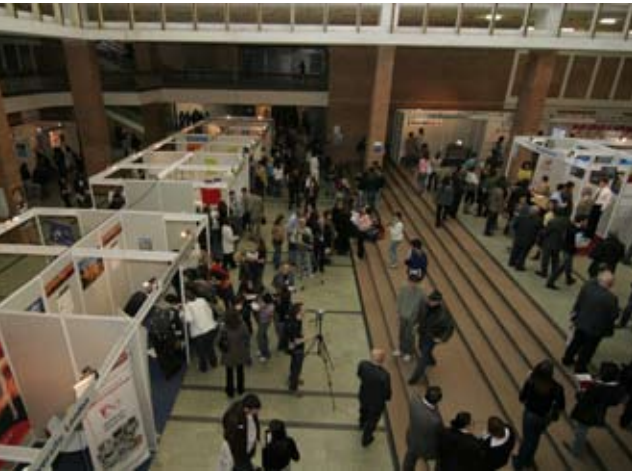


ROMANIAN INTERNATIONAL UNIVERSITY FAIR
2nd EDITION

Post-Exhibition Report

Exhibition Profile



A vital part of the rapidly changing landscape of the Romanian society, the higher education system is currently going through a series of transformations required mostly by external forces, offering lots of opportunities for those academic institutions that are better than their peers at the game of change. For Romanian universities, mandatory reforms under the Bologna process and increasing competition from international programs recruiting the brightest Romanian students are the new realities of the higher education system. Aware of these challenges, more than 1,3 million high school and university students need adequate tools to guide their search and choice of higher education institutions, essential for their academic and professional careers.

RIUF – the ROMANIAN INTERNATIONAL UNIVERSITY FAIR – offers exhibitors the opportunities to present their offers to the brightest and most motivated Romanian students. At the same time, it strives to inform and teach the potential students about the particular features of educational systems in different countries and the best practices in the application process.

As the only annual event in Romania focusing on higher education and with extraordinary attention given to the individual needs of the participants*, RIUF is a unique marketing opportunity for institutions interested to tap into the potential of the Romanian market. RIUF is organized in Bucharest by EDUCATIVA (www.educativa.ro) - a group of educational companies and non-governmental organizations.

The 2nd edition of RIUF took place on April 1-2, 2006. Over 4,500 visitors from Romania and Moldova were present at the fair and received information and advice from the fair's 74 exhibitors from 18 countries. More than 1,500 visitors also attended 46 seminars held by university representatives, professional education counsellors and Romanian students & graduates of international universities.

RIUF 2006 gathered an extraordinary support from numerous partners. We are especially thankful to: the German Academic Exchange Service (DAAD), the British Council, Agence Universitaire de la Francophonie and the French Embassy, the Dutch Embassy, the "Romanian Government" Special Scholarship, the Romanian Ministry of Foreign Affairs, Junior Achievement Romania, the Romanian Association for Social Education, DELTA Cultural Foundation. The International Advisory Committee for RIUF 2006 was chaired by Mr. James Rosapepe – US Ambassador to Romania (1997-2001).

Each year, the organizers of RIUF make special efforts to keep as low as possible the participation fee. This is possible only thanks to the support we receive from our corporate partners. The main financial partner of RIUF 2006 was Gregory's Romania. Sponsors of the fair were: Raiffeisen Bank Romania, S&T Romania. Other companies that supported the event were: APT Resources & Services, Ericsson Telecommunications Romania, Baker Tilly Klitou and Partners, Fresenius Medical Care.

** - a highly praised staff of ~60 volunteers do their best to accommodate the requirements of both exhibitors and visitors*

Promotional Activities & Media Coverage

Promotional, Advertising and Public Relation tools

The campaign deployed with the help of our media partners consisted of:

- **14 large ads in the main national newspaper** – “Evenimentul Zilei”, in the only magazine dedicated to HR/Personal Development/Career Opportunities – “Carriere” and in the main Bucharest time-out magazine – “Sapte Seri”
- **1,100,000+ Online Banners** on several of the main Romanian general and business news websites - *www.9am.ro*, *www.wall-street.ro* and *www.evz.ro*, on the main job search website - *www.ejobs.ro* and on several of the main websites built for high-school and university students - *www.calificativ.ro*, *www.clasa.ro*, *www.studentie.ro*.
- **News and Banners inserts** in several online newsletters: *www.ejobs.ro*, *www.wall-street.ro*, *www.pontweb.ro*

In addition, we also used:

- **5 Press releases**
- **Several Announcements and promotional messages** on 18 online discussion lists and community groups with readers/subscribers ranging such as journalists, high-school and university students, education professionals, youths interested in study abroad etc
- **Direct promotion** to about 1,500 students of the best Romanian high-schools and universities during EDUCATIVA Tour
- **2,000 posters** and **30,000 flyers**
- **Direct mail** to more than 5,000 persons interested in studying abroad
- **A media-kit** that was sent to more than 200 journalists covering education, culture, social issues/events for media agencies, TV stations, various mainstream media websites and portals, blogs etc.

The media-kit, that was further used to document the editorial products of the above mentioned, consisted of a series of articles on the topic of international studies: differences between Romanian and educational systems, How-To guide for applying to an international university, resources and links on institutions that can advise young people on international opportunities, interviews with Romanian students and graduates of international studies.

Our objective was to give potential students the basic information about studying abroad and educate them about how to make the best use of the interaction time they get with representatives of educational institutions.

Campaign Results

- 20 news, editorials and interviews in the main national newspapers and magazine
- 11 news, interviews with the organizers and shows where they were guests, on all the main TV channels: ProTV, Antena1, Antena3, Realitatea TV, TVR1, TVR2, TVR Cultural, TVR International, Flux TV
- 11 news and interviews with the organizers on the main radio stations: Radio 21, Radio City FM, Radio Bucharest, Radio Romania Actualitati, Radio Romania Cultural, Radio Romantic, Radio Europa FM
- Hundreds of news and articles on tens of different websites and blogs
- and of course....4,500 visitors at the fair



Exhibitors

**74 Exhibitors****45 International****29 Romanian****1400 Sq. m. exhibition area****18 Participating countries**

Of the 74 exhibitors present at RIUF 2006, 54 were universities & other academic institutions, 8 were non-governmental organizations and representatives of other educational systems such as British Council, DAAD etc and 12 were other types of participants: educational agents and study-abroad consulting services, scholarship providers, distributors of educational materials, HR companies, media partners and sponsors.

53 institutions presented undergraduate programs, 53 institutions presented graduate and post-graduate programs, 8 institutions presented information and consulting services.

International exhibitors came from: Australia, Austria, Bulgaria, Canada, Cyprus, France, Germany, Greece, Great Britain, Hungary, the Netherlands, Norway, Romania, Slovakia, Spain, Switzerland, Turkey, USA.

Testimonials from the exhibitors of the fair and their feedback on the participation at RIUF 2006 are available in the Results section of this report.

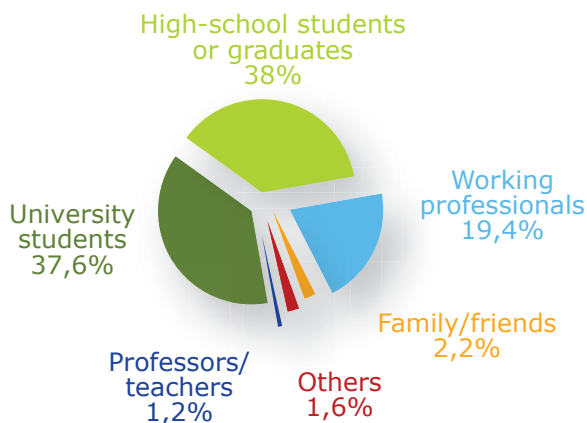


Visitors

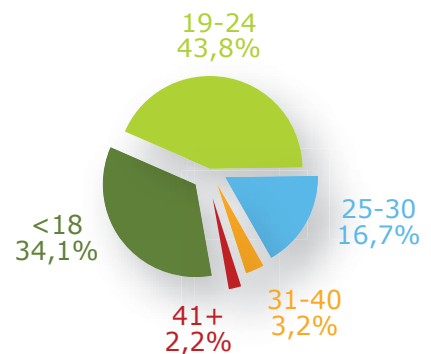
More than 4,500 visitors attended RIUF 2006, interested to gather information on studies abroad, meet and interact with the representatives of international academic institutions and learn from the experiences of other young Romanians that are already students or graduates of prestigious institutions all over the world.

As the only event focused on international higher education, RIUF attracted visitors from all over the country: 46% were from outside Bucharest, most of them from the larger Romanian cities: Timisoara, Iasi, Cluj, Constanta.

Visitors: Occupation



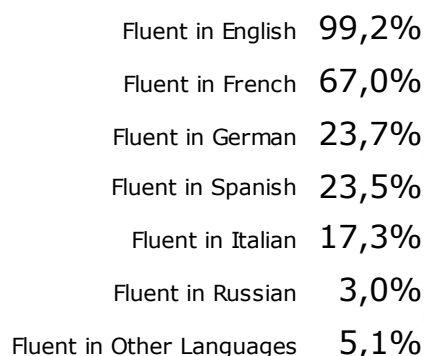
Visitors: Age



Aim of visit/ objectives*



Languages spoken by visitors*



*multiple answers possible



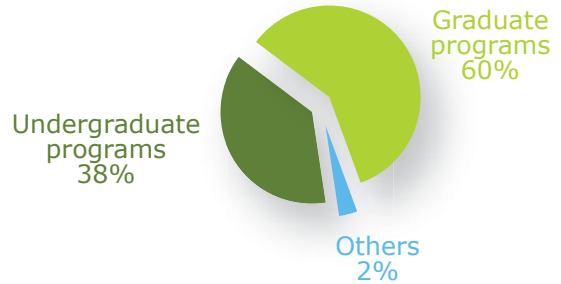
Visitors

Asked to comment upon the level of knowledge that young Romanians have about studying abroad, 60,8% of the exhibitors said that the visitors are well informed or above average, 15,7% said they needed more information and 23,5% were reluctant to evaluate them as a group.

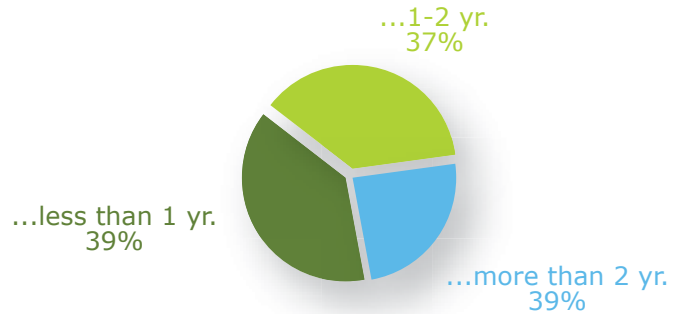
Further analysis of the databases shows that:

- More than 25% of the visitors have already taken standardized tests such as: SAT, GMAT, TOEFL and others – quite remarkably if one considers that none of these tests are required by Romanian academic institutions.
- 59% of the visitors rely on personal funding and bank loans to pay for their studies
- 89% of the visitors plan to study abroad and 11% wish to continue their studies in Romania. Of those that plan to study abroad, more than 70% plan to come back in Romania in less than 5 years after graduating their studies and about 30% are interested to pursue an international career.

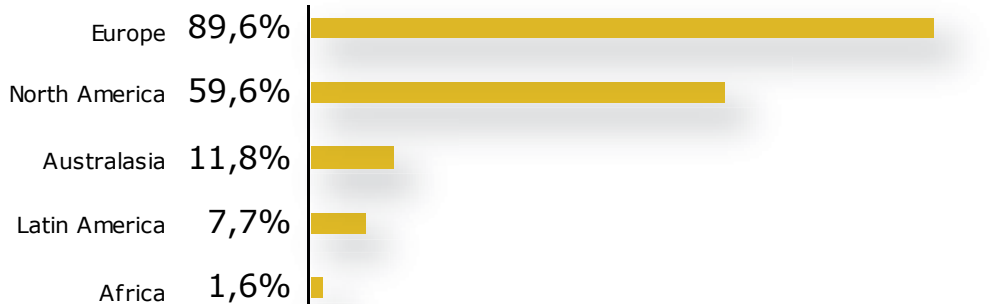
Areas of interest



I plan to study abroad in...



Favorite destination for studying abroad*



*multiple answers possible

Seminars Programme

One of the main requirements of both exhibitors and visitors of the first edition of RIUF was to provide more opportunities to explore in depth the topics of interest. As such, at RIUF 2006 we were able to organize no less than 46 seminars during the two days of the fair, attended by more than 1,500 visitors. The **topics** covered:

- Broad presentations of foreign educational systems: British, German, French, US, Dutch.
- A panel of Success Stories of Romanians attending international universities and sharing their advice and tips&tricks
- Presentations of the information and consulting services offered by some of the exhibiting institutions to young Romanians interested to study abroad
- Special presentations of some of the universities and graduate programs present at the fair

The **speakers** were:

- Representatives of the British Council, the US Fulbright Commission, Agence Universitaire de la Francophonie, the Dutch Embassy, the "Romanian Government" Special Scholarship programme
- Romanian students & graduates of international universities: Harvard University, Stanford University, Pepperdine University, Wesleyan University, Birmingham University, Politecnico de Milano, Cass Business School
- Professional study abroad consultants: Bridge-Study
- NGOs – promoters of various exchange, internship and scholarship programmes: AIESEC, DELTA Cultural Foundation
- Representatives of various universities and graduate programs: CEU Business School, Bocconi, Pace University, Keele University, the American University of Paris, Cyprus College, the Open University Business School, Trinity International Hospitality Studies etc
- Recruiters for various companies: Raiffeisen Bank, APT Resources and Services

All speakers were given 1 hour time slots with 30 minutes breaks, allowing for easy and access to and from the seminar rooms. The presentations were promoted in the orientation materials received by all visitors and were also announced through the general sound system.

All the presentations were hosted by large seminar rooms provided by our host – the Bucharest Polytechnic University. Sound and video systems were provided where necessary.

Feedback from both exhibitors and visitors shows that the organizing team managed to reach its **objectives** of:

- Substantially increasing the general knowledge young Romanians have about the experience of studying abroad and
- Facilitate their understanding the realities and prerequisites of applying to an international university
- Offering potential students the information needed to the make the best applications of their natural potential



Results / Response

RIUF 2006 recorded an increase in the overall quality of the event, meeting most of the expectations of the exhibitors, visitors and organizers and thus starting to grow its own tradition. The extraordinary support attracted by the event creates the premises for continuous future developments and commands greater efficiency in meeting every stakeholder's objectives: exhibitors, visitors, partners of the event and organizers.

Visitors noticed the increased number of programs present at the fair and were also especially glad that access to relevant presentations was no longer a problem because of the larger array of seminars. The more generous exhibition area also made less likely the crowding factor that prevented many visitors of the first edition to approach the institution of interest.

Exhibitors were visibly impressed, again, by the proficiency of young Romanians on foreign languages, and, as an improvement of 2006 edition, the changed profile of the visitors: informed, more focused, with specific questions and many already knowledgeable about the application process of several of the institutions present at the fair. The work of the organizers was graded on a scale from 1 (Best) to 5 (Worst) in 4 main areas: General Organization, Support Services from the Staff, Location and Food & Facilities. We were glad to see that the efforts of a team with a median age barely above 20 were rewarded with the marks of 1,80 and respectively 2,10. We have also understood the slight "critique" of the Location and respectively, Food & Facilities. As such, the 3rd edition of the fair will take place in a new exhibition area and the food services will be provided by a different catering company.

Asked about the efficiency of the event for recruitment purposes, this is what some of the exhibitors had to say:

"Wonderful! One of our best events of the recruiting season"

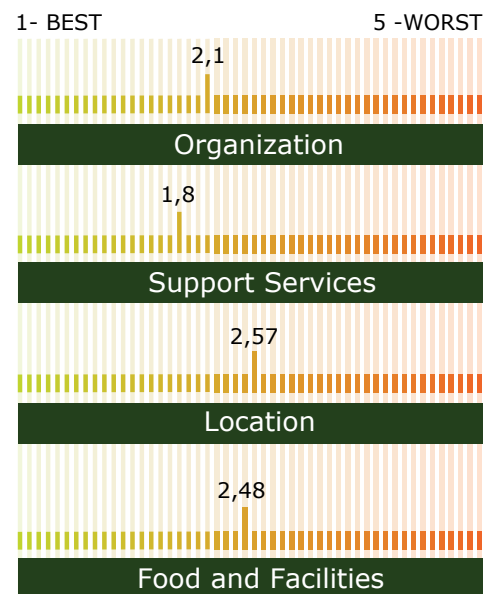
Oliver Olson, MBA Program Director, CEU Business School;

"Very satisfied with the interest in both undergraduate and postgraduate courses"

Katerina Stoklaskova, International Administrator, Buckinghamshire Business School.

To improve our services to exhibitors, we asked in a feedback form for an overall evaluation of the fair. This is what *Amanda Williams, International Representative of Pace University* had to say:

"Very good recruitment service. Excellent students. Fair organizers were wonderful. The organized cocktail was wonderful! Worth every penny! I will be back next year."





RIUF 2007 / Contacts

The 3rd edition of the ROMANIAN INTERNATIONAL UNIVERSITY FAIR will take place in spring 2007, most probably on 10-11th of March (the date and location are subject to further confirmation).

We aim to increase the number of exhibitors to more than 100 and, through additional promotional means to our traditional mix, attract more than 6,000 visitors from Romania and other countries from Eastern Europe.

If you would like to receive an Exhibitors Information Package when it becomes available (September – October 2006) please send as an email at

office@riuf.ro

or

call +4.0745.024.469.

Meanwhile, we invite you to explore the photo and video galleries available on www.riuf.ro, documenting the past editions of the event.

If you have further questions about RIUF or would like to learn more about the Romanian education market please contact us at your earliest convenience. We'll be happy to help you!

