



# TALEEM 2015 تعليم

International Exhibition & Conference for Higher Education for The Middle East

المعرض والمؤتمر الدولي للتعليم العالي لمنطقة الشرق الأوسط

2 - 4 November 2015 / Zara Expo - Amman - Jordan

## Event Profile



[www.taleem-expo.com](http://www.taleem-expo.com)



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## What is Taleem 2015

### The International Exhibition & Conference for Higher Education for The Middle East ( Taleem )

TA'LEEM 2015 is the first ever international Exhibition & Conference specialized in higher education for the Middle East region to take place in the capital of the Hashemite Kingdom of Jordan (Amman), this part of the greater Middle East often referred to as "the Levant". The main purpose behind conducting such event is to represent an important source of students seeking higher education at international universities in both programs; graduate and undergraduate not only for Jordan but for Iraq, Syria, Palestine and Lebanon as well. Iraq alone has more than 50,000 scholarships offered to Iraqi students for continuing their higher education abroad, while a similar number of competent students with financial means complete their secondary levels and bachelor degrees in Jordan, Syria, Lebanon, and Palestine each year.

TA'LEEM Exhibition & Conference will be held under the high patronage of H.E Prime Minister of Jordan and the official support of the Ministry of Higher Education & Scientific Research from 2 - 4 November 2015 at Zara Expo, a venue conveniently located near major hotel chains and within minutes from Amman's city center and main landmarks.

With so much going on in the region, political conflicts and security threats are nowhere near an end. Jordan, with its political stability and tightened security, stands out as the safe haven and the preferred venue for an event of such magnitude and importance. Amman's proximity by land and air makes it particularly convenient for thousands of students from Iraq, Syria, Palestine, and Lebanon to come and meet university's admission officers face to face and speed up application and acceptance procedures.

TA'LEEM Exhibition & Conference is designed to take place as a great help for thousands of academically capable students from the region; those who are in urgent need of securing an acceptance from reputable international universities and their affiliated institutions spread throughout the region itself.

TA'LEEM 2015 is forecasted to attract over 200 higher education institutions from around the world as well as Jordan's own reputable universities and specialized colleges.

### Exhibitors Profile

- International Universities & Colleges
- Master's & Doctorate (PHD) Providers
- Educational Services Providers
- Scholarship Providers
- Local / Regional Colleges & Universities
- Education Technology Products & Service Providers
- Higher Education Ministries of Different Countries
- Continuing Education Providers
- Distance and On-Line Education Learning Providers
- Career / Education Guidance Service Providers
- Student Recruitment Agencies
- National Agencies for promotion of Higher Education
- Government Bodies
- Embassies & Consulates
- Academic & Research Organizations

### Marketing Activities & Coverage

- Newspaper Advertisement (Jordan)
- Regional Newspaper Advertisement - Regional (Syria, Iraq, Palestine & Lebanon)
- TV Advertisement
- Radio Advertisement
- e-marketing (MMS) & On-Line Advertising
- e-news Websites
- Flyers Distribution
- SMS
- Social Media
- Major-News Websites (Banners)
- Press Releases & PR Campaign

### Visitors Profile

- Students & Higher Education Seekers
- School/Undergraduate / Postgraduate Students
- Academia Representatives (Vice-Chancellors/ Principals / Deans / Chairs of Governors / Directors/ Trustees)
- Educational Heads of Departments
- Teaching Professionals / Lecturers
- Parents
- School/ College/ University Counselors & Advisers
- Senior Academic Student Support Staff
- Education Consultants
- Providers of Educational Assessment Systems & Tests
- Service providers in Education Software
- Language Centers
- Research & Development Professionals
- Business Development/ Marketing Managers in the Corporate Sector with affiliated Services in Education & Development
- Government Representatives & Policy Makers
- Public / Private Sector Working Professionals
- Media
- General Public
- University Alumni Clubs

Exhibitors Private Presentations & OneZone Meetings Facilities

# MARKETING



## Jordan Market Facts & Figures

The higher education sector in Jordan plays a key remarkable role in the process of comprehensive development at various levels and areas. That is, during the last ten years (in the reign of His Majesty King Abdullah II), higher education in Jordan witnessed a significant progress in terms of the diversity of study programs, patterns of teaching and learning that control both the quality and quantity and expansion of higher education institutions.

In spite of the limited financial and human resources in the Kingdom, higher education lies within the priorities of the State as of the role it plays in promoting the economic, social and knowledge level of the Jordanian citizen

### Facts & Figures

- Around 200000 students are graduated every year
- Around 48000 students continued their higher education in Jordanian universities
- Around 25000 students continued their higher education outside Jordan
- The rest are either go to private institutes colleges & vocational education



## Regional Markets Facts & Figures Iraq - Syria - Palestine - Lebanon

In light of the current political instability in the region including Iraq, Syria, Palestine and Lebanon, organizers of Taleem -Jordan felt there is a crucial demand for undergraduate, postgraduate university degrees and diplomas, in various education specialty, in order to meet the request of numerous students numbers that are seeking to discuss the future of their higher education abroad.

Jordan, being an oasis of security and stability in the region, can be explored from all those willing to take advantage of this order. Moreover, Iraqi government has allocated a higher education initiative to offer 50,000 students who are willing to study abroad, and regional countries such as Syria, and Palestine are expected to send 20,000 and 10,000 students respectively, Lebanese students seeking higher education abroad exceeded 25000 students, bearing in mind that thousands of students from those countries are currently living in Jordan or studying at Jordanian schools and have been benefiting immensely from Jordan's accessibility from those countries in terms of entry visa facilitation, language & culture.



**Exhibition Venue & Floor Plan**

**Hall A**



**Hall B**



**Hall C**





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## Expected Countries to Participate



## The Conference



- Date : 2 Nov 2015
- Venue : Zara Auditorium - Grand Hyatt Amman Hotel - Zara Expo Building - Amman - Jordan
- Conference Agenda & Speakers to be announced soon

## Jordanian Pavilion

The Jordanian pavilion highlights the great attention Jordan has given to education in particular. The role played by a good education system has been significant in the development of Jordan from a predominantly agrarian to an industrialized nation. Jordan's education system ranks number one in the Arab World and is one of the highest in the developing world. UNESCO ranked Jordan's education system 18th worldwide. 20.5% of Jordan's total government expenditures goes to education compared to 2.5% in Turkey and 3.86% in Syria.

Promoting Jordan as the center of higher education in the Arab World; The pavilion would be a gold mine for all visitors interested on continuing their education or joining career trainings and education programs; access to higher education is open to holders of the General Secondary Education Certificate who can then apply to private community colleges, public community colleges or universities (public and private), certified Training & Education institutes and Academic Services bureaus. There are 10 public and 19 private universities and around 21 community colleges in Jordan, all are accredited and certified by the Jordanian Ministry of Higher Education and Scientific Research.





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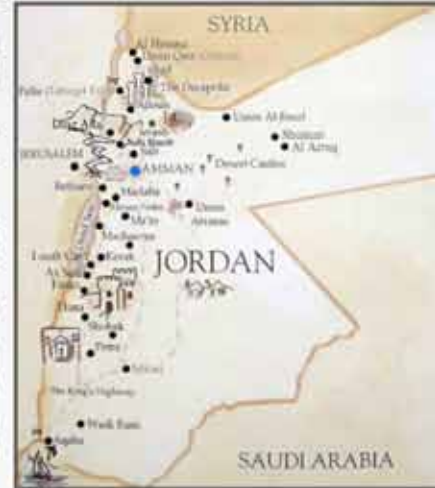
## About Jordan

Jordan was named after the famed river which flows from its northern tip, along its western border and into the Dead Sea. Situated at the junction of three continents, Jordan has developed in recent decades into a modern country that integrates ancient heritage and Middle Eastern hospitality with high standards of education and advanced communication technology.

Jordan presents an ideal gateway to the Middle East and the rest of the world. It shares borders with five countries, Iraq, Syria, Saudi Arabia, Israel and the Palestine National Authority. The multi-border characteristic of Jordan reinforces its accessibility.

The Kingdom's terrain extends to approximately 90,000 sq.km, providing a diverse range of landscapes. The Badia plains lie to the east with hills and mountains in the center while the fertile rift valley cleaves the length of the country forming a natural boundary to the west along which the River Jordan flows and converges into the Dead Sea, the lowest point on earth. The port of Aqaba, at the southern tip of the Kingdom gives Jordan an access to the Red Sea.

The country shares with its neighbors the climate of the Eastern Mediterranean. Amman, the capital of Jordan enjoys sunny, cloudless weather from May to early November, with warm days and cool evenings. Rain falls regularly between late November and early April, while Aqaba and the Jordan Valley are frequented winter resorts. Jordan's population made up of a mixture of Muslims and Christians. Arabic is the official language but English is widely spoken.



### Petra



Was chosen as one of the New Seven Wonders of the World in 2007, it is now the most famous symbol of Jordan as well as its most visited tourism attraction. Petra is half-built, half-carved into the rock, and is surrounded by mountains riddled with passages and gorges. It is one of the world's most famous archaeological sites, where ancient Eastern traditions blend with Hellenistic architecture.

### Jerash



Is considered one of the most important and best preserved Roman cities in the Near East. It was a city of the Decapolis. It is a Greco-Roman ruined city located 80 miles north of Amman. The impressive, beautifully preserved ruins of Jerash include places of worship and other buildings from the Hellenistic, Roman, Byzantine and early Muslim periods.

### Bethany



Beyond the Jordan River has long been identified as the spot where John the Baptist baptized Jesus Christ, thus marking the beginning of Jesus' mission and the beginning of Christianity. This Holy Place & surrounding areas were designated by the Vatican, a millennium 2000 pilgrimage site and declared to be one of the three holiest Christian sites in the world.

### Madaba & Mount Nebo



Also known as "The City of Mosaics", Madaba has been intermittently inhabited for nearly 3,500 years. A chance to see a wonderfully vivid, sixth-century Byzantine mosaic map, sheltered in St. George Church and showing Jerusalem and the Holy Land. Ten minutes drive to the west, you will visit the most revered site in Jordan: Mount Nebo, the memorial of Moses and the presumed site of the prophet's death and burial place.

### Dead Sea



One of the most spectacular natural and spiritual landscapes in the whole world, it is the lowest body of water on earth, the lowest point on earth, and the world's richest source of natural salts, hiding wonderful treasures that accumulated throughout thousands of years.

### Wadi Rum's



Beauty can only be described as breathtaking. One of Jordan's main tourist attractions, the area is spotted with fascinating sandstone mountains decorated with an array of colors. The magnificent colors of the mountains spill into the sand dunes scattered all over the reserve.

### Aqaba



The coastal city of Aqaba communicates to the visitor both its striking beauty and grace. Touching the Red Sea, there are a series of peaceful mountains and a vibrant desert reflecting onto the clear blue waters.

