THE 8TH INTERNATIONAL FAIR FOR HIGH AND PROFESSIONAL EDUCATION, OVERSEAS STUDIES AND STUDENTS’ SERVICES

INTERNATIONAL EDUCATION FAIR GEORGIA 2018

23-24 FEBRUARY 2018
Tbilisi, Georgia

www.educationfair.ge
#InternationalEducationFairGeorgia

ORGANIZED BY:
The education system of Georgia includes:

- General education
- Higher education
- Professional education
- At present, 804,943 individuals get the various types of education
- 122,858 persons study in X-XII classes
- 40,000 persons express desire to get the higher education on the annual basis

Higher education in Georgia consists of three stages:

- Bachelor program
- Master program
- Doctorate studies

Only holders of state certificates confirming full general education or persons equalized with them, have a right to study in a bachelor programs. Only bachelors or persons with degrees equalized with them have a right to study in a master programs. Only masters or persons with degrees equalized with them, have a right to study in doctoral programs.
TYPES OF THE HIGHER EDUCATION INSTITUTIONS:

THREE TYPES OF THE HIGHER EDUCATION INSTITUTIONS ARE APPLICABLE IN GEORGIA:

- University – the institution of higher education which carries out higher educational programs of all three stages and scientific researches. 32 universities in total;

- Teaching University - institution of higher education which carries out higher educational program/programs (except doctorate programs). Teaching university necessarily carries out educational programs of second stage - master program/programs. 28 teaching universities in total;

- College - institution of higher education which carries out only first stage educational program of higher academic education. 15 collages totally.

Obtaining of status of institution of higher education and implementation of respective educational activity is possible only in case of authorization of higher education institution defined by the rules of authorization provision.

Nowadays, in Georgia, more than 25% of the students of bachelor and master programs and of the pupils in the finishing classes seek the opportunities to get the education abroad.

Registration for the unified national examinations is carried out during the months of February and March. National examinations are conducted during the period of June-July.
PROFILE OF THE EXHIBITORS

• State and private higher education institutions
• Professional education institutions
• Foreign languages schools and courses
• Training Centers
• Organizations providing education programs of various range (including for the students and adults)
• Organizations providing different education services to the institutions and students;

VISITORS’ PROFILE

• Persons concerned with getting the higher education, including:
  □ School leavers
  □ Pupils in the finishing classes
  □ Parents
  □ Students on the finishing course of the bachelor program
  □ Other persons who are willing to enroll in the master program
  □ Persons who are willing to continue studying at the doctorate program
• Persons willing to continue studying abroad
• Representative of the academic circles
• Persons who are willing to learn foreign languages
• Persons who are willing to acquire the adults’ education (trainings).

INTERNATIONAL EDUCATION FAIR – B2C CONCEPT

During the fair, presentations of various universities –“Open Door Day” will be held for the target group. Educations days will be “Open Door Weeks” for all concerned persons: pupils, students and their parents. Studying abroad is becoming more and more popular among the Georgian students. They are able to get a financial support or student loans and to enjoy the opportunity to acquire the valuable international experience.

INTERNATIONAL EDUCATION FAIR – B2C CONCEPT

The fair represents a big platform for the professionals and the persons who have to make the decision with regard to their future education in terms of sharing the experience and know-how in the education sector. Parallel events, such as presentations, workshops and practicum ensure implementation of the goals and objectives of the exhibitors.
Due to the high interests and repeated request from the visitors, the fair was held twice in the spring – on 16-17 February with the initial concept and in the fall -on 25th of September - the integrated event only with regard to receive the education abroad and student services.

OVERVIEW OF THE YEAR OF 2017

INTERNATIONAL EDUCATION FAIR 2017 - STATISTICAL DATA

<table>
<thead>
<tr>
<th>TOTAL AREA</th>
<th>EXHIBITORS</th>
<th>VISITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>902 m²</td>
<td>83</td>
<td>15 000</td>
</tr>
</tbody>
</table>

16 COUNTRIES PRESENTED

- USA
- UNITED KINGDOM
- GERMANY
- SPAIN
- ESTONIA
- TURKEY
- IRELAND
- LATVIA
- LITHUANIA
- POLAND
- ROMANIA
- RUSSIA
- FRANCE
- GEORGIA
- UKRAINE
- CZECH REPUBLIC

78.4% of the exhibitors achieved the set objectives;
77.1% of the exhibitors will participate in the event in the following year.
89.2% of the exhibitors highly assessed the event;

VISITOR SURVEY

<table>
<thead>
<tr>
<th>TOTAL ATTENDANCE</th>
<th>LOCAL VISITORS</th>
<th>FOREIGN VISITORS</th>
<th>PRIMARY VISITORS</th>
</tr>
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<tbody>
<tr>
<td>15 000</td>
<td>94.4%</td>
<td>5.6%</td>
<td>27.7%</td>
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</tbody>
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DEMOGRAPHIC DATA OF THE VISITORS, PURPOSE OF VISIT

- Pupil - 78%
- Student - 19.2%
- Parent - 0.5%
- other - 2.3%

(Age)
- 16-24 – 96.9%
- 25-34 – 1%
- 35-44 – 1.6%
- 45+ – 0.5%

PURPOSE OF VISIT

- Studying in Georgia 60.4%
- Studying abroad 29.6%
- Foreign language learning programs 2.7%
- Financing of the education 7.3%
PARTICIPATION

Each detail of providing the information in advance, shipment of the materials, on-site transportation and social events are well-planned. For participation in the fair, please, fill in the registration form till January 15, 2018

(in order to receive the form, contact to the organizer - the contact details are given below)

ABOUT THE ORGANIZER

ExpoGeorgia is the leading exhibition and convention center in Caucasus region. As a multifunctional business center, we combine trade fairs with congress and conferences.

Experienced, attentive event coordinators work to develop new concepts and programs to ensure that ExpoGeorgia as “a relationship broker” continues to have a strong voice in the international economic forums of tomorrow.

History of the Exhibition Center starts in 1958. At that time, State has built temporary exhibition pavilions and organized industrial exhibition to celebrate 1500 years’ anniversary of Tbilisi. Large scale construction works began in 1961 and as a result 11 pavilions, green house, pool sand park were placed in the city center. During Soviet Period exhibition center was a place for permanent exhibition of industrial and agricultural achievements of Soviet Republic, once a year the space was devoted to international exhibitions. In 1994-1998 organization was privatized and transformed into Joint Stock Company. Infrastructure was modernized. ExpoGeorgia has been assigned a very important role – guiding foreign capital inflow in Georgia and opening international markets for new Georgian businesses. ExpoGeorgia events became an excellent forum for decision makers to evaluate new products, make new contacts, enhance supplier relationships and conduct purchasing activities.

Address: 118 A. Tsereteli Ave., 0119
Tbilisi, Georgia
Tel: +995 3 2 234 11 00
Website: www.expogeorgia.ge
E-mail: expo@expogeorgia.ge
Facebook: www.expogeorgia.ge/ExpoGeorgia
HOPE TO SEE YOU NEXT YEAR

INTERNATIONAL EDUCATION FAIR GEORGIA 2018

DON’T MISS OUT

CHECK OUT THE EXHIBITION
STAY CONNECTED ALL YEAR

www.educationfair.ge

FOR ADDITIONAL INQUIRY
PLEASE CONTACT US:

Exhibition Center ExpoGeorgia
Address: 118 A. Tsereteli Ave., 0119
Tbilisi, Georgia
Tel: +995 3 2 234 11 00
E-mail: expo@expogeorgia.ge
Website: www.expogeorgia.ge

Sales Department:
E-mail: sales@expogeorgia.ge
Marketing Department:
E-mail: marketing@expogeorgia.ge