

Indian education has arrived globally



Be a part of this glorious celebration.. Join the Great Indian Education Fair

Explore the World Market Place for Student Recruitment

ORGANISED BY



IN ASSOCIATION WITH

THE TIMES OF INDIA

The Great
Indian
Education Fair

MALAYSIA • THAILAND • NEPAL • BHUTAN • SRI LANKA

ORGANISER



Asia's leading
Education Exhibition
Organiser
www.afairs.com

SUPPORTED BY



OFFICIAL AIRLINE

JET AIRWAYS 

Place your Institution centrestage

at the largest Indian education fair series
at 5 International locations

- ▶ MALAYSIA
- ▶ THAILAND
- ▶ BHUTAN
- ▶ SRI LANKA
- ▶ NEPAL

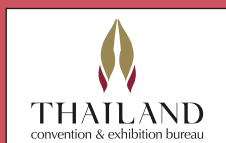


Visitors at the past Education Fair at Bangkok in 2009

**The Great Indian Education Fair is supported
by various Government & Trade Bodies**



DEP - Department of Export Promotion, Ministry of Commerce, Royal Thai Government provides leadership in promoting exports that make a major contribution to the growth of Thai economy.



TCEB - Thailand Convention & Exhibition Bureau is the national flagship for Thailand's rapidly growing Meetings, Incentives, Conventions, and Exhibitions (MICE) industry.



ITCC - India-Thai Chamber of Commerce assists and serve businesses trading or investment between Thailand and India.



TEA - Thai Exhibition Association is an association of exhibition related business of exhibition organizers, dedicated to the promotion and development of exhibitions in Thailand.

TGIEF - "The Great Indian Education Fair" is a unique education exhibition showcasing the finest Indian Universities, Colleges and Educational Institutions from all across India. This Fair would showcase the strengths of the Indian Education System and would be the exciting platform for introducing your institution to an eager and growing market of large potential pool of international students.

The Fair ensures productive interface between the participating Indian Universities & Colleges and the local International student-parent community seeking knowledge on various options available in the Indian education arena.

Reach out to the promising International market

Prospects for Indian Educational Institutions are Exponentially High

The prospects for Indian Educational Institutions at Malaysia, Thailand, Bhutan, Nepal & Sri Lanka are exponentially high.

Some of the important points are mentioned below :

1. Malaysia, Thailand, Bhutan, Nepal and Sri Lanka is an important market for Indian Educational Institutions where more than 50 million students aspire for quality higher education overseas.
2. Large population of Foreign Students, Expats looks for an option of studying outside their country for their graduate and post graduate programs.
3. Indian Education is now being strongly considered by the foreign students, PIO's (People of Indian Origin) and NRI's due to the affordable cost and quality education in India.
4. India is also considered by the foreign students and parents due to the close geographical proximity and cultural similarities.
5. Economic recession worldwide has led Thai and Malaysian students to turn to India in search of academic qualification and excellence at an affordable cost.



The TGIEF at Bangkok in Jan '09 being inaugurated by H. E. Latha Reddy, Hon'ble Indian Ambassador to Thailand

Schedule

City	Dates	Venue
Kuala Lumpur Malaysia	23 - 24 Jan. '10 (Sat - Sun)	Midvalley Exhibition Centre
Bangkok Thailand	06 - 07 Feb. '10 (Sat - Sun)	Queen Sirikit National Convention Center
Thimphu Bhutan	03 - 04 April '10 (Sat - Sun)	Kelki Higher Secondary School
Colombo Sri Lanka	23 - 25 April '10 (Fri - Sun)	Sri Lanka Exhibition & Convention Centre
Kathmandu Nepal	21 - 22 May '10 (Fri - Sat)	The Everest Hotel

Exhibitors Profile

The finest Indian universities, colleges and educational institutions from across India will be participating and would exhibit a wide range of professional qualifications for Diploma, Undergraduate, Post Graduate and Research Level of education.

The profile of participants would be:

- ▶ Medical, Dental, Engineering Colleges
- ▶ B Schools & Management Colleges
- ▶ Universities & Colleges
- ▶ Deemed Universities
- ▶ Distance Education Universities
- ▶ Distance learning Technology & Institutions
- ▶ Professional & Vocational Institutions
- ▶ Government education department
- ▶ Government agencies promoting education
- ▶ Banks providing educational loans
- ▶ Emigrant and Visa Consultant
- ▶ Service providers to educational institutions
- ▶ ICT solution providers, etc, etc...

Promotion & Advertising Campaign

The Fair is backed by a mega multimedia promotion and advertising campaign **of over Rs. 2 crore** which will ensure a large number of quality visitors to the fair. The strategy includes:

- ▶ Display advertisements in the leading English & vernacular dailies.
- ▶ Ads in the leading education magazines & periodicals.
- ▶ Press release to all major news paper and magazines
- ▶ Radio spots in the leading Radio Stations
- ▶ Advertisements in the Local TV channels and on the Cable TV network
- ▶ Outdoor Display Banners at the major subway & mono rail stations
- ▶ Banner advertisements in the target portals and on other interactive media
- ▶ Sending emails to target group and promotion on the internet very strategically
- ▶ Direct-marketing activities at community associations to attract the right profile

The entire publicity campaign will begin well in advance so that the target audience can plan their visit to the fair.

Visitor Profile

- ▶ Local Students & Parents
- ▶ PIO's - People of Indian Origin
- ▶ NRI's & Indian Expats
- ▶ Principals & Teachers
- ▶ Department Embassies
- ▶ Journalists & Broadcasters
- ▶ Educational Contact Providers
- ▶ Culture & Educational Departments
- ▶ Representatives of Government Departments
- ▶ Trade, Professional Associations & Organizations



Promote your Institutions

among thousands of Foreign students, NRI's, PIO's & Expats

TGIEF is the single largest Indian Education Exhibition series overseas

- ✓ **A large number of Universities, Colleges & Educational Institutions** from across India have already benefitted by participating at the TGIEF event in the past. TGIEF is the single largest Indian education exhibition series overseas, which provides unique opportunity to explore international markets and recruit thousands of foreign students in a cost-effective manner.
- ✓ **Support from the Government**
The exhibition is being supported by number of Government bodies, Trade bodies and The High Commission of India which will ensure greater response in terms of Industry support, Media support, PR, Press coverage, adding a lot of credibility to the event.
- ✓ **Over Rs. 2 Crore Promotion & Publicity Plan** will support the TGIEF event series, ensuring a large number of quality visitors to the fair and would elevate the event to greater heights.
- ✓ **Presented by Asia's leading Education Fair Organiser with over 17 years of experience**
The exhibition is brought to you by AFAIRS Exhibitions & Media Pvt. Ltd.- India's Leading Independent Organizer of Education Exhibitions & Conventions with more than 17 years of experience in organizing high value Education Fairs & events in various parts of India, Thailand, Nepal & Bhutan. Affairs has organised more than 300 exhibitions on Education.

Snapshots of the past Education Fair at Bangkok in January 2009



Mumbai University - Pilla's Group



Karunya University - Coimbatore



North Eastern Hill University - Shillong



Krishna Inst. of Medical Science, Mumbai



Nirma University - Gujarat



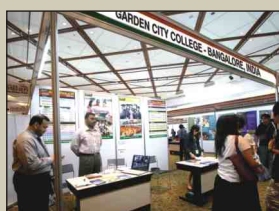
Thapar University - Patiala



Punjab Technical University



Saurashtra University - Rajkot



Garden City College - Bangalore



Dayananda Sagar Institutions - Bangalore



Shri Ramdeo Baba K. N. Engg. College



Dr. K. N. Modi Foundation - Modinagar

Snapshots of the past Education Fair at Nepal



Mr. Arun Kr. Chaudhary, President of NICCI inaugurating the mega event



Students exploring various career options



IIPM - New Delhi



Sharda University - NCR Delhi



Indian Academy Group of Inst. - Bangalore



SGR Institutions - Bangalore



Jaipur National University - Jaipur



Indo Asian Academy - Bangalore

Snapshots of the past Education Fair at Bhutan



H. E. Lyonpo Thakur S. Powdyel, Education Minister of Bhutan Inaugurating the event



Students exploring various career options



Manipal College of Medical Science



Lovely Professional University - Jalandhar



SRM University - Chennai



KIIT University - Orissa



Pailan Group of Institution, Kolkata



Acharya Institutes, Bangalore

ORGANISER



TGIEF is being organised by AFAIRS Exhibitions & Media Pvt. Ltd. - Asia's Leading Education Exhibitions & Conventions Organiser with over 17 years of experience in organizing high value Education Fairs & events in various parts of India and abroad. AFAIRS has emerged as a key player in the Education Industry by organizing relevant and focused events and has organized more than 300 successful education exhibitions in India, Thailand, Nepal and Bhutan. In the coming year we are expanding to cover the markets of Middle East & Africa.

ORGANISED BY



Asia's leading Education Exhibition Organiser
www.afairs.com

IN ASSOCIATION WITH
THE TIMES OF INDIA

SUPPORTED BY



Snapshots of our various overseas Education Exhibitions



Vishwakarma Institutes - Pune



Institute of Management Studies - Noida



Sinhgad Institutes - Pune



DJ Universe - Ghaziabad



Atharva Group of Institute



Siva Sivani Inst. of Mgmt. - Secundrabad



Rajasthan Institute of Engg. & Technology



St. George College - Bangalore

Schedule

Dates	Venue	Type	Stall size	Rate (INR)
23 - 24 Jan. '10 (Sat - Sun)	Mid Valley Exhibition Centre Kuala Lumpur - Malaysia	A (2 sides open) B (1 side open)	3 m x 2 m 3 m x 2 m	1,20,000 1,10,000
06 - 07 Feb '10 (Sat - Sun)	Queen Sirikit National Convention Centre Bangkok - Thailand	A (2 sides open) B (1 side open)	3 m x 2 m 3 m x 2 m	1,20,000 1,10,000
03 - 04 April '10 (Sat - Sun)	Kelki H. S. School Thimphu - Bhutan	A (2 sides open) B (1 side open)	2 m x 2 m 2 m x 2 m	70,000 60,000
23 - 25 Apr.'10 (Fri - Sun)	SLECC Colombo - Sri Lanka	A (2 sides open) B (1 side open)	3 m x 2 m 3 m x 2 m	95,000 85,000
21 - 22 May '10 (Fri - Sat)	The Everest Hotel Kathmandu - Nepal	A (2 sides open) B (1 side open)	2 m x 2 m 2 m x 2 m	70,000 60,000

*Additional 10.30% service tax would be applicable on the above mentioned rates.

Stall Booking & Terms of Payments

Booking of stall is strictly on first come first serve basis, accompanied by a 50% amount as advance by way of Cheque / DD to be made in favour of "AFAIRS Exhibitions & Media Pvt. Ltd." payable at Kolkata. The balance payment is to be made one month prior to the exhibition date. No booking of stall shall be confirmed unless the entire amount has been cleared.

Payment by Indian Exhibitor	Payment by Foreign Exhibitor
The payment is to be transferred to ICICI Bank Ltd. Details are: Bank : ICICI Bank Limited, Chowringhee Branch, Kolkata Account Name : AFAIRS Exhibitions & Media Pvt. Ltd. Account Number : 018705008103	The payment is to be transferred to ABN AMRO Bank. Details are: Bank : ABN Amro Bank, Camac Street Branch, Kolkata, India Account Name : AFAIRS Exhibitions & Media Pvt. Ltd. Account Number : 1496537 Swift Code : ABNAINBBCAL



A typical 3m x 2m stall

Participation package for each destination

With each stall comes a PARTICIPATION PACKAGE which consists of the following:

- ▶ Standard Pre-Fabricated shell
- ▶ Display panel walls on 2/3 sides
- ▶ Name board fascia
- ▶ 1 Table and 2 chairs
- ▶ 2 spotlights
- ▶ Booth cleaning services

And other services like

- ▶ 2 lunch coupons per stall on the exhibition days
- ▶ Tea / Coffee twice a day

For Booking Stalls please contact the Organiser:



AFAIRS EXHIBITIONS & MEDIA PVT. LTD.

ADDRESS : 33, Dr. Sundari Mohan Avenue, 2nd Floor,
Kolkata - 700 014, India.

PHONE : +91 33 2286 5770 / 5771 / 5787

MOBILE : 09831017887 / 09831144262 / 09903989728

FAX : +91 33 2286 5788

E-MAIL : info@afairs.com

www.afairs.com

IN ASSOCIATION WITH
THE TIMES OF INDIA