IECHE 2012 Post Show Report

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IECHE 2012
International Exhibition & Conference on Higher Education
17 – 20 April 2012
INTRODUCTION
Under the royal patronage of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz Al Saud, the 3rd International Exhibition & Conference on Higher Education (IECHE) was inaugurated by Dr. Khalid bin Mohammad bin Abdulaziz Al-Anqari, the minister of Higher Education (MOHE). Held at the Riyadh International Convention & Exhibition Center from 17 to 20 April 2012, IECHE sought to bring together leading universities and higher education institutions from the Kingdom of Saudi Arabia and around the world.

H.E. Minister Al-Anqari delivered the opening speech in which he proclaimed that the ministry seeks to achieve a set of key objectives by organizing the IECHE. These objectives are aimed at revealing the significant developments the Kingdom has made during the reign of the Custodian of The Two Holy Mosques. The exhibition also aims to enhance collaboration and help build partnerships between universities in the Kingdom and universities around the world in order to exchange expertise and develop higher education institutions in the Kingdom. This endeavor will reflect positively on the education sector in general and the level of education across the Kingdom in particular.

Minister Al-Anqari cut the ceremonial ribbon to mark the official opening of the IECHE in the presence of a host of university and media representatives as well as hundreds of guests, including prominent social and diplomatic figures, and foreign delegations.
Similar to its two previous editions, the third edition of the IECHE has attained successive achievements through record numbers in terms of attendance. The growing number of local and international exhibitors, and visitors, attest to the importance of this event among other leading international events on higher education.

In an exhibition area of more than 15,000 square meters, the IECHE successfully gathered more than 480 universities, colleges, and higher education organizations from 39 different countries, such as New Zealand, Australia, Canada, USA, France, UK, and many parts from Europe as well as several institutions from the Far East such as Japan, China, Korea and India. Along these international participants, more than 60 public and private universities, colleges, and other establishments from the Kingdom of Saudi Arabia were present at IECHE 2012.

The IECHE has established itself as one of the foremost educational events, drawing representatives from leading international universities and higher education institutions to share their expertise and insights on higher education.
Record attendance marked the IECHE 2012 edition. This four-day, jam-packed event welcomed over 300,000 visitors. The conjunction of conferences, seminars and meetings, in addition to workshops, attracted a wide array of local, regional, and international students, professional delegates, business executives, diplomats, higher education officials, private sector executives, and other parties, seeking to learn more from international experts and learn more on innovative procedures in higher education.

The IECHE provided visitors with a specialized academic environment, extending beyond the Kingdom’s borders to reach new horizons of communication. This fact enabled visitors to interact directly with leading international and local higher education institutions under one roof, and discover the latest academic curricula and educational programs around the world.

The IECHE provided students and parents with easy choices in terms of picking the right destination for higher education without the complications of long distance learning and lengthy waiting periods.

The total number of visitors in 4 days was 317,264 visits divided as follows:

- 79% of visitors from within the Kingdom
- 11% from the Gulf Cooperation Council (GCC)
- 11% from other countries

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<tr>
<th>Day</th>
<th>Visitors</th>
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<td>Day 1</td>
<td>70,042</td>
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<td>Day 2</td>
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IECHE: The Primary Destination for Higher Education Seekers

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The IECHE 2012 has established itself as one of the leading education events at both the local and international levels, recording a 15% increase in the number of countries participating, a 10% increase in the overall number of participants, and a 10% increase in the number of international exhibitors.
Key international and local experts participated in the two-day conference that was held in parallel to the exhibition. They discussed 18 research and work papers, which shed light on a multitude of vital headlines, concerning the future of education. Speakers presented their visions during four sessions, which were attended by more than 1,500 experts. The topics discussed included:

World Class Teaching Universities
- The Strategic Importance of Teaching & Learning
- Assessment of Teaching and Learning Outcomes
- Changing Paradigm in Teaching & Learning: Case Studies
- Structuring Universities for Effective Teaching and Learning
Workshops at IECHE have become a major attraction point within the main event. Over the 4 days of IECHE 3rd edition, 74 workshops were organized by different local and international institutions. Topics focused on recent trends and developments such as entrance exams, international academic cooperations, partnership programs, acceptance criteria, degree programs, e-learning, and experiments & experiences of some of the participating universities.
Day 1: Tuesday April 17, 2012

International Exchange - China
China Education Association for Study-In-China
International Exchange - China
China Education Association for Borderless World through Global Partnerships in a Achieving Academic & Research Excellence

Day 2: Wednesday April 18, 2012

Day 3: Thursday April 19, 2012

Day 4: Friday April 20, 2012

Day 5: Saturday April 21, 2012

Day 6: Sunday April 22, 2012

Day 7: Monday April 23, 2012

Day 8: Tuesday April 24, 2012
• Dammam University & Loma Linda University – USA
• Dammam University & Royal Holloway University of London – UK
• Dammam University & Boston University Medical Campus – USA
• University of Shaqra & Monash University – Australia
• University of Hull & University of Nottingham – UK
• King Faisal University & University of British Columbia – Canada
• Princess Nora Bint Abdulrahman University & University of Southern Denmark – Denmark
• Princess Nora Bint Abdulrahman University & Monash University – Australia
• Princess Nora Bint Abdulrahman University & University of De Rouen – France
• Salman Bin Abdulaziz University & University of De Quebec A Chicoutimi – Canada
• Taibah University & Pennsylvania State University – USA
• King Khalid University & Pennsylvania State University – USA
• King Khalid University & University of Groningen – Holland
• Al Majmaah University & Western Studies Institute of Washington - USA
Local Exhibitors Survey

Diversity of Universities & Educational Institutions

Visiting Time

Level of Workshops Accompanying IECE 2012

Exhibitors Experience at IECE 2012

Level of Participating Universities

Assessments

- Appropriate
- Appropriate to some extent
- Inappropriate
- I do not know
- Without

84%
88%
72%
20%
12%
44%
36%
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36%
20%
12%
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International Exhibitors Survey

Level of Workshops Accompanying IECH 2012
- 56.45%
- 20.97%
- 11.29%
- 9.06%
- 4.94%
- 3.17%
- 1.61%

Availability & Level of Utilizing Technology
- 39.53%
- 30.23%
- 11.63%
- 7.94%
- 7.94%
- 7.94%
- 7.94%

Cost of Participation at the Exhibition
- 42.86%
- 36.51%
- 12.27%
- 8.42%
- 7.94%

Diversity of Universities & Educational Institutions
- 3.17%
- 50.79%
- 44.44%
- 15.00%
- 10.68%

Quality of Exhibitors
- 3.17%
- 47.62%
- 47.62%
- 10.68%

Exhibitors Experience at IECH 2012
- 1.06%
- 27.42%
- 25.81%
- 12.49%
- 10.68%

Number of Exhibiting Universities
- 58.20%
- 31.22%
- 9.17%
- 1.06%

Level of Participating Universities
- 3.17%
- 41.27%
- 41.27%
- 15.00%

Visiting Time
- Very suitable
- Appropriate
- Appropriate to some extent
- Inappropriate
- I do not know
- Without
### Facts and Figures

<table>
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<td>Number of participating countries:</td>
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<tr>
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<tr>
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<td>423</td>
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<tr>
<td>Total number of local universities and other higher education institutions:</td>
<td>63</td>
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<td>14,644 m²</td>
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<tr>
<td>Local exhibitors:</td>
<td>6,262 m²</td>
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<tr>
<td>International exhibitors:</td>
<td>8,382 m²</td>
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Dr. Heather Kelly
Director of Student Services
University of Toronto, Canada

I am very pleased to share with you that this is my third time to attend IECH. We are very proud to have a warm relationship with the Kingdom of Saudi Arabia and to welcome many Saudi students in our campus. We are pleased to enjoy the hospitality of the Kingdom of Saudi Arabia and speak to so many qualified students.

IECHE is a very well organized fair with high volume of students and a mix of undergraduate and postgraduate students. In my opinion, the students are better qualified over the years now that they have come to understand what type of documents we like to see from perspective applicants and yes, University of Toronto will be pleased to return to IECHE 2013.

Mr. Romesh Vadivel
Associated Director, Service Point
McGill University, Canada

This is the third time that McGill attend IECH and we are very fortunate to be here again and to be invited by the Kingdom of Saudi Arabia. This is a great opportunity for McGill to really speak with Saudi Students for them to come and study in our campus. We have roughly 300 students and it is very important for McGill to maintain strong ties with Saudi Arabia. We are fortunate to attend many big education events, and IECH is one of them.

McGill gets invited all over the world and our researchers and professors are very well known. With the number of students we have, we want to make sure that we have a presence in Saudi Arabia. At IECH we have the chance to speak to students who can come and study and learn at McGill. There is a tremendous legacy that has taken place with Saudi students who have learned Medicine and Engineering at McGill and have returned home to either work or teach in their field and we certainly want to maintain that. McGill will absolutely like to attend again and you can count on having McGill come back next year.

Prof. Gyeonggu Shin
Vice President & Dean for International Affairs, Professor of English Linguistics
Chonnam National University, South Korea

I am very happy to visit Saudi Arabia and I have met so many wonderful people here and I am very impressed by this huge exhibition where more than 400 universities from all over the world are gathering here today. I am very happy to be here. Last year I have sent my staff to participate but this year I have decided to come myself because Saudi Arabia is such an important country to Korea, in fact there are many trades between Saudi Arabia and Korea that generates billions of dollars every year and I want to promote the education sector of Korea here in Saudi Arabia that’s why I came this year.

I am very impressed by this exhibition because compared to other exhibitions that I have attended, here you meet many students. I have interviewed hundreds of students and I am very impressed by their enthusiasm to study abroad which shows the bright future of Saudi Arabia. I am sure I will be back next year to meet more students and more faculty members of Saudi Arabia universities.

Miss Anna Dechert
Assistant Director of Admissions
New York University, USA

New York University has been participating for the 3 years now and it’s a great way to find students here in the gulf. We have a number of Saudi students in our engineering programs in particular and we are looking for more students. This is one of the largest exhibitions I go to and we get a good number of high schools that visit the show and we appreciate these schools that brings those students who are our target main audience. We mainly represent the undergraduate programs and it is a very useful 4 days for us. Yes, we will definitely attend next year.

Exhibitor Testimonials: IECH 2012 Interviews
Dr. William Moylan  
Assistant Professor – Construction Management  
Eastern Michigan University, USA  
This is our first year that we participate at IECHE and I am glad we did. We came for two reasons, one is to outreach with our colleagues here in Saudi Arabia and two is to look for more students from Saudi Arabia. We are presently surprised because IECHE is not only that, there is a collection of a huge number of International universities that we were able to collaborate with. I worked many years ago here and I am extremely amazed and surprised at the level of the local universities here. They are phenomenal. It is quite exciting and it is really an interesting exposition of all higher education institutions from around the world.

First the number of participants, I have never seen such a huge number of institutions brought together in one place, never globally with this many. The facilities are first class, I am very impressed. The level of support that we were getting it has been very helpful and any problem we get they were able to solve it. They were very attentive and I am impressed. Inshallah we will participate next year.

Mr. Fernando Planas,  
Director of Recruitment – Undergraduate Admissions  
University of Illinois at Chicago, USA  
This is the first time we participate because we heard so many good things about IECHE and we are interested in reaching out to Saudi students. We are interested in the Saudi students because we know that they do well. Our current students are wonderful and we are planning to bring more this year. IECHE is very well organized, wonderful workshops and presentations. A very impressive number of international institutions are gathered here and I am very impressed by the quality of students. The organizers, the conference, it is all wonderful, I am planning to be here next year.

Prof. Ahmet Cevat ACAR  
Vice Rector  
Istanbul University, Turkey  
Istanbul is the biggest university in Turkey and this is our third year participating at IECHE. Our cooperation with Saudi Arabia is very important because as we have around 400 students from abroad studying in our campus, and some of them are Saudi students, we are planning to bring more Saudi students in the coming years. This exhibition is getting better every year. We have been to several exhibitions before, in Lebanon, Paris etc.. This one is the biggest we have ever been to. There are lots of universities from many different countries. It is the best exhibition for us. We believe that this exhibition will improve our cooperation between Turkey and Saudi Arabia since education is the best way to connect. During IECHE we were able to make many agreements with Saudi Arabia and we will make sure to attend next year.

Prof. Nobuo Mori  
Director, Shariah Research Institute  
Takushoku University, Tokyo, Japan  
I have graduated from Um Al Qura University 30 years ago. We have participated last year and this is our second year. We want to encourage the Saudi students to study Japanese Language and it is very important for us, to highlight our Japanese Culture to the Arab world. I am very impressed with the number of universities that are gathered here as well as the organization. You can find many Islamic countries and Non Islamic countries all gathered here and collaborating in a very nice way. And this is very important for us. I have never been to such a huge exhibition like this one and Inshallah we will come next year and Al Hamdou li Allah.
Prof. Kawata Yutaka
Dean, Professor
Osaka Institute of Technology, Japan
This is our first time to attend IECHE and we are here to recruit Saudi students to our university and to make collaborations with the local universities. I am very surprised with the huge fair and many students are very eager to learn. I am also impressed with the students how much they like Japan and they want to learn our programs that are mainly in technology.
This is one of the best exhibition I have ever been to because so many universities from around the world in an Arabic country and they are not concerned about religion or anything else. It is all about education they are interested in. it is a very big attraction place. The venue is very organized, I am impressed and I will certainly want to participate next year.

Miss Nadine Naffah
Admissions and Recruitment
American University of Beirut, Lebanon
This is our third participation at IECHE and it is one of the best exhibitions in the world, where it gathers more than 400 universities from over 30 countries. We are here to recruit more Saudi students, as you may know, we have many Saudi students in our campus and we have been in this business for more than 100 years, since AUB is the eldest American university in the Middle East. To be here is to raise the image of Lebanon to the people abroad, since many students have never been or heard of Lebanon and this is a very important way to raise this image to the outside world as a matter of fact.
IECHE is one of the best, if not the best in the world in terms of having so many universities and in terms of organization, services etc… whenever we ask for anything, it is done right away. We have decided that we will certainly participate next year.

Nick Shackleford, Unitec
Associate Dean International Education, Head of the Department of Language Studies
Institute of Technology, Auckland, New Zealand
It is the first year I participate. We recently received lot of Saudi Arabian students mostly through TVTC. We have built a relationship with the Saudi Commission in Auckland and they have encouraged us to participate, that’s on one level. Also, we are very conscious of the opportunities that Saudi Arabia offers in terms of students coming to New Zealand for studying and training. So it is very important for us to be here as an institution but also to be part of the whole group since we are here in total of 18 institutions of technology, universities and some language schools.
I am very impressed by the scale of the exhibition. You have over 400 universities from over 30 different countries. I have never been to a show that brings such large number of people, from students, parents, business people and it is the best organized show I have ever been to. We have decided that we will certainly participate next year.

Sheikh Mohammed
UCSI University, Malaysia.
We are 23 universities representing Malaysia. The crowd is magnificent, excellent. The organizers have been very well in accommodating us. I have been to many shows, especially international trade shows in Dubai, Central Asia and Asian Region but this one is the biggest we have seen. We have been visited by lot of Saudi students who want to study and interested to study in Malaysia and I believe because of our strong relationship with Saudi Arabia since we are an Islamic country so they feel more comfortable to study in Malaysia. We have a very big number of Saudi students studying in Malaysia and that’s why we want to promote our programs to bring more students to our country. It is one of the well exposed exhibitions that we have ever visited and I would like to congratulate the organizer for doing a very wonderful job.
For the last 2 days we have received thousands of students. They are serious because they want to study in our universities especially in Medicine which is a very popular program in our institutions as well as IT and business. We also received young students who want to enrol in our summer holiday programs. So students are keen to learn and the parents are very supportive. We will be here next year. This year we are 23 universities, next year we will double the number.
Mr. Remko Bezema  
Deputy Director, Institute for Medical Education.  
University of Groningen, Netherlands

We are here for many reasons. We would like to meet with students and welcome them to come and study in our university, medicine, law, business and computer sciences. Also it is a chance to meet with our colleagues from different local universities such as King Faisal University, King Khalid University and King Saud University. Also we are meeting with different people from different countries to learn from them and to do further collaborations. I have been here for the last 2 years and before that I used to go to Dammam.

The show now is as good as the previous ones. Excellent organization, we have a good crowd and if we compare it to other shows that I have attended, this is the biggest in terms of number of universities and countries and the students are a lot. We would not hesitate to participate again next year.

Lisa Sadler  
Regional Manager (Middle East and Africa).  
University of Durham, UK

I am happy to be at IECHE. Durham has been participating for the last couple of years and we already have over 90 Saud Students in our campus. Saudi Arabia is a very good market for us. We are also interested to participate so we can build some partnerships with the local universities, so we are here to continue to promote Durham and to look for partnerships.

There are over 75 UK universities this year which is the highest compared to the previous years. This is one of the largest shows I have ever attended. The students are excellent, they have done their research, and they know what they want to do. I have been very busy in the last couple of days meeting with other universities here in the fair. Yes, absolutely, Durham will attend next year.
Exhibitor Testimonials: IECHE 2012 Interviews

Dr. Michael Tittus
Deputy Head of School/Director of Studies
University of Boras, Sweden

It is my first year here at IECHE and the reason is to promote our programs, we have excellent ones and to meet with the students and to establish cooperation with the local universities. IECHE is a good conference and there is a big interest in the youth to study abroad. The organizers were very helpful and there are many good universities highly ranked present here so the students have a big chance to find different universities in a variety of fields.

We will consider coming back next year after we evaluate what the results are. We need to visit the conference couple of time in order to get to know the people and their culture.

Jerry Lu
Beijing Jiao Tong University, China

We are here to recruit more Saudi Students. Our university is located in downtown Beijing and our programs are very well known in engineering, focusing on civil engineering, transportation and China has a speed high way and we made a good contribution in this field. We have the chance to meet more Saudi students and to make collaboration with other high profile universities here.

There are so many famous universities here from China and abroad. I have never seen such a huge number in one show. The services are excellent and I am very satisfied. There are over 20 universities here from China and we hope to join IECHE again next year.

Ms. Kerstin Jonsson
International Communicator
Chalmers University, Sweden

It is our first year that we attend to IECHE. Saudi Arabia is a very interesting country and our Embassy has been working very hard to encourage us to attend and here we are. The fair is very well organized and we have lots of students that we have met, many of them are quite nice.

Our target is to recruit students that are looking for master degrees and we hope to get some of them. If I want to rate the show from 1-5, I will rate it as a 4 and probably we will attend next year.

Dr. Matthias Caton
Program Director, Program Design & Development.
Frankfurt School of Finance & Management, Frankfurt, Germany

We are a business school located in Frankfurt, Germany. This is our first time at IECHE and we are very happy to be here. Saudi Arabia is a very good market for us and we are here to attract more students to come and study business in our university and to make corporate agreements with the local universities.

There are only 4 universities represented from Germany. We are still a small group but the importance is that the German Higher education institutions are growing and we want to be at the forefront for that. I am very impressed by the size and number of universities here and also in terms of quality, you brought a very important number of universities participating at IECHE and the perspective students are highly qualified. Congratulations for a job well done and very well organized. We will certainly be participating next year.
Captain Alain Vignat
Executive Manager
DCI, France

I am Captain Alain Vignat and I work in the navy office of French Navy and there is a tight link between Saudi Arabia and France and especially in Defense. The Saudi Chief of Staff decides to send every year some Saudi Cadets to be trained in France. They have already sent over 150 cadets so far. They prepare their degree for an 8 years program, the first 3 years, they study the language, then they pass for the French Bachelor degree in Sciences and then the last 5 years they study the Engineering programs. DCI has been establishing some cooperations for many years with KAUST, and other local universities and we want to keep on developing other collaborations in the transportation field. We are very impressed by the high level of organizations and by the number of highly well-known universities from all the continents. It is impressive to find such a high level of intelligence in one place. It is our 3rd year at IECHE and we will continue to be present in the coming years.

Ms. Cecile Marty
Doctoral Program Admission, Office and Communications
HEC, Paris, France

HEC is the first school of business in Europe and I am here representing the PhD programs to the students. The show is great and it is an excellent opportunity to meet with the students and to meet with the local universities that we can make exchanged agreements with or build a corporate relationship with them. The show is fantastic in terms of quantity of visitors and universities. This is the biggest show I have ever been to and we have unlimited ways to show case our programs. It would be a great opportunity to participate again next year.

Prof. Sergei V. Aplonov
Dean, Faculty of Geology
Saint-Petersburg State University, Russia

It is our first time here at IECHE and in Saudi Arabia, very nice country and very friendly people. It is important for us to be present at IECHE to make worldwide corporations with Saudi Universities and some other international universities as well. The services are excellent and I have been to many conferences in the world, from USA, Europe, Australia and so on and I have never seen such a big number of countries and universities before. I am sure we will be here next year.

Mr. Ander Sack
Director of the International Education at ETH, the Swiss Federal Institute of Technology, ETH, Zurich, Switzerland

There are 4 Swiss institutions here at IECHE, representing Science, Technology and Hotel Management. We have been invited by MOHE and we are here to meet with talented students who would like to study Sciences and Engineering. This is a very broad fair, broad audience, we are only addressing a very specific segment of students.
Mr. Paul Buist
Regional Manager (South Asia, Africa and Middle East)
The University of Western Australia, Australia

Western Australia is the largest state in Australia, and we are here not only to recruit students but also to strengthen our education links between Saudi Arabia and Australia. We have few partnerships with some local universities and we are here to bring more agreements. The presence of Australian universities is quite high. There are over 20 institutions participating at IECHE and the total number of our institutions is 39, so this is quite a big number. There are lots of students interested to study research programs and PhD programs in our university and this is quite impressive. IECHE is different from other show I do attend; it is very unique because with the variety of countries and institutions it attracts far more people by doing that. Also I would like to bring some of our academic staff here and shows them what is on offer here, and the opportunities to extend our research programs and to make collaborations with other Saudi Universities and even with the Ministry. I would love the opportunity to be able to do that because there are lot of opportunities here and education is very open here and Saudi Government in particular seems very keen to send students to study overseas and this offer the perfect platform to do that.

Prof. Abbas Rajabifard
Head of Department, Director, Centre for Spatial Data Infrastructures and Land Administration.
The University of Melbourne, Australia

We have been invited by the Ministry of Higher Education and this is our second time this year. It is a very important event for us, by being involved with other international universities as well as the local universities and it is a platform to exchange ideas, and at the same time expanding the collaborations with the Saudi Government. IECHE is becoming one of the most important event to attend and when I compare it with last year, I find the increases in the number of universities and countries and I am very impressed by that. We appreciate being here as we consider being at one of the top education fairs in the world. We should congratulate the ministry of higher education as well as the organizers for managing such a great show.

IECHE is becoming an international platform for this kind of education exchange and also collaborations. This is also a great event that brings opportunities for other universities to share with each other and to develop common interests and educations on the education side. It is part of our strategy to participate again next year.
### International Organizations and Associations Participating in IECHE 2012:

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<th>Organization/Nation</th>
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<tbody>
<tr>
<td>Islamic Educational, Scientific, and Cultural Organization (ISESCO) - Morocco</td>
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<td>Irish Investment Authority - Ireland</td>
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<td>American Education - USA</td>
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<td>The Embassy of Canada in the USA</td>
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<td>The Dutch-Arabic Union for Education - The Netherlands</td>
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<td>The National Institute for International Education - Korea</td>
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<td>The Asia-Pacific Association for International Education - Korea</td>
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<td>ALICO - Tunisia</td>
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<td>Australian Commercial Delegation - Australia</td>
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<td>DAAD - German Academic Exchange Services - Germany</td>
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<td>Australian Trade Commission - Australia</td>
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<td>UNESCO - France</td>
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<td>New Zealand Education</td>
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16 – 19 April 2013

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