

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+



















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:

AE0

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









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.

DAWN EDUCATION EXPO - REACH, ENGAGE, ENROL

Gold Sponsor



Supporting Faithers







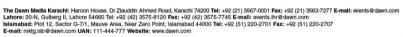












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