February 2-9 2019

Diversify Your Enrolments...
DAWN Education Expo is Pakistan’s longest running and largest annual higher education fair.

Since its first edition in 2004, the Expo has attracted over 400,000 students who have the required academic qualifications, as well as the financial means, to pursue a transnational education and brought them face-to-face with representatives from over 300 leading colleges and universities from nearly 30 countries. Such is the effectiveness of the Expo that a significant number of our delegates have attended each one of the 15 editions that have been held so far.

For the last three years, career workshops have been held at the Expo to provide students with a platform to explore career options that would interest them; in the 2019 edition, group visits to some of Pakistan’s leading schools, colleges and universities will be organised for delegates from international institutions, thus providing them with the opportunity to meet students and faculty members there.
An extensive reach across Pakistan

To ensure high attendance rates, DAWN Education Expo is held in Karachi, Lahore and Islamabad – three of Pakistan’s metropolitan cities. Nearly 20,000 students from these cities, as well as those from nearby ones, including Faisalabad, Gujranwala, Hyderabad, Muzaffarabad, Peshawar, Sialkot and Sukkur, attend the Expo every year to enrol in the college or university of their choice.

DAWN Education Expo is organised by The Dawn Media Group, Pakistan’s leading media conglomerate. Over the years, the Group has organised myriad exhibitions and conferences centring on a wide range of topics including agriculture, banking, education, franchising and lifestyles.

Well attended and highly anticipated

In order to maximise attendance rates, DAWN Education Expo is promoted via a nationwide, multimedia advertising campaign on the Group’s media properties: DAWN newspaper, DawnNews TV, CityFM89 and Dawn.com, as well as out-of-home and social media.

To further publicise DAWN Education Expo, two supplements are published with DAWN on the days that the event takes place. The first (DAWN Education Expo) focuses on the higher education institutes participating at the Expo; the second (Study Abroad) centres on higher education opportunities overseas.
Pakistan: A high ranking destination to recruit outstanding students

Pakistan’s young people are driven and ambitious; they have been in the spotlight time and again for their outstanding academic achievements. In fact, the Cambridge International Examinations Board considers Pakistani students to be among the “A-List of high achievers”.

Over the years, an increasing number of Pakistani students are going abroad to study, and Pakistan is now considered to be the fourth largest country as the main source of outbound tertiary students as well as the fifth fastest-growing country with regard to outward mobility flows. This is due to the fact that every year, over 30,000 Pakistani students travel overseas to pursue an undergraduate, graduate or postgraduate degree, primarily in the following disciplines:

- Accounting
- Agriculture
- Architecture
- Art & Design
- Artificial Intelligence
- Banking
- Biotechnology
- Drama
- Economics
- Engineering
- English Literature
- Entrepreneurial Management
- Film & Television Production
- Finance
- Health & Physical Education
- Hospitality
- Human Resource Management
- Information & Communication Technology
- Law
- Maritime Technology
- Management
- Mechatronics
- Media Science & Communications
- Music
- Politics
- Psychology
- Sociology
- Surveying & Spatial Science
- Textile & Fashion Design
- Visual Animation

Popular higher education destinations for Pakistani students include:

- Australia
- Austria
- Belgium
- Canada
- China
- Denmark
- France
- Germany
- Hong Kong
- Hungary
- Ireland
- Malaysia
- The Netherlands
- New Zealand
- North Cyprus
- Russia
- Spain
- Sweden
- Thailand
- Turkey
- The UAE
- The UK
- The USA
Recruit top-scoring students from across Pakistan at

The 16th DAWN Education Expo 2019

Pakistan’s Most Results-Driven Higher Education Platform

**DATES & VENUES**

**KARACHI**
February 2 & 3, 2019
At the Karachi Expo Centre
The Karachi Expo Centre is a purpose-built exhibition and convention centre; it consists of six halls that can accommodate up to 300 delegates and 50,000 visitors.

**LAHORE**
February 6 & 7, 2019
At the Royal Palm Golf & Country Club
The Exhibition Centre at the Royal Palm Golf & Country Club can accommodate up to 150 delegates and 25,000 visitors.

**ISLAMABAD**
February 9, 2019
At the Serena Hotel
The Serena Hotel’s purpose-built Exhibition Hall can accommodate up to 110 exhibitors and 30,000 visitors.
The 15th DAWN Education Expo 2018

Post-Event Report

The 15th edition of the annual DAWN Education Expo was held in Karachi, Lahore and Islamabad from February 3 to 11, 2018. The Expo attracted over 20,000 students from across Pakistan who met with representatives from more than 70 colleges and universities from Australia, Canada, France, Germany, Hungary, Ireland, Malaysia, Northern Cyprus, Pakistan, Spain, Sweden, Switzerland, Turkey, the UAE, the UK and the USA.

For the third year in a row, a series of career workshops (Career Compass) were held at the Expo. Conducted by industry leaders, trainers and career specialists, they provided students with the chance to learn about which career paths they should follow.

A significant number of students enrolled on the spot at the educational institute of their choice; 72% were interested in pursuing a graduate degree, while the remainder explored undergraduate degree options.

How to participate

All delegates are offered exhibition space for the duration of the Expo. Please refer to our Exhibitor and Sponsorship Packages for pricing plans. Once you have made your selection, please contact:

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