!

To all who came together to celebrate the pursuit of knowledge

21st DAWN Education Expo
November 15th - November 23rd
Karachi, Islamabad, & Lahore.

We extend our deepest gratitude to our participating universities, esteemed sponsors, and most importantly, the students and parents who placed their trust in us.

The 21st Dawn Education Expo | Your Gateway to Limitless Opportunities

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For More Information, Please Call 111-444-777 | educationexpo.dawn.com | [DawnEduExpo](https://www.facebook.com/DawnEduExpo) | [dawneducationexpo](https://www.instagram.com/dawneducationexpo) | [dawneducationexpo](https://www.linkedin.com/company/dawneducationexpo) | [DawnEduExpo](https://www.youtube.com/channel/UC...)



DAWN

Thank you!

TO THE **SCHOOLS** THAT WELCOMED US

We extend our heartfelt appreciation to the schools that opened their doors to our team and partner universities following the **21st Dawn Education Expo**. Your enthusiasm and engagement continue to inspire our mission to empower the next generation of learners.

Karachi


Lahore


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DawnMedia Pvt. Ltd.

UAN: 111-444-777

WEBSITE:
<http://educationexpo.dawn.com>

KARACHI

Haroon House, Dr. Ziauddin Ahmed Road, Karachi 74200
Phone: +92 (21) 3561-3124
E-mail: events@dawn.com

LAHORE

20N, Gulberg II, Lahore 54660
Tel: +92 (42) 3575-8120

ISLAMABAD

Plot 12, Sector G-7/1, Mauve Area, Near Zero Point, Islamabad 44000
Tel: +92 (51) 220-2701