

18th DAWN EDUCATION EXPO 2023

Post Show Report

The 18th annual DAWN Education Expo was held in Karachi, Islamabad and Lahore in February 2023, 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. To attract the right kind of audience, in 2023, the Education Expo was held at five-star hotels.

The event was held on the following dates and venues:

Karachi:	February 4 & 5, 2023 at the Pearl Continental Hotel February 6, 2023 School Visits
Islamabad:	February 8, 2023 at the Serena Hotel February 7, 2023 School Visits
Lahore:	February 10, 2023 School Visits February 11& 12, 2023 at the Pearl Continental 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.

Supporting Country Promotional Organisations

The DAWN Education Expo 2023 was highly supported by the higher education associations and organisations from Australia, Canada, France, Ireland, Erasmus, Russia and the USA; these organisations took the opportunity at the event and partnered schools to meet the prospective students.



The 18th 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 18+ countries participated in the expo and reached out to over 15,000 students visited the exhibition this year.

Australia	Ireland	Spain
Canada	Malaysia	Turkey
France	North Cyprus	The UAE
Germany	Pakistan	The UK
Hungary	Russia	The USA
Iran		

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.



Travel Partner

Travel Sphere & Tours is a Leading Travel Management Company in Pakistan providing travel solutions including Business Travels. Travel Sphere & Tours was selected for the travel arrangements. All coordination from the arrivals at the first airport, hotels, ground transportation, excursion trip, school trips and air travel, Travel Sphere & Tours was committed to adherence of corporate governance, business ethics, code of conduct and highest level of integrity.

The School Tours 2023

To bridge the gap between elite high school students and the international universities, in the 2023 edition, group visits to some of Pakistan's leading and elite Cambridge schools were organized for the admissions team of participating international universities, that provided them with the opportunity to meet counsellors, students, their parents and faculty members there. The visits were highly appreciated by the participating international universities.

Schools that were included are listed below:

School	Students Attended
KARACHI	
Lyceum	600+
Sceptre College	350+
Nixor College	500+
LAHORE	
Lahore Grammar School 55-A , Gulberg	300+
Lahore Grammar 14-C, Gulberg	400+
ISLAMABAD	
Benchmark School System	650+
Roots Millennium Schools (The Millennium College)	400+
ICE International Centre of Excellence	400+



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Cambridge Education with Islamic Tarbiyah



ROOTS ice | International
SCHOOL SYSTEM Centre of Excellence



Excursion Trip to Wagha Border Lahore

On 10th February, the delegates of the participated universities were invited to a trip to Wagha Border which is located in the Wagha Zone near Lahore City District. The town is renowned for its Wagah border ceremony and functions as a crucial transit hub for goods and a railway station connecting Pakistan and India.



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, English 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 **30-Page Special Supplement on International & Local Education**, & that circulated nationwide with the daily DAWN, Pakistan's most-widely read English newspaper.

Half-page print advert

KARACHI
February
4 & 5, 2023
Pearl Continental Hotel
Timings: 11 a.m. – 7 p.m.

ISLAMABAD
February
8, 2023
Serena Hotel

LAHORE
February
11 & 12, 2023
Pearl Continental Hotel

DAWN

The 18th DAWN Education Expo 2023...

Your Destination To Reach

80+ A-List

Higher Education Institutions From Around The World

Participating institutions include:

<ul style="list-style-type: none"> Abu Dhabi University AIMST University AIENT Company American College Education (ACE) Institute AH-Z Associates Algonia University Arkin University of Creative Arts & Design (ARUCAD) Asia Pacific University Aston University Australian Education Office (AEO) Aydın University (Istanbul) Bahria University Bahcesehir University Istanbul Beacontown International College Beacontown National University British Council Study UK Brook University Campus France Canadian College of Science and Technology City of Glasgow College Colombia College College of Medicine & Dentistry (UK) Coventry University D'Educationist Denning Law School Denning Business School Dundalk Institute of Technology EdFolio Consultancy Edu Canada Education Links Enterprise Ireland Erasmus+ Extreme Commerce College Euro Immigration Consultants Pvt Limited Fatih Sultan Mehmet Vakif University Istanbul Turkey Falcon Education & Consultancy Services Finia International University Forman Christian College University (FCCU) Ghulam Ishaq Khan Institute of Engineering Sciences & Technology Greenwich University Horizon International Imperial Tutorial College Indus University of Health Sciences Institute of Business Administration Institute of Business Management International Business School (Budapest) International Centre of Excellence Istanbul Sabahattin Zaim University 	<ul style="list-style-type: none"> Karachi School of Business & Leadership Lahore Leads University LGS International Degree Programme Loughborough University LUMS McMaster University Middlesex University Dubai Minha University Lahore Mohammad Ali Jinnah University (MAJU) Monash University National College of Ireland National University of Technology (Nutech) Newports Institute of Communications & Economics NUI International University Lahore Pak-Austria Institute of Applied Sciences & Technology Pakistan Mineral Development Corporation (PMDC) PeopleCert Queen Mary University of London ROOTS Millennium Schools Salm Habib University Sahadai University of Science & IT Peshawar Sepire College Scholar Hub Educational Consultant Sohal University South East Technological University STEPS EDU Tehran University of Medical Science (TUMS) Thompson Rivers University Trinity College Dublin The University of Lahore University of Alberta University of Chester University of Engineering & Technology Peshawar University of Essex University of Huddersfield University of Limerick University of Liverpool University of Management and Technology University of the Punjab University of Pees University of Warwick University of Waterloo University of West Scotland Usman Habib University WAC Consultants Western University
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Supporting Partners

EDUCATION IN IRELAND

CAMPUS FRANCE

CPBC

STEPS EDU

Free entry

DAWN Education Expo

DAWN EDUCATION EXPO – REACH ENGAGE ENROL

Announcement

REACH, ENGAGE AND ENROL

25,000+ Top-Tier

Students at the 18th DAWN Education Expo

School Poster

KARACHI
February
4 & 5, 2023
Pearl Continental Hotel
Timings: 11 a.m. – 7 p.m.

ISLAMABAD
February
8, 2023

LAHORE
February
11 & 12, 2023
Pearl Continental Hotel

DAWN

The 18th DAWN Education Expo 2023...

Your Destination To Reach

80+ A-List

Higher Education Institutions From Around The World

Participating colleges and universities listed in more than 70 countries including:

<ul style="list-style-type: none"> Australia Canada France Germany Hong Kong India Italy Japan Malaysia Marshall Islands Pakistan Russia Turkey USA UK 	<ul style="list-style-type: none"> USA UK Canada France Germany Hong Kong India Italy Japan Malaysia Marshall Islands Pakistan Russia Turkey USA UK
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Gold Sponsor

GREAT BRITAIN

Supporting Partners

EDUCATION IN IRELAND

CAMPUS FRANCE

CPBC

STEPS EDU

Free entry

DAWN Education Expo

DAWN EDUCATION EXPO – REACH, ENGAGE AND ENROL

Participated Universities

AUSTRALIA:

AEO
Monash University

CANADA:

Algoma University
EduCanada
University of Alberta
University of Waterloo
Columbia College
Western University
Brocku University
Thompson Rivers University
McMaster University

HUNGARY:

International Business School
University of Pecs

IRELAND:

Enterprise Ireland
Trinity College Dublin
South East Technological University
University of Limerick
Education in Ireland
National College of Ireland
Dundalk Institute of Technology

MALAYSIA:

Asia Pacific University
AIMST University

MIDDLE EAST:

Tehran University of Medical Science
AIEMT Company (Iran)
UK College of Business & Computing (Dubai)
Abu Dhabi University
Middlesex University (Dubai)

PAKISTAN:

Forman Christian College
Ghulam Ishaq Khan Institute
Institute of Business Management
LUMS
Minhaj University
Canadian College of Science & Technology
Greenwich University
American College Education (ACE)

Bahria University
Beaconhouse International College
Beaconhouse National University
Denning Law School
Denning Business School
Extreme Commerce College
Imperial Tutorial College
Indus University of Health Sciences
International Centre of Excellence
Karachi School of Business & Leadership (Ksbl)
Lahore Leads University
LGS International Degree Program
Mohammad Ali Jinnah University (MAJU)
National University of Technology
Newport Institute of Communication & Economics
NUR International University Lahore
Pak-Austria Institute of Applied Sciences & Technology
Roots Millennium Schools
Salim Habib University
Sarhad University of Science & IT Peshawar
Sceptre College
The University of Lahore
University of Engineering & Technology Peshawar
University of Management & Technology
University of The Panjab
Usman Institute of Technology

UNITED KINGDOM:

Coventry University
Queen Mary University of London
University of Huddersfield
University of Liverpool
University of Essex
University of Chester
University of Warwick
University of West Scotland
City Glasgow College
Loughborough University
British Council Study UK
College of Medicine & Dentistry UK
Aston University

Turkey & North Cyprus:

Arkin University of Creative Arts (North Cyprus)
Final International University (North Cyprus)

Participated Universities

Aydin University Istanbul
Bahcesehir Istanbul
Fatih Sultan Mehmet Vakif University Istanbul
Istanbul Sabahatin Zain University

Other international institutions:

Campus France
STEPS Edu
D'Educationist
EdFolio Consultancy

Erasmus+
AHZ Associates
Education Links
Euro Immigration Consultants Pvt Ltd.
Falcon Education & Consultancy Services
Horizon International
PeopleCert
Scholar Hub Educational Consultant
Whack Consultants
& many more...



Post event acknowledgement in the newspaper

TO THE 100+ EDUCATIONAL
INSTITUTIONS THAT PARTICIPATED...

THANK YOU

DAWN



FOR ENSURING THE UNPARALLELED SUCCESS OF THE

18th DAWN Education
Expo 2023...

FEBRUARY 4-12, 2023 – KARACHI, LAHORE AND ISLAMABAD.

We look forward to your continued support at
the 19th DAWN Education Expo 2024.

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

DAWN EDUCATION EXPO – REACH, ENGAGE, ENROL

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Supporting Partners



The Dawn Media Karachi: Haroon House, Dr Ziauddin Ahmed Road, Karachi 74200 Tel: +92 (21) 3567-0001 Fax: +92 (21) 3563-7277 E-mail: events@dawn.com
Lahore: 20-N, Gulberg II, Lahore 54660 Tel: +92 (42) 3575-8120 Fax: +92 (42) 3575-7745 E-mail: events.lhr@dawn.com
Islamabad: Plot 12, Sector G-7/1, Mauve Area, Near Zero Point, Islamabad 44000 Tel: +92 (51) 220-2701 Fax: +92 (51) 220-2707
E-mail: mktg.isb@dawn.com UAN: 111-444-777 Website: www.dawn.com

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The Dawn
Media Group

UAN: 111-444-777
WEBSITE:
<http://educationexpo.dawn.com>

KARACHI

Haroon House, Dr. Ziauddin Ahmed 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