19th DAWN EDUCATION EXPO 2024

Post Show Report

The 19th annual DAWN Education Expo was held in Karachi, Islamabad and Lahore in January and February 2024, 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 2024, the Education Expo was held at five-star hotels.

The event was held on the following dates and venues:

**Karachi:**
- January 27 & 28, 2024 at the Pearl Continental Hotel
- January 29, 2024 School Visits

**Islamabad:**
- January 30, 2024 School Visits
- January 31, 2024 at the Serena Hotel

**Lahore:**
- February 2, 2024 School Visits
- February 3 & 4, 2024 at the Pearl Continental Hotel

Dawn Education Expo is organised by **DawnMedia Pvt. Ltd.** Pakistan’s most influential media house, headquartered in **Karachi, Sindh, Pakistan**, with other offices in Lahore and Islamabad, has been publishing and producing content across all multimedia platforms and catering to a diverse audience of **29 million every day** in both **English** and **Urdu**. It boasts a rich history and plays a significant role in Pakistan’s media landscape.

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 2024 was highly supported by the higher education associations and organisations from Australia, Canada, France, Ireland, Erasmus, The UK; 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 20+ countries, participated in the expo, and reached out to over 8,000 students who visited the exhibition this year.

<table>
<thead>
<tr>
<th>Australia</th>
<th>Malaysia</th>
<th>Turkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>North Cyprus</td>
<td>The UAE</td>
</tr>
<tr>
<td>France</td>
<td>Pakistan</td>
<td>The UK</td>
</tr>
<tr>
<td>Germany</td>
<td>Ireland</td>
<td>The USA</td>
</tr>
</tbody>
</table>

These include students from the best schools in Pakistan’s major cities: Karachi, Lahore and Islamabad (where the Expo is held), as well as 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 2024

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><strong>KARACHI</strong></td>
<td></td>
</tr>
<tr>
<td>Eden College</td>
<td>400+</td>
</tr>
<tr>
<td>Karachi Grammar School Clifton</td>
<td>700+</td>
</tr>
<tr>
<td>Nixor College</td>
<td>400+</td>
</tr>
<tr>
<td>MITE Korangi Creek</td>
<td>300+</td>
</tr>
<tr>
<td><strong>LAHORE</strong></td>
<td></td>
</tr>
<tr>
<td>Lahore Grammar School Gullberg III</td>
<td>300+</td>
</tr>
<tr>
<td>Lahore Grammar School 55 Main Boulevard</td>
<td>100+</td>
</tr>
<tr>
<td>Lahore Grammar School Paragon</td>
<td>700+</td>
</tr>
<tr>
<td><strong>ISLAMABAD</strong></td>
<td></td>
</tr>
<tr>
<td>Benchmark School System Sihala</td>
<td>700+</td>
</tr>
<tr>
<td>Future World</td>
<td>700+</td>
</tr>
<tr>
<td>ICE International Centre of Excellence</td>
<td>150+</td>
</tr>
<tr>
<td>Roots International H8</td>
<td>600+</td>
</tr>
</tbody>
</table>
Excursion Trip to Wagha Border Lahore

On 2\textsuperscript{nd} 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, DawnNews TV, DAWN.com website, ads on social media including Facebook, Instagram, LinkedIn and X. etc., outdoor advertising and direct invitations to principals/counsellors of high school and universities.

Additionally, English Radio Station CITYFM89, DawnNews English YouTube 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 – Australian Education Office  
Auspak International

**CANADA:**  
Algoma University  
Canadore College  
EduCanada  
Illume Consultancy  
NAIT  
North Island College  
Saint Mary’s University  
Seneca College  
Sheridan College  
University of Calgary  
University of Waterloo  
Western University

**FRANCE:**  
Campus France  
ESSCA School of Management

**IRELAND:**  
Ireland Education Office Pakistan  
Trinity College Dublin  
TU Dublin

**JAPAN:**  
Kyoto University of Advanced Science

**MALAYSIA:**  
Segi University

**PAKISTAN:**  
Bahria University  
Beaconhouse National University  
College of Aviation Safety Management  
Denning Consultants  
Denning Services  
DG Aviation  
Forman Christian College University  
Ghulam Ishaq Khan Institute (GIKI)  
Higher Education Commission Pakistan (HEC)  
IBA – Sukkur  
Institute of Business Administration Karachi (IBA)  
Karachi Film School  
Karachi Institute of Economics and Technology (KIET)  
Karachi School of Business & Leadership (Ksbl)  
Lahore Leads University  
LUMS  
Millennium Institute of Technology and Entrepreneurship (MITE)  
Minhaj University  
Mirchawala’s Hub of Accountancy  
Mohammad Ali Jinnah University (MAJU)  
Newports Institute of Communications & Economics Karachi  
NUR International University Lahore  
Roots Millennium Schools  
Sindh Education Foundation  
Superior University  
Tabani’s School of Accountancy (TSA)  
The Millennium Universal College TMUC  
The University of Lahore  
Universal College Lahore  
University of Management & Technology  
University of The Punjab

**UAE:**  
American University of Sharjah  
Gulf Medical University

**UNITED KINGDOM:**  
British Council Study UK  
Cardiff University  
Loughborough University  
Manchester Metropolitan University  
Queen Mary University of London  
Royal Holloway University of London  
University of Bolton  
University of Gloucestershire  
University of Lincoln  
University of Liverpool  
University of Northampton  
University of The West of Scotland  
University of Warwick  
University of York

**TURKEY & NORTH CYPRUS:**  
Arkin University of Creative Arts (North Cyprus)  
Eastern Mediterranean University EMU (North Cyprus)  
Final International University (North Cyprus)  
Istanbul Aydin University  
Istanbul Okan University

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Other Institutions:
Academic Mark
Apex Ascend
Aspire Educational Consulting
Breeo International
Campus France
Columbia College
Conzept Connections
Edceum
EdFolio Consultancy
Educate and Explore
Education Links
EduFox
Erasmus+
Euro Immigration Consultants Pvt Ltd.
Falcon Education & Consultancy Services
Horizon International
HS Global Consultants Pvt. Ltd.
JnS Education
Legacy Study Advisers
Metropolitan International Education
Navitas
Opicka Consultant
Paragon Oversees Education Pvt. Ltd.
PeopleCert
Prime-Edu
Right 4 Migrants
SAUK
Scholar Hub Educational Consultant
Shaheen Advisors
STEPS Edu
Sun Consultants
The Next Study Abroad Consultants
Think Ahead Immigration Pvt. Ltd.
Tri-Star Education
& many more...
Our Gratitude to 100+ Global Universities

THANK YOU!
For Contributing to the Remarkable Success of the

19th DAWN Education Expo
January 27th - February 4th Karachi, Islamabad, & Lahore.

Your Participation has Been Invaluable. We Look Forward to Your Commitment and Support at the 20th DAWN Education Expo

DAWN EDUCATION EXPO – The Gateway to Limitless Opportunities

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For More Information, Please Call 111-444-777 | educationexpo.dawn | dawnmedexpo | dawnmededucationexpo | dawneducationexpo | DawnEDuExpo

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