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 19th 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.

<table>
<thead>
<tr>
<th>Australia</th>
<th>Ireland</th>
<th>Spain</th>
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<tbody>
<tr>
<td>Canada</td>
<td>Malaysia</td>
<td>Turkey</td>
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<td>France</td>
<td>North Cyprus</td>
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<td>Germany</td>
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<td>Hungary</td>
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<td>The USA</td>
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<td>Iran</td>
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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:

<table>
<thead>
<tr>
<th>School</th>
<th>Students Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>KARACHI</td>
<td></td>
</tr>
<tr>
<td>Lyceum</td>
<td>600+</td>
</tr>
<tr>
<td>Sceptre College</td>
<td>350+</td>
</tr>
<tr>
<td>Nixor College</td>
<td>500+</td>
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<tr>
<td>LAHORE</td>
<td></td>
</tr>
<tr>
<td>Lahore Grammar School 55-A, Gulberg</td>
<td>300+</td>
</tr>
<tr>
<td>Lahore Grammar 14-C, Gulberg</td>
<td>400+</td>
</tr>
<tr>
<td>ISLAMABAD</td>
<td></td>
</tr>
<tr>
<td>Benchmark School System</td>
<td>650+</td>
</tr>
<tr>
<td>Roots Millennium Schools (The Millennium College)</td>
<td>400+</td>
</tr>
<tr>
<td>ICE International Centre of Excellence</td>
<td>400+</td>
</tr>
</tbody>
</table>
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.
## Participated Universities

**AUSTRALIA:**
- AEO
- Monash University

**CANADA:**
- Algoma University
- EduCanada
- University of Alberta
- University of Waterloo
- Columbia College
- Western University
- Brock 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'Educationalist
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…
TO THE 100+ EDUCATIONAL INSTITUTIONS THAT PARTICIPATED...

THANK YOU

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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