The 16th annual DAWN Education Expo was held in Karachi, Lahore and Islamabad that attracted universities and colleges from across Pakistan and around the world under one roof to showcase their offerings to prospective students, parents and educationists.

KARACHI
THE VIBRANT CITY BY THE SEA
February 2 & 3, 2019 at the Karachi Expo Centre

LAHORE
THE CITY OF ART, CULTURE AND HISTORY
February 6 & 7, 2019 at the Royal Palm Golf & Country Club

ISLAMABAD
THE SCENIC CAPITAL CITY AT THE HIMALAYAN FOOTHILLS
February 9, 2019 at the Serena Hotel

DAWN Education Expo is organized by DAWN, Pakistan’s leading English language newspaper, a newspaper that is read by Pakistan’s most influential and affluent audience segments and which is required reading at Pakistan’s leading schools and colleges.

DAWN Education Expo is Pakistan’s longest-running and most successful educational platform. Since 2004 the DAWN Education Expo has consistently facilitated the enrolment of Pakistan’s brightest students into universities, colleges and business schools, be they in Pakistan or overseas.
The Exhibition

The participated exhibitors included respected and mainstream higher education institutes from Australia, Canada, China, Germany, France, Hungary, Ireland, Japan, Kazakhstan, Malaysia, Mauritius, Malaysia, Russia, Northern Cyprus, Pakistan, Qatar, Spain, Sweden, Turkey, the UAE, the UK and the USA.

Following the success of the 15th DAWN Education Expo in 2018, the 16th iteration of the event continued to include over 100 universities directly as well as through the booths of international education promotion organisations and agents, represented over 20 countries participated in the expo and reached out to over 15,000 students visited the exhibition this year.

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

In the 2019 edition, group visits to some of Pakistan’s elite schools, and universities were organized for the admissions team of participating international universities, that provided them with the opportunity to meet students, their parents and faculty members there. The visits were highly appreciated by the participating universities.

Schools and universities that were included are listed below:

<table>
<thead>
<tr>
<th>School</th>
<th>Students Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KARACHI</strong></td>
<td></td>
</tr>
<tr>
<td>Foundation Public School</td>
<td>380</td>
</tr>
<tr>
<td>Bay View High School</td>
<td>220</td>
</tr>
<tr>
<td>Cedar College</td>
<td>350</td>
</tr>
<tr>
<td>Institute of Business Admin (IoBM)</td>
<td>30 Faculty members</td>
</tr>
<tr>
<td>Greenwich University</td>
<td>280</td>
</tr>
<tr>
<td><strong>LAHORE</strong></td>
<td></td>
</tr>
<tr>
<td>The City School</td>
<td>300</td>
</tr>
<tr>
<td>The Roots School</td>
<td>350</td>
</tr>
<tr>
<td><strong>ISLAMABAD</strong></td>
<td></td>
</tr>
<tr>
<td>Roots Millennium School</td>
<td>320</td>
</tr>
<tr>
<td>Bahria University</td>
<td>360</td>
</tr>
</tbody>
</table>
The DAWN International Education Conference

On the first day of the DAWN Education Expo in Karachi, a conference was organized by the DAWN Media Group that attracted over 300 attendees that include the Ministry of Education, Vice Chancellors, Directors, Departmental Head from Pakistani Public and Private Sector Universities as well as Head of Business Associations, Foreign Trade Missions based in Pakistan, Principals, Student Counselors of high schools and universities in Pakistan. The conference was also attended by the participating universities at the exhibition.

Some of the conference attendees were from the Trade Commission of Australia, Trade Commission of Canada, Embassy of France, Consulate General of Germany, Embassy of the German Republic, Cambridge Assessment International Education.

A networking session was also arranged for the exhibitors and the conference attendees.

The agenda of the conference was to engage experts from educational institutions in Pakistan and overseas under one roof to identify the opportunities for the Pakistani students.

Topics under discussion during a series of interactive panels were:

- Education in Pakistan – A Perspective from the Public Sector
- Education in Pakistan - What is private sector thinking?
- How foreign interventions can be increased
- How public and private sector can efficiently work together?
- Study Abroad – from spectrum of the University
- Study Abroad – Avenues for Pakistani Students
- The advantages of collaborations between public and private institutions
The Career Compass @ DEE

For the fourth year in a row, a series of career workshops – ‘Career Compass’ were held at the Expo and conducted by industry leaders, trainers and career specialists who provided students with the chance to learn about which career path they should follow.

The workshops were organized to help young generation to steer their careers in the right direction with competency based training solutions. It included discussions with career experts that highlighted the most lucrative careers for students.

The workshops were advertised in the media to attract large number of students that benefited the participating universities.
Pre-Event Promotion

The event was promoted through an extensive advertising and marketing campaign in the daily DAWN newspaper, DAWN TV, Dawn.com website, social media like Facebook, Instagram etc., outdoor advertising and direct invitations to principals/counsellors of high school and universities.

Additionally, radio station CITYFM89 also heavily covered 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 **32-PAGE SPECIAL SUPPLEMENT**, circulated nationwide with the daily DAWN, Pakistan’s most-widely read English newspaper.
### Participated Universities

**AUSTRALIA**  
AEO  
Askaan Student Consulting  
AusPak International  
Australia Institute of Business  
Australian Institute of Tech.  
King’s Own Institute  
Macquarie University  
RMIT University  

**CANADA**  
Canadian High Commission  
Algoma University  
Seneca College  
Sheridan College  
University of Alberta  
Western University  

**GERMANY**  
DAAD - German Exchange  
GISMA Business School  
Goethe-Institut  

**HUNGARY**  
Int’l Business School  
University of Debrecen  

**IRELAND**  
Dorset College  
Letterkenny Institute  
Waterford Institute  

**MALAYSIA**  
Asia Pacific University  
Segi College  

**NORTH CYPRUS**  
Eastern Med. University  
Girne American University  

**PAKISTAN**  
Barrett Hodgson University  
Elementary & Secondary Education Department  
Euro Career  
FC College  
Habib University  
ICAP - CA  
ICMA, Pakistan  
Indus Valley School of Art Information Tech. University  
Karachi School of Business - KSBL  
Lahore University - LUMS  
Leopard Courier Services  
Minhaj University  
Newport University  
Sarhad University  
Sindh Madressatul Islam  
Sukkur IBA University  
Superior Group of Colleges  
The Hub School  
The Millennium University  
University of Engineering & Tech.  
University of Mgmt. & Tech.  
US-Pakistan Centre for Studies  
Whales College  
Ziauddin University  

**INTERNATIONAL**  
ABN Overseas Education  
California South University  
Campus France  
Edfolio Int’l Consultant  
Georgetown University – Qatar  
Greenwich University - Mauritius  
Horizon International  
Iconic Education Services  
IE Business School - Spain  
International College Consultants  
Mass Education - China  
Mushna Aviation Consultancy  
Nazarbayev University - Kazak  
Ritsumeikan Asia Pacific - Japan  
Study Sweden  

**UNITED KINGDOM**  
Aspire Educational Consulting  
Birmingham City University  
Exeter University  
Queen Mary University  
SI-UK  
University of Birmingham  
University of East Anglia  
University of Huddersfield  
University of Kent  
University of Leeds  
University of Liverpool  

**UAE**  
Canadian University Dubai  
Middlesex University
Post event acknowledgement in the newspaper

To The 100+ Educational Institutions That Participated...

Thank You

For Contributing To The Outstanding Success Of The
16th DAWN Education Expo
Held February 2-9, 2019 In Karachi, Lahore & Islamabad

Participating institutions include: Australia: Askam Consulting Australia | Auspik International | Australia Institute of Business & Technology | King’s Chin Institute (KCI) | Marquette University | RMIT University Canada: Algoma University | Canford High Commission | Sennex College | Sheridan College | University of Alberta | Western University Germany: DAAD | DBMA Business School | Goethe Institute University of Applied Sciences – Berlin, Pakistan: Bari University | Education & Secondary Education Department | Government of Khyber Pakhtunkhwa | Euro Career | FC College | Helib University | Horizon International ICAP – CA | ICMA, Pakistan | Iconic Education Services Pvt Ltd | Indus Valley School of Art & Architecture | Information Technology University | International College Consultants | Karachi School of Business & Leadership Lahore University of Management Sciences | Leopard Courier Services | The Millennium University College – TMUC | Mianat University | Newport University | Okhai University of Science & Information Technology | Sindh Madressatul Islam University | Sukkur BBA University | Superior Group of Colleges | University of Engineering & Technology | University of Management & Technology | UIS Pakistan Centre for Advanced Studies in Energy | Whites College | Ziauddin University The United Kingdom: Birmingham City University | Middlesex University Dubai | London | Queen Mary University of London | SHU | University of Birmingham | University of East Anglia | University of Essex | University of Exeter | University of Huddersfield | University of Kent | University of Leeds | University of Liverpool | University of Northampton | Others: AIBN Overseas Education | AEOELTS | Asia Pacific University | APU | Aspire Educational Consulting | Australian Pacific Institute of Technology (APIT) | California Southern University | Campus France | Canadian University – Dubai | Desert College – Dubai | Eastern Mediterranean University – North Cyprus | Edith Cavell International Education Consultant | Georgia University – Qatar | GEMS American University – North Cyprus | Beacon University – Mauritius | HSE University | Russian Federation | IE Business School – Spain | International Business School – Hungary | Luton University of Technology – Ireland | Mass Education – China | Muhima Aviation Consultancy Pvt Ltd | The Next Premier Consultant | Nazarbayev University – Kazakhstan | PIBETTES – Russia | Ritsumeikan Asia Pacific University – Japan | Student Counselling Services | Study in Sweden | University of Debrecen – Hungary | Waseda Institute of Technology – Japan

For more information please call 111-444-777  www.facebook.com/dawneducationexpo

DAWN EDUCATION EXPO – Pakistan’s Most Results-Driven Higher Education Platform

The Dawn Media Group
UAN: 111-444-777
WEBSITE: http://educationexpo.dawn.com

KARACHI
Haroon House, Dr. Ziauddin Ahmad Road, Karachi 74200
Phone: +92 (21) 3567-0001
Fax: +92 (21) 3563-7277
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