

Ajman International Education & Training Exhibition Report

AETEX 2017

20-22 February 2017

Ajman

Emirates Hospitality Center Hall



**غرفة عجمان
AJMAN CHAMBER**

Since five years and the Ajman chamber has been organizing the International Exhibition for Education and Training with local and international participation of various universities, colleges and private institutes, in an event that assures the interest of Ajman's Departments and its directorate to promote the growth of the educational sector, particularly in Ajman's interest to introduce the leading educational institutions and attract new ones to the Emirate.

The Ajman International Exhibition for Education and Training, in its fifth version, was a big success due to the support of the sponsoring and participating institutions and team effort in which all contributed to this output.

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Exhibition Overview

Under the patronage and the presence of His Highness Sheikh Humaid bin Rashid Al Nuaimi, Supreme Council member and ruler of Ajman, Ajman Chamber of Commerce and industry organized Ajman International Education and Training Exhibition (AETEX 2017) in its fifth version from 20 to 22 of February 2017, with broad participation of relevant scientific institutions in the UAE, and the Arabian and foreign country.

The success accomplished by AETEX within the past four years made it occupy the higher ranks in the field of high education, as well as being the best platform to provide opportunities for higher education and the most appropriate place to compete with leading universities and institutions in providing the latest programs not only for students of Ajman but also for the entire UAE students

AETEX 2017 did not only provide exhibitors to their products and services but also provided a real opportunity for education, knowledge-making, and a tool that enables students to make the right choice to bear the most appropriate direction untrustworthy their future education.

In consideration of Ajman International Education and Training Exhibition (AETEX) being the only annual event in the Emirate, which entirely focuses on promoting educational system, it has become an annual platform where educational institutions, students and the community meet in to achieve national targets that the entire Principality aspires with all its renewable efficiency annually and held in its fifth session a logo (towards a new era of innovative education) to be a title for the goals set by the Government of the Emirate “Ajman “ in its plans to develop the Emirate's educational system over the next upcoming years making for the exhibition(AETEX) a special chance to move towards a new era of innovative education.

Ajman ruler inaugurates Ajman's International Exhibition for Education and Training in its fifth version



His Highness Sheikh Humaid bin Rashid Al Nuaimi, Supreme Council member and ruler of Ajman assured to support all the branches of education and overcome all the difficulties to achieve the highest level of education. His Highness commends at the opening of the exhibition accompanied by His Highness Sheikh Ammar bin Humaid Al Nuaimi, Ajman crown prince on the exerted efforts by the existing exhibition. He said that the continuation of the exhibition for the consecutive fifth year confirms the success of his idea, which was based on giving the opportunity for students from different nationalities to learn about universities, colleges and to learn other cultures and gain the necessary skills and look forward a brighter and more prosperous future.

The opening ceremony started with the arrival of His Highness the ruler of Ajman to Emirates hospitality Hall Center where he met Sheikh Ahmed bin Humaid Al Nuaimi, the representative of his highness Ajman ruler of administrative and financial affairs, and Sheikh Rashid bin Humaid Al Nuaimi, the head of municipality and Planning Department, where his highness checked around the pavilions and at which his associates listened to a complete explanation of the participants and officials from various suites and educational programs.

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Ajman International Education & Training Exhibition

Ajman ruler inaugurates Ajman's International Exhibition for Education and Training in its fifth version

Also attended the opening of the exhibition, His Excellency Dr. Sheikh Majid bin Saeed Al Nuaimi, Chairman of Ajman ruler and His Excellency Salim Bin Ahmed Al Nuaimi, Ajman ruler Adviser for educational and charitable Affairs and His Excellency Abdullah Amin counselor in the Office of the Governor, His Excellency Hamad Rashid Al Nuaimi, Director of Diwan , His excellency Abdullah Al Muaijaa'i, Chairman of Ajman Chamber of Commerce and industry and Board members and members of the Organizing Committee and his excellency on the good Director of Ajman educational zone next to the leaders and directors of governmental departments and senior officials and guests.



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Special Guests in AETEX

Al-Sheikah Azzah Al-Nuaimi



Al-Sheikha Azzah Al-Nuaimi, Director of the Charitable Foundation Humaid bin Rashid the Chairman of the Standing Committee for social development in Ajman Executive Council, has visited the Exhibition. Sheikha Azza assured that Ajman lately experienced a great revival in the educational sector and there is a plan for 66 thousand students enrolled in the educational sector as the Emirate will witness the opening of 9 private schools with the beginning of the new school year, which is considered a Renaissance in education al field and an opportunity to gain more through an educated generation blessed with knowledge and achieve success.

The Saudi Delegation

The delegation of Saudi trade departments also visited the exhibition headed by Dr Ahmed Sultan Nasser, Chairman of the National Committee for training, Council of Saudi department Chairman of the training and employment of Jeddah department; Mr. Sultan Nasser praised the excellent organization of the exhibition and the reception and the hospitality received by the delegation during this visit and thanked Ajman Chamber of Commerce for organizing this exhibition and Mr. Nasser Al-Dhafri, Chairman of the Organizing Committee. Finally, Mr. Sultan Nasser assured that the Council of Commerce department is studying firmly the participation at the exhibition in its coming session.



Workshops

The exhibition owner varied numbers of diverse workshops in collaboration with school districts and a number of teams including University City College and the University College of family Sciences and “ Al-Hekma” school and 'IMake' dealing with workshops on innovation and innovative industry and the importance of 3D printing techniques

Time	20 Feb 2017	21 Feb 2017	22 Feb 2017
10:30 to 11:25	Importance of STEM/STEAM Education By Mr. Ahmad Abu Salim IMAKE	Building National Capacity in the Cyber and Information Security Field By Dr. Jamal AlKaraki Abu Dhabi Polytechnic	Importance of STEM/STEAM Education By Mr. Ahmad Abu Salim IMAKE
11:25 to 12:20	اسرة سعيدة في سفرة جميلة تقديم الطالبة عائشة الخاطري الكلية الجامعية للأُم والعلوم الأسرية	تدريب الذات لتعزيز فعالية التعامل مع الآخريين د. حامد جودت أصرف كلية المدينة الجامعية بعجمان	Nuclear Science and Technology Education and Training in the UAE By Dr. Anthony Hechanova Abu Dhabi Polytechnic
12:20 to 13:20	Lunch & Prayer Time		
13:20 to 14:15	Future Foresight and the Changing Landscape of Tertiary Education By Dr. Farah Sarraj Ajman University	Future Foresight and the Changing Landscape of Tertiary Education By Dr. Farah Sarraj Ajman University	Future Foresight and the Changing Landscape of Tertiary Education By Dr. Farah Sarraj Ajman University
14:15 to 15:10	تدريب الذات لتعزيز فعالية التعامل مع الآخريين د. حسام قرني أحمد كلية المدينة الجامعية بعجمان	Third Industrial Revolution By Mr. Ahmad Abu Salim IMAKE	صناعة المبتكر تقديم أ. شريف شكرا خير تنمية المواهب مدارس الحكمة الخاصة
15:10 to 16:05	Nuclear Science and Technology Education and Training in the UAE By Dr. Anthony Hechanova Abu Dhabi Polytechnic	Nuclear Science and Technology Education and Training in the UAE By Dr. Anthony Hechanova Abu Dhabi Polytechnic	Assertiveness training for enhancing interpersonal effectiveness By Dr. Hardeep City University Collage of Ajman
16:05 to 17:00	صناعة المبتكر تقديم أ. شريف شكران خير تنمية المواهب مدارس الحكمة الخاصة	Writing for Publication By Dr. Ian Holt Abu Dhabi Polytechnic	Education in Virtual World By Mr. Wasif Ghani The Lazar Group

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Workshops



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Participants

Taking into account the importance of taking advantage of our experiences in the previous years to reach the desired goals of attracting the most outstanding exhibitors in terms of professional competence and thus open a new Academy education prospects, our efforts combined this year to achieve the desired goal of highlighting the diversity and the participating institutions and sponsors.

The exhibition has achieved its desired objectives completely. There was a wide participation of exhibitors at this event from inside and outside the UAE, with future plans to attract more participants who will come to display their educational and academic abilities. The list of participants and supporting entities has reached nearly 40 institutions as follows:



Participants

Exhibitors

Emirates Canadian University College
University College for Mother and
Family Science
Al Falah University
Al Ghurair University
American University of Ras Al Khaimah
Malaysia Education Promotion Centre
Swiss Business School
Gulf Medical University
Heriot-Watt University
Ras al-Khaimah Medical and Health
Sciences University
Al Ain University of Science and
Technology
3Dvinci
MENA Collage
Project Management Institute – PMI
Khaleeji
The Bloomington Academy
Juma Almajid center for Culture &
Heritage
IMT

Diamond sponsor

Etisalat

Supporter

The Ministry of education

Gold Sponsors

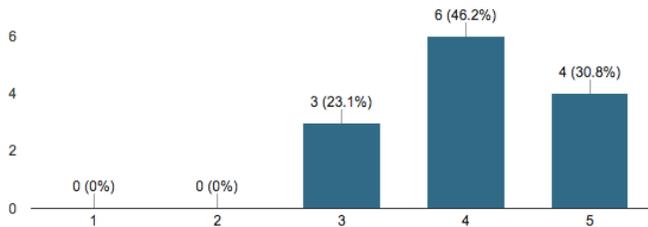
Ajman University
City University collage of Ajman
Al-Hikmah Private School
Ajman Bank
Sharjah Media Center

Silver Sponsor

Ajman Tourism Development Department
Ajman TV
IMAKE
Dar Alkhaleej
Habitat School
Nesto
Rayat
Caza Flora
Fairmont Hotel
CleanTech

Exhibitors Reviews and Feedback

How satisfied were you with the event? (13 responses)



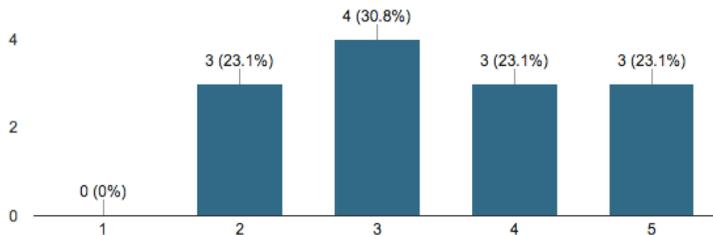
Any overall feedback for the event? (3 responses)

Organized company was the best compared to the previous years there efforts there team work and cooperatio and support it was our pleasure sponsoring this event

Should allow Grade 11 and 12 only.

Must in the coming events that have participants from schools level 11 and 12

How satisfied were you with students participation? (13 responses)



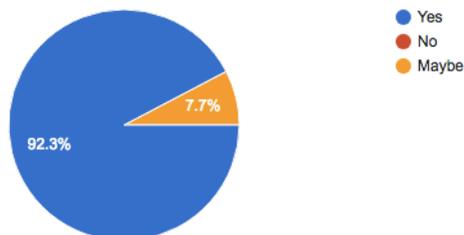
What are your suggestions for AETEX 2018 (3 responses)

I hope the same organizers stay for the coming years

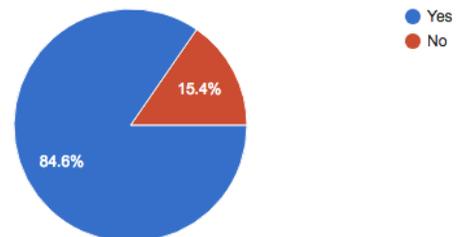
To have more universities

Must in the coming events that have participants from schools level 11 and 12

Were you satisfied with Parking allowances? (13 responses)



Are you satisfied with the Exhibition opening & closing time? (13 responses)



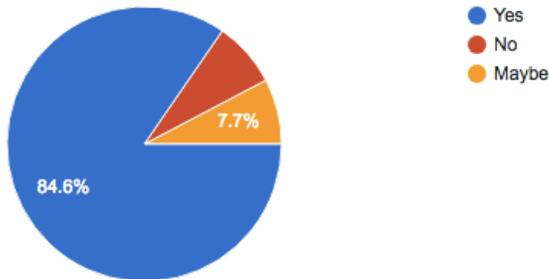
Any suggestions for the Exhibition Opening & Closing Time (3 responses)

They need to change the time maximum until 3pm

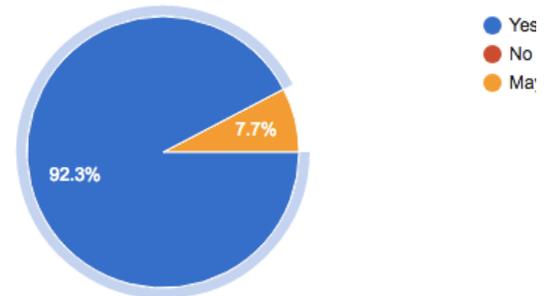
Maximum closing time until 3pm because schools mostly finish at 2pm

Exhibitors Reviews and Feedback

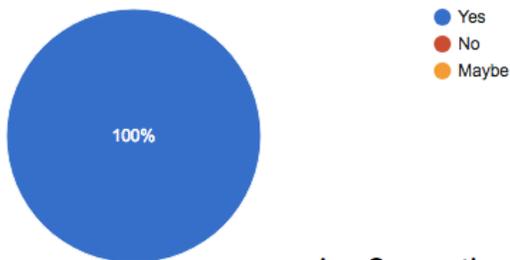
Were you satisfied with the stand set-up? (13 responses)



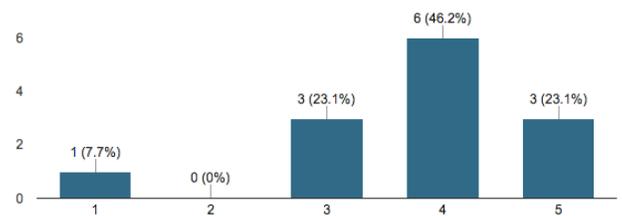
Were you satisfied with the catering services? (13 responses)



Were you satisfied with the hall set-up? (13 responses)



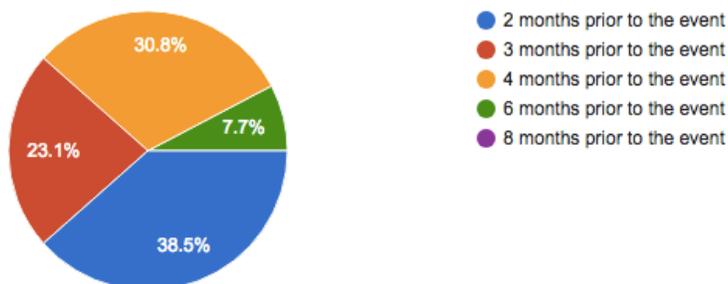
How satisfied were you with the Branding and Exhibition Marketing & Media coverage? (13 responses)



Any Suggestions for the Exhibition branding, Marketing & Media coverage?

English and Urdu media who have been better

What is the appropriate time to be contacted for AETEX 2018 (13 responses)



Exhibitors Reviews and Feedback

Analysis:

1) How Satisfied are you with Students Participation?

The respondents were given choice to opt on a scale of 1 to 5. 1 being Not Satisfied and 5 being Very Satisfied. A majority of 30.8% of the respondents agreed at satisfaction scale of 3. Followed by 23.1% of respondents each who reported their satisfaction scale of Students participation as 2, 4 and 5

2) Were you satisfied with the catering company?

More than 92% of the respondents reported satisfactory with the catering services. The rest of them were not sure on the satisfaction. However, none of the respondents were unhappy with the catering services.

3) Were you satisfied with the Parking Allowances?

This question was a valid and unavoidable, understanding the fact that everyone does come to the exhibition by a vehicle, hence this question was one of the most relevant to know if the exhibition parking allowance provided by the exhibitors were good enough or not. Hence we had included 3 preferred answers for the respondents to answer quickly.

a) Yes b) No & c) Maybe

We found that more than 92% of them agreed to be satisfied with the parking allowances and the rest were not sure about it but non of them were dissatisfied with the Parking Allowances.

4) Were you Satisfied with the exhibition Dates?

We had 3 preferred answers for this questionnaire for the respondents to answer. a)Yes b)No & c)May be

More than 92% of the respondents were happy with the exhibition dates and none of them were dissatisfied with the dates selected to conduct this exhibition.

5) What is the Appropriate time to be contacted for AETEX 2018?

The question was intended to target the exhibitors and other participants to understand their point of view to know if the exhibition was informed well in advance so that they have ample time to prepare or if it was too early or late as such. The respondents were given 5 answers so that they can choose the appropriate one. With 38.5% majority of the respondents expected to be informed 2 months in prior of the event. While another 30% asked for 4 months for the intimation. Another 28% of Respondents asked for months notice and the remaining 8% asked for 6 months of time. We had another answer to be chosen by the respondents to answer which was 8 months, however no one answered to that, probably presuming to the fact that it's way too early.

6) Were you satisfied with the stand set up?

This was the most important question among the lot to know the perception of the participants at the event to know if they were happy with the stand set up. This would give the organizers an ideal feedback if they had achieved their task with the participants' expectation. The Respondents had 3 simple answers to choose.

- a) Yes b)No c)May Be

Majority of the respondents i.e. 84.6% of them were satisfied with the stand set up.

While 7.7% of the respondent crowd claimed that they were not and the remaining equal number of respondents i.e. 7.7% informed that they were not sure.

7) How Satisfied were you with the event?

This was another vital question for the organizers to know if the participants were happy with the event.

The satisfaction level for the respondents to choose was given in a scale from 1 to 5, 1 being not satisfied and 5 being Very Satisfied. None of the respondents answered the satisfaction scale of 1 and 2. We saw a majority of the respondents i.e. 46.2% answering it at level 4 followed by 5 at more than 30% and then Satisfaction level 3 with more than 23% of the respondents.

8) Are you satisfied with the exhibition opening & closing time?

We wanted to know if the participants were happy with the Opening and Closing times of the exhibition. We had given the respondents to choose either **YES** or **NO**.

A majority of the respondent agreed that they were happy with the exhibition timings. However, it was good suggestion by some of them to set the closure time until 3 pm.

9) How satisfied were you with the Branding and Exhibition Marketing and Media coverage?

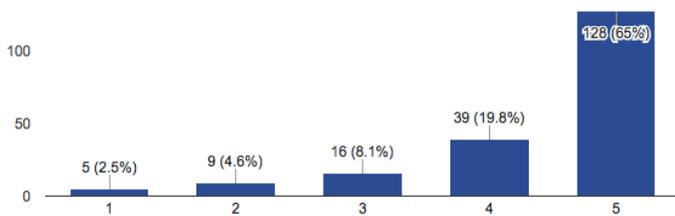
We had a satisfaction scale of 1 to 5 for the respondents to choose with 1 being not satisfied and 5 being very satisfied. We saw 46.2% respondents i.e the majority, had agreed at Satisfaction scale of 4 followed by 23.1% each respondents agreeing at Satisfaction Levels 3 and 5.

Summary:

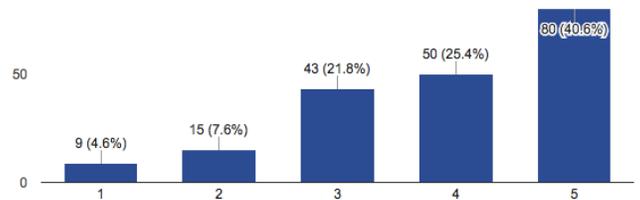
Based on the current feedback from exhibitors, we can clearly see that there was a high level of satisfaction from all exhibitors. Some minor recommendations were pointing out the need to limit the exhibition till 3 pm rather than 5 pm since much less students will be able to make it after 3 pm. Another thing to be noted out of the survey, is the preferred contacting time for exhibitors; Most of them preferred to be contacted at least 2 to 4 months before the exhibition.

Students Reviews and Feedback

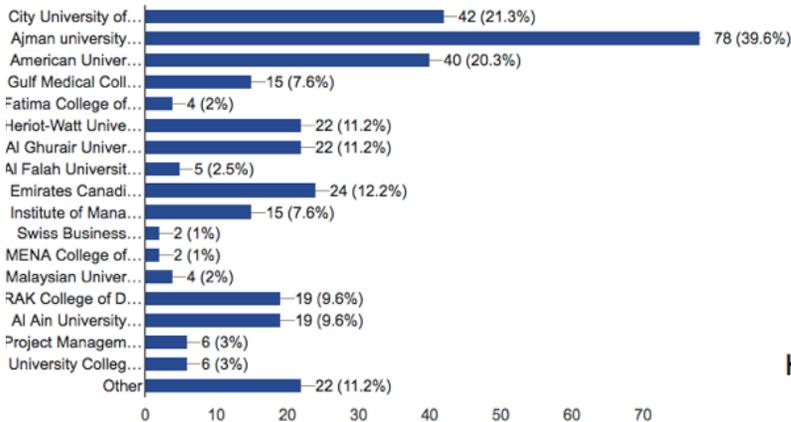
How satisfied were you with the event? (197 responses)



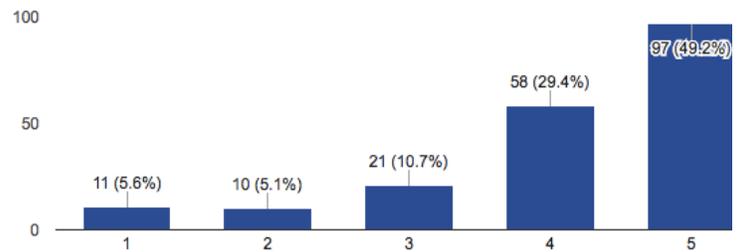
How relevant and helpful do you think it was for your career? (197 responses)



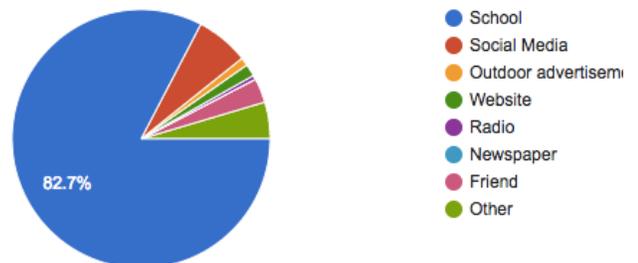
Which universities were you interested in? (197 responses)



How satisfied were you with the Registration process? (197 responses)



How did you know about this Event? (196 responses)





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Students Reviews and Feedback

Analysis:

1) How Satisfied are you with the event?

The Students were given a choice to choose the satisfaction scale from 1 to 5, 1 being Not Very Satisfied rises up the ladder unto 5 being Very Much Satisfied. 65% of the respondents chose Scale 5 as Very Much Satisfied. Followed by Scale 4 at 19.8% and 8.1% at Scale 3. Scale 2 had 4.6% of the respondents who had chosen and Scale 1 had only 2.5% who found that the event was not satisfactory.

2) How relevant and helpful do you think it was for your career?

The Students were one of the biggest participants and hence it was vital to know if the exhibition had made any impact to their thought process keeping their career path inline. We had this question to be answered with a Satisfaction scale of 1 to 5. 1 being Not Very Helpful raising the bar unto 5 being Very Helpful for the career. The majority of the respondents who found this event very relevant and helpful by choosing Satisfactory scale of 5 with a total of 40.6%. Scale of 4 was selected the second most with 25.4% respondents followed by scale 3 at 21.8%. Scale 2 had 7.6% and scale one was chosen by very few who found this event not very relevant and helpful which amounted to only 4.6% of the respondents.

3) How satisfied were you with the registration process?

The Student respondents were given to chose satisfaction scale from 1 to 5, with 1 being Not Very Satisfied unto 5 being Very Satisfied with the registration. Majority of 49.2% of the respondent students chose Scale 5. Followed by Scale 4 with 29.4%. Scale 3 had 10.7% and Scale 1 was the second last Satisfaction scale chosen by the students with 5.6% of the respondents. Scale 2 was the least chosen with 5.1% of the student respondents.

4) How did you know about this event?

This Question was the most important for the Exhibition organizers to understand and know what was the most effective mode of communication on how the students were notified about this event. We found that almost 83% of the crowd came to know about the exhibition through their respective schools. While the second most notified media was the Social Media. Website also played a good role on how the students got to know about this event. A very few visitors got to know about the event through their friends or outdoor advertisement and other sources of information.

5) What are the Universities you are interested in?

This was very interesting to know about the students thought process about their future education and their choice of interest with certain universities. In order to make their life very rich to choose among the Universities we had provided adequate and competitive and popular universities for them to choose. We found that Ajman University was the most preferred university with 39.6% of the Student respondents who had shown interest. Followed by City University of College of Ajman with 21.3%. American University of RAK was the 3rd most preferred/interest shown by the students with 20.3%. Rest of the Colleges and Universities had good share among the Student respondents.

Summary:

Most of the responses that came from students were positive. What was remarkable in the survey is the big amount of students that were requesting to have Sharjah University and Zayed University to be part of the event next year, also some of them requested more info regarding other academic programs, like aviation academies. Also most of the recommendations came in a constructive manner, and most of them were requesting to have a bigger event next year with more universities to choose from, also if it is possible to bring more options from outside UAE.

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Visitors



school	Number of students
Al-Hikmah Privite School	1500
Ajman Modern School	150
Habitat Private School	1100
National School	150
The Bloomington Academy	100
Manar Al-Iman Charity Project	60
Al-Ahli School	65
Al Ameer English School, Ajman	70
Al Aqsa Private School	60
Al Nuaimia Private School	60
India International school	200
Pakistan Education Academy	100
Islamic Scientific Institute	60
The Royal Academy	300
Hatim AL ta'ai School	30
Women Association Um ALqawin	25
Falaj Almuala Center	25
AL Rashidiya School	120
Humaid Bin Abd Alaziz School	30
Alnuman Basheer School	30

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CITY UNIVERSITY
COLLEGE OF AJMAN



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وزارة التربية والتعليم

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Honoring Participants in AETEX 2017

Abdullah Al-Muwaija'i, Chairman of Ajman Chamber of Commerce and industry, with the attendance of Salem Al Suwaidi, Director General of Ajman Chamber and members of the organizing Committee, have distributed the participation awards and certificates to sponsors and representatives in the Emirates Hospitality Center Hall. The ceremony was followed by a luncheon provided by the Department of tourism development.



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Press Conference

The press conference was held at Fairmont Hotel Ajman by the of his presence Mr. Nasser Al-Dhafri, Executive Director of planning & members support, Chairman of the Organizing Committee of the event, Eman Al Shamsi, Director of Member's support & CSR department, Vice President of the Organizing Committee and representatives of the sponsoring institutions and exhibition ' connections, Ajman Bank, University and City College and Al-Hikmah School ', journalists and media representatives. Mr. Nasser has praised the committee for being persistent to support the exhibition and organize it annually as a result of the increase growth in the education sector particularly inside Ajman and generally in U.A.E



Promotional campaign for the show

The promotional campaign accompanying the event has been on the show in various media as previously stated. In addition, the event was promoted through 40 lamppost in Ajman City and also 25000 flyers have been distributed enclosed with al-Waseet newspaper and was distributed to approximately one third of the Emirate of Ajman. Moreover, 24 flags were lifted in the Hall of the exhibition. Regarding digital media exhibition, it was promoted via Facebook ads and the campaign has reached an audience between 18000 to 24 000 people.

Recent Promotions on AETEX



Page Promotion
Completed

3,920
People Reached

97
Page Likes

AETEX Education & Training Event in AJMAN

Promoted by Abdul Rahman Hajjar on 02/05/20...



Boosted Post
Completed

2,506
People Reached

275
Post Engagements

..غرفة تجارة وصناعة عجمان معرض عجمان الدولي للتعليم والتدريب

Promoted by Abdul Rahman Hajjar on 02/04/20...



Website Promotion
Completed

26,401
People Reached

296
Website Clicks

<http://www.aetexint.com/>
AJMAN International Education & Training Exhib...

Promoted by Abdul Rahman Hajjar on 02/04/20...

AETEX 2018 Recommendations

- **Organize the events of Ajman exhibition for education and training in February or March of year 2018 in its sixth version, preferably not coincide with any other exhibition.**
- **Coordination with the Ministry of education concerning school invitations in advance and make sure that it does not coincide with the exams.**
- **we seek to increase the number of participants from inside and outside the U.A.E. up to 70 participants.**
- **Develop a promotional, media and advertising plan that we prepared in the hope that the number of visitors in the year 2018 reach more than 7000 visitors from U.A.E. State.**
- **Work on more effective plan to target a wider range of Ajman.**
- **Start to prepare for the show before 6 months from the date and put a plan for participants in the exhibition.**
- **Generate ideas on how to extend the visit after 2 pm to attract students and parents.**
- **Work to attract and share some supporting institutions such as Federations of Chambers of the GCC or any Union involvement can contribute in raising the contribution and the support for the show.**