

POST EVENT REPORT

3 editions:

Bucharest, Timisoara, Iasi

15,000 Visitors

High-School & Undergraduate Students
Young Working Professionals
Teachers, Counsellors, Family &
Friends
Rectors & Deans

130+ Exhibitors

Universities / Colleges
Master & MBA Programs
Language Courses
Professional Education
Financial Institutions
Student Organizations



RIUF 2009

Spring:

Bucharest - 14-15th MAR

Iasi - 17th MAR

Timișoara - 19th MAR

Fall:

Bucharest: 17-18th OCT

RIUF 2008 – Event Summary

The 4th edition of the ROMANIAN INTERNATIONAL UNIVERSITY FAIR – RIUF organized by EDUCATIVA was a great success, achieving record attendance from both exhibitors and visitors and thus remaining the event of choice for all those interested in the Romanian higher education market. 2008 was an important year for RIUF as, after the traditional edition in Bucharest (March 15th and 16th), we organized the event in two very important cities in the Western and Eastern parts of Romania: Timisoara (March 19th), respectively Iasi (March 21st). Almost every major city in Romania is now within 200 km from one of the locations. The success of the two regional editions demonstrates there is a large and growing interest for information about study-abroad opportunities and also shows that Romania starts to become a mature market for higher education institutions interested in international students.

The three editions attracted 15,000 visitors in 2008, representing an increase of 50% over the 2007 attendance and a remarkable 100% increase since 2005. The number of exhibitors (132) and the variety of their offers also boomed. One of the most important reasons that led to an important increase in the number of exhibiting European universities is that tuition fees are now more accessible to a larger number of potential students: 1) public institution fees are the same for Romanian students as for home students and 2) due to the past 8 years of economic growth (in 2008 8.8% increase in GDP) there are more and more families able to afford private institution fees.

Highlights of RIUF 2008:

- More group participations, some of them organized with the contribution of prestigious institutions: UK Pavilion, French Pavilion – with the help of Campus France, German Language pavilion – with the help of DAAD and OEAD, the Netherlands Pavilion.
- First ever SPOT Admissions – 50+ applicants admitted on the spot during RIUF – more details in the Presentations, Seminars and Spot-Admissions section of this report
- Changes in the general profile of the visitors (more informed, more focused, with specific questions and many already knowledgeable about the application process of several of the institutions present at the fair) were noticed by exhibitors that attended previous editions of RIUF. This is due mainly to better media coverage in national and local newspapers and magazines with articles meant to inform and help prepare young Romanians for their visit at RIUF. New exhibitors continue to be visibly impressed by the proficiency of young Romanians in foreign languages.
- Many exhibitors develop and improve the efficiency of their activities at the fair. Having adapted to the Romanian families specifics of decision making on studying abroad, a number of universities are now in the position of capitalizing on the contacts they have made in the previous editions – with students that they have enticed previously and that now have submitted applications. Some are leveraging their past recruitment successes, by bringing along in their team current Romanian students that were accepted in the previous years. Others are finding the right mix of direct efforts and working with agents for promotional activities.

Exhibitors' feedback:
General organization



POST EVENT REPORT

Page 2: EVENT SUMMARY

“Definitely worth going, but
bring a lot of materials!”

Merel van der Wal,
Radboud University

“Very worthwhile in terms of
value for money!”

John Mellor
University of Bradford

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■ Increasingly important presence of agents: at least 5 universities were represented by their Romanian agents. This was also the first year of activity for EDMUNDO – the marketing, recruitment and counselling agency of EDUCATIVA

■ Competition between exhibitors becomes more intense, with several institutions offering the same type of studies / coming from the same region – Ex: tourism programs in Switzerland or MBA programs in Greece.

■ 2,400 visitors attended 48 Seminars, Workshops and Private Presentations held by university representatives, professional education counselors and Romanian students & graduates of international universities

In the next pages you will find detailed information about the **Promotional Activities** we employed for the fair and their efficiency; the **Exhibitors** - their contribution to the event and their evaluation of the fair's success and the **Seminars, Workshops and Spot-Admissions** that help exhibitors to leverage their presence and visitors to better prepare themselves. You will also find basic information about **RIUF 2009**.

This year we would like to extend our special thanks to Mr. Mike Costache and Rockstar Energy Drink. With their material support we managed to survey 5,600 of our **Visitors** and thus we are able to tell you more about their background, interests, plans and other insights.

To learn more about RIUF we encourage you to explore www.riuf.ro, the official website of the event, documenting its past editions and keeping you up-to-date with what's to come.

Each year, as organizers of RIUF, we make special efforts to understand the needs of our partners and clients, to learn from previous mistakes and do what is needed to improve our event. Your opinions and suggestions are always welcomed.

RIUF is the main project of EDUCATIVA but only one of many. To find out more about what we do for Romanian youth and for institutions that target them we invite you to read the last page of this document and browse our website www.educativa.ro.

If you would like to become involved with this special event or with other initiatives we have for the youth of Romania or if you need help with you activities focused on the Romanian educational market, I encourage you to contact us. We would be more than happy to discuss how we can work together.

Best Regards,

Alexandru Ghita
President
EDUCATIVA Group



POST EVENT REPORT

Page 3:
EVENT
SUMMARY
cont'd

"It's one of my *favorite fairs*"
Ita O'Callaghan
Ecole Hôtelière de Lausanne

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Promotional, Advertising and Public Relation tools used in 2008

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

- Ads in the main national and regional newspapers and magazines
- Radio spots on the main national youth radio station
- TV spots on the main regional TV stations
- Online Banners on several of the main Romanian websites – leaders in their categories: general and business news, jobs, information, community and fun for high-school and university students, local portals
- News and Banners inserts in the top press-releases feed for professional communicators
- A detailed list of our partners is available on the website of the event – www.riuf.ro

In addition, we also used:

- 5 Press releases distributed on all media feeds (10 news agencies and another 3 online news distribution services) and directly to more than 200 journalists and specialist focused on education issues
- Several Announcements and promotional messages on more than 250 online discussion lists and community groups with readers/subscribers ranging from youths interested in study abroad, high-school and university students, to education professionals, journalists and so on
- Direct promotion to about 5,000 students of the best Romanian high-schools and universities
- 4,500 posters and 75,000 flyers
- Direct mail to more than 12,000 persons interested to receive information about studying abroad

Results of the promotional campaign

- Google score for “RIUF 2008” – more than 30,000 references
- 45 news, editorials and interviews in the main national newspapers and magazine
- 15 news, interviews and shows, on all the main TV channels: ProTV, Antena1, Antena3, Realitatea TV, TVR1, TVR2, TVR Cultural, TVR International and on several regional / local TV Stations
- Live transmissions by all the national TV stations
- More than 20 news and interviews on the main national radio stations: 21, România Internațional, București, România Actualități, Mix FM, România Cultural, Romantic, Europa FM, Delta RFI, Guerrilla, Total
- Hundreds of news and articles on tens of different websites and blogs
- Increased traffic on the event’s website – 30,000+ unique visitors and 50,000+ visits
- and of course....15,000 visitors at the fair – 50% more than estimated

MORE for 2009!

Learning from the above, the media campaign for RIUF 2009 will build on the effective mechanisms of the previous campaigns and will focus on three performance-improving areas:

- Expand the direct promotion campaign taking place in high-schools and universities – we will have presentations in more than 70% of the best institutions on a 150 km radius area around each location and will use posters and flyers in more than 1,000 spots.
- Develop the partnership relationships with bloggers and local media channels (newspapers, radios etc), especially taking into consideration the impact that the regional editions of the fair will have on the local communities
- Start the promotional efforts earlier in the year, to allow more time for word-of-mouth advertising



POST EVENT REPORT

Page 4:
PROMOTIONAL
ACTIVITIES
&
MEDIA
COVERAGE

72%
of the visitors learned about
the event through at least
two different media channels.

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Exhibitors

The increasing number of exhibitors (132) and their feedback after the event confirms that RIUF is the solution of choice for those institutions interested in a national coverage but with limited time available and for whom the return on investment is very important.

RIUF benefits from its association with prestigious institutions representing important European educational systems (Campus France, DAAD and OEAD), our partners in organizing group participation and country pavilions.

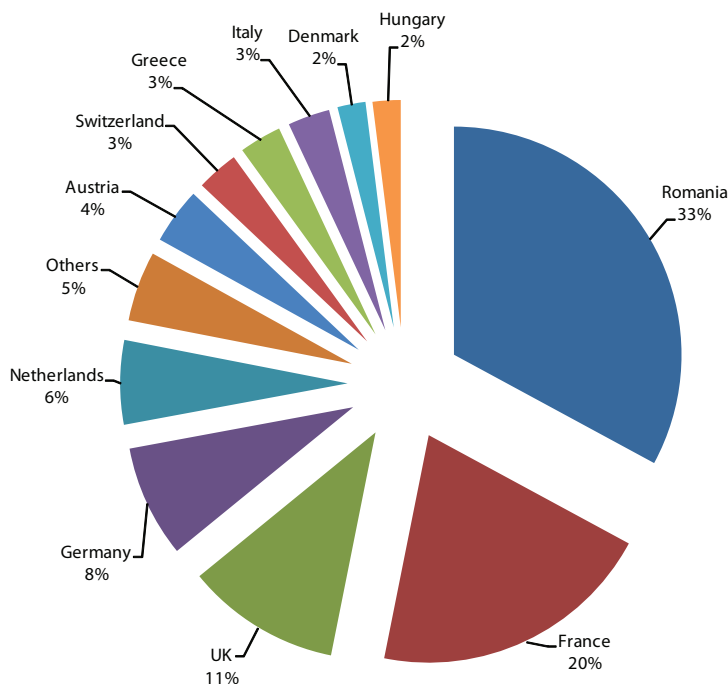
As the three national editions increase the accessibility of the event for local/regional visitors and consequently their interest for the event, an increasingly diverse array of private and public, international, Romanian and regional institutions are interested in participating: 101 Universities and Business Schools; 11 Language schools and providers of professional education; 20 others: governmental and non-governmental organizations, financing institutions, agents etc. The entire list is available on the next page.

Exhibitors / International / Romanian / Countries

Total	132	88	44	17
Bucharest	113	85	28	17
Timișoara	53	33	20	12
Iași	34	19	15	14

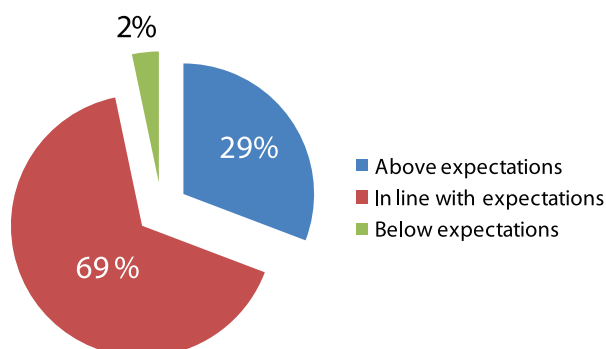
Country representation RIUF 2008

*Others: USA; Norway; Monaco; Malta; Estonia; Bulgaria



Exhibitor satisfaction

90% of the exhibitors gave us feedback and rated their satisfaction with the event and the organizing team. This is what they say:



Bucharest edition highlights:

- Special country pavilions
- French Pavilion – 26 institutions
- United Kingdom Pavilion – 15 institutions
- German Language Pavilion – 14 institutions: 9 German & 5 Austrian
- The Netherlands Pavilion – 8 institutions

Other editions highlights

- First ever International University Fair in the West and East part of the country
- Acknowledged as great potential markets by the exhibitors

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Austria

Campus 02 University of Applied Sciences
Diplomatische Akademie Wien
OEAD-Welcome in Austria
Student Intelligence - Your Partner for Romania
Webster University

Bulgaria

International University College

Denmark

Aarhus School of Business, University of Aarhus
Professional Higher Education in Denmark
VIA University College Denmark

Estonia

Study in Estonia

France

3iL Limoges
Agence universitaire de la Francophonie
Ambassade de France en Roumanie
Bucharest Business School Groupe ESA Paris
C.I.E.L. de Brest
CampusFrance
CERAM Business School
EM Lyon - Ecole de Management de Lyon
EPF Ecole d'ingénieurs - Sceaux
ESCP EAP Paris
ESIGELEC Rouen
Euromed Marseille - Ecole de Management
Formations francophones en Roumanie
Groupe HEC Paris
INSA Lyon
Institut Supérieur d'Agriculture - Lille
Institut TELECOM
Istituto Marangoni Paris
IUP Management Clermont Ferrand
Pôle Universitaire Européen de Strasbourg
Reims Management School
Sciences Po - Paris
The American University of Paris
Université d'Orléans
Université Jean Monnet - Saint Etienne
Université Montesquieu - Bordeaux 4
UT Belfort-Montbéliard

Germany

Centrul Cultural German si Consulatul Germaniei
Esslingen - University of Applied Sciences
Globe Business College Munich
International University in Germany
Jacobs University Bremen
Murmman School of Global Management and Economics
Serviciul German de Schimb Academic (DAAD)
Study in Baden-Wuerttemberg, Germany
TU Bergakademie Freiberg
Universitaet Freiburg

Greece

Alpine Center & DCT Swiss Business School
American College of Thessaloniki
CITY - University of Sheffield
TRINITY International School of Tourism Management

Hungary

Central European University
CEU Business School

Italy

Accademia della Moda
Istituto Europeo di Design
Politecnico di Milano University
Universita Bocconi, Milan Italy

Malta

Skylark School of English - Malta

Monaco

International University of Monaco

Netherlands

INHOLLAND University of Applied Sciences
Life Sciences at UMC St. Radboud Nijmegen
Radboud University Nijmegen School of Management
Saxion Universities of Applied Sciences
The Hague University
University of Amsterdam
University of Groningen
Utrecht University

Norway

BI Norwegian School of Management

Romania

AB Plus
Academia de Studii Economice din Bucuresti
ACCA
AIESEC
American Hospitality Academy
ASEBUSS Business School Bucharest
Babel Center
Best
Bridge-Study
Callpoint
CODECS OU Business School
Conventia Organizatiilor Studentesti din Politehnica
Directia Formare, Perfectionare Profesionala si Consultanta
Dragan European University
EDMUNDO/EDUCATIVA
Fundatia "Equalis"
Fundatia Dinu Patriciu
Fundatia EUROED
Gr. T. Popa University of Medicine and Pharmacy - Iasi
International Education Center
JCI Romania - Bucuresti
OSUT
Road Language Centre
ROCKSTAR
Romanian-American University
Spiru Haret University
StudentCV.ro
Studentie.ro
Tiffin University - Executive MBA
Top Line Management
Univ. St. Agricole si Medicina Veterinara - Timisoara
Universitatea "Eftimie Murgu" din Resita
Universitatea "Mihail Kogalniceanu" Iasi
Universitatea "Ovidius" din Constanta
Universitatea "Petre Andrei" din Iasi
Universitatea "Petre Andrei" Iasi
Universitatea "Politehnica" din Timisoara
Universitatea "Stefan cel Mare" din Suceava
Universitatea Crestina "Dimitrie Cantemir"
Universitatea de Vest "Vasile Goldis" din Arad
Universitatea de Vest din Timisoara
Universitatea Tehnica "Gh. Asachi" din Iasi
University of Bucharest
VIP



POST EVENT REPORT

Page 6:
LIST OF
EXHIBITORS

Exhibitors' answer to:
How probable is your participation
in RIUF 2009?

4.3

1 2 3 4 5

WILL NOT
COME

WILL DEFINITELY
COME

Switzerland

César Ritz Colleges Switzerland
HTMI
IMI Hotel Management Institute Elvetia
Swiss Education Group

UK

Canterbury C. C. University
Coventry University
EVS Norman Consulting
Huron University
Middlesex University London
Regent's College London, UK
Richmond University in London
University of Bedfordshire
University of Bradford, UK
University of Central Lancashire
University of Essex
University of Kent Canterbury, UK
University of Portsmouth
University of Worcester, UK

USA

Harvard University
Pepperdine University

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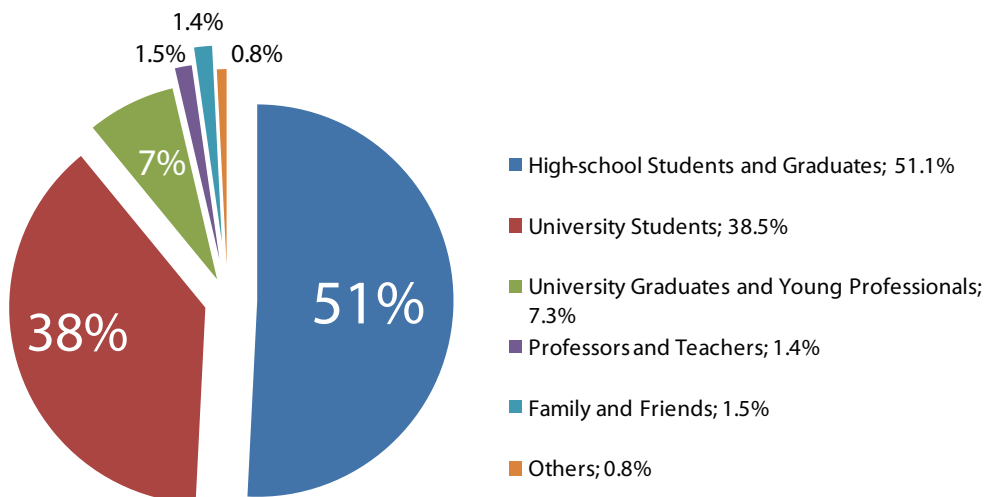
Visitors

As the only Romanian event focused on international higher education, RIUF attracts visitors from all over the country. Almost 15,000 visitors* attended all three editions of RIUF 2008, interested to gather information on studies abroad, to meet and interact with the representatives of international higher education institutions and learn from the experiences of other Romanians that are already graduates or students of prestigious academic institutions all over the world. The number of visitors increased by more than 50% compared to 2007, mainly because of the two new editions in Timisoara and Iasi. The audience of the two new editions exceeded the organizers' expectations by more than 50%: Timisoara welcomed 3,700 visitors* and Iasi saw 3,400 visitors*. Bucharest attracted 9,000 visitors*, almost on par with last year's edition.

In order to better understand the needs of this category of customers and to offer you reliable data, we have surveyed about 40% of the visitors. Below you will find a series of quantitative indicators and other insights derived from this analysis.

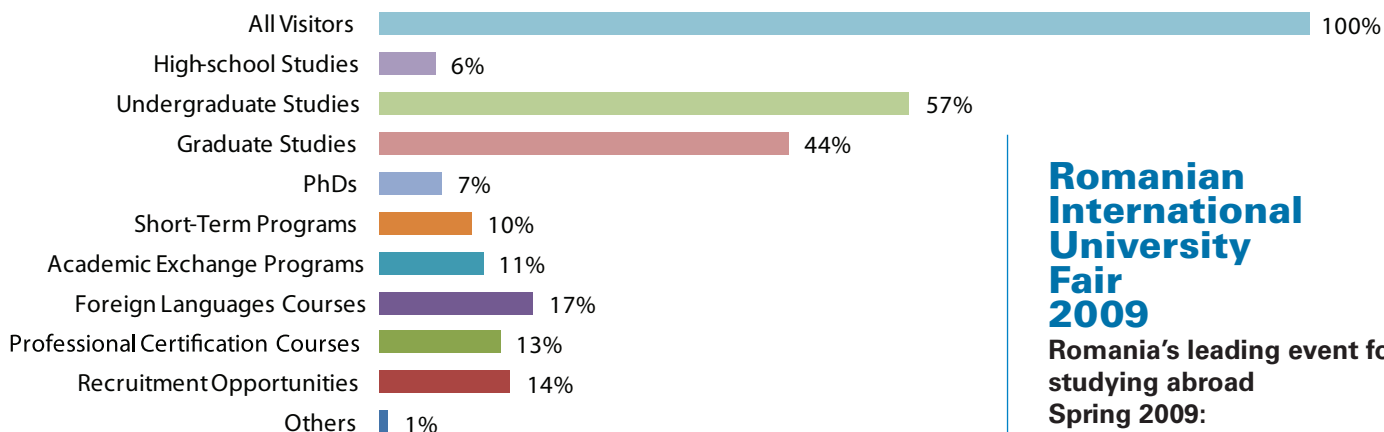
**figures based on actual ticket sales*

Who are the visitors...



...and what are they interested in?

(multiple answers possible)



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Page 7: VISITORS

The number of visitors increased by more than

50%

compared to 2007.

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