RIUF

Post Event Report

The Romanian International University Fair
2012 – 2013 academic year

www.riuf.ro

EDUCATIVA

Autumn Edition 2012

3 fair days
2 cities
71 exhibitors
7.400 visitors

Spring Edition 2013

4 fair days
3 cities
115 exhibitors
7.700 visitors

Definitely the best fair in Eastern Europe!
Oliver Schmidt, Baden-Württemberg International

01

Event Summary

RIUF, the Romanian International University Fair, hosted its 11th and 12th editions during the 2012 – 2013 academic year. 122 international exhibitors from 21 countries have benefited from this recruitment opportunity, having reached out to thousands of potential Romanian students within the Autumn Edition of RIUF 2012 and the Spring Edition of RIUF 2013. More than 15.000 academically valuable high school and university students, recent graduates and young professionals challenged exhibitors not only by attending the event in such a high number, but also with out of the box questions.

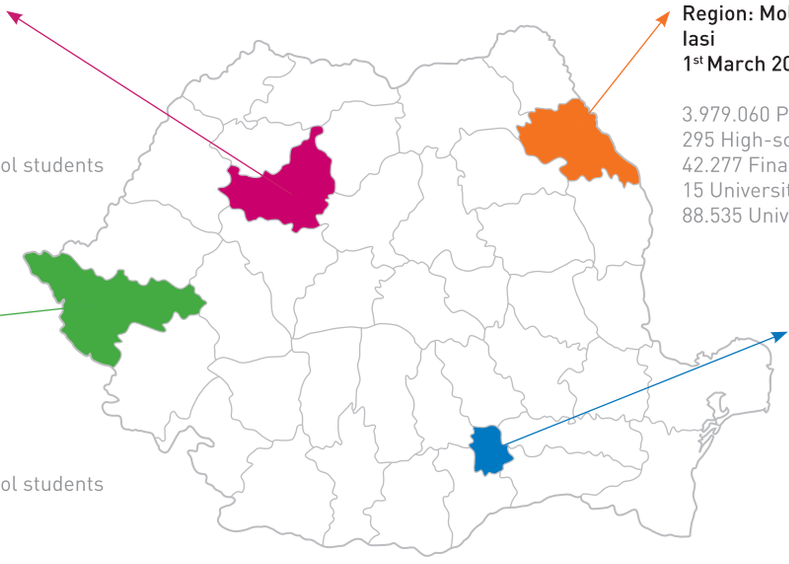
The 4 locations of RIUF cover all the Romanian student market, with more than 90% of all the medium and large urban areas strategically being within 200 km of either of them.

Cluj-Napoca
Region: Transylvania
23rd October 2012

3.729.843 People
336 High-schools
39.218 Final year high-school students
25 Universities
103.764 University students

Region: Moldova
Iasi
1st March 2013

3.979.060 People
295 High-schools
42.277 Final year high-school students
15 Universities
88.535 University students



Region: Banat
Timisoara
19th March 2013

2.318.187 People
204 High-schools
20.266 Final year high-school students
16 Universities
61.483 University students

Region: Muntenia
Bucharest
20th – 21st October 2012
16th – 17th March 2013

8.710.877 People
591 High-schools
58.895 Final year high-school students
46 Universities
431.068 University students

WHAT RECOMMENDS RIUF AS THE LEADING RECRUITMENT EVENT NOT ONLY IN ROMANIA, BUT ALSO IN SOUTH-EASTERN EUROPE?

- **The great number of visitors** participating in the event

More than 15.000 students have attended RIUF during the 2012 – 2013 academic year

- **The quality of the visitors** attending the fair (we specifically invest in educating the market about the essentials of studying abroad)

I was very impressed with the quality of students at RIUF. *Nadia Chelbi, University of Hull*

- **The institutional industry endorsement** from CampusFrance, DAAD, EducationUSA / Fulbright Commission, British Council, as well as from the Romanian Ministry of Education, Research, Youth and Sports

CampusFrance, DAAD, Education USA / Fulbright Commission, British Council are traditional RIUF exhibitors, having a 100% return rate since their first participation

- **The quality of the support services** provided pre, during and post event (we especially take pride in our large and enthusiastic support team)

The pre-information about flights, planes, accommodation was helpful and made planning extremely easy. *Samantha Savage, Malmö University*

- **The ratio of international exhibitors** compared to other similar events

Close to 70% of RIUF's exhibitors are international

- **Our ability to attract 5 out of the Top 10 Universities of the world**

Massachusetts Institute of Technology (MIT), Harvard University, University College London (UCL), Imperial College London, and Princeton University attended the 2012 – 2013 academic year RIUF editions

HIGHLIGHTS OF THE AUTUMN EDITION OF RIUF 2012 AND OF THE SPRING EDITION OF RIUF 2013

- Pre event visitor registration system which resulted in an increased efficiency of gathering leads at RIUF

No more hand written contact details sheets, no more time spent transcribing the lists, but more time to interact with the thousands of visitors attending the event

- Special destination pavilions organized with the help of national agencies which recognize the high recruitment potential of the Romanian student market:
  - **German language pavilion** – with the support of the DAAD – 21 universities from both Germany and Austria
  - **UK pavilion** – 20 universities together with British Council participated in the event
  - **Dutch pavilion** – numbered 12 academic institutions
  - **French pavilion** – with the help of CampusFrance – 5 universities attended the fair
  - **TOP universities pavilion** – 5 out of the top 10 universities of the world were represented at RIUF by academics, international recruiters and Romanian students or graduates
  - **Hotel Management Schools pavilion** – 5 academic institutions from Switzerland and the Netherlands booked RIUF as their main marketing tool on the Romanian student market
- The **largest German presence** yet, coupled with the first booth-personalized country pavilion
- Universities from **20 countries** were presented at RIUF, including more exotic study destinations such as China or Australia

Almost all of

the private sessions were

100% booked prior to the event

This new registration system for visitors now allows universities to have access to the profile of the students they have interacted with at RIUF and thus implement a more targeted follow-up process. How?

1. Visitors register by filling in a form prior to the event (contact details, country & program of interest, level of studies, etc.)

2. Following their registration, visitors receive a unique identification number. This code will be worn as a badge by each visitor

3. Exhibitors scan the visitors' codes

4. Exhibitors scan the visitors' codes and then send the organizers the list of scanned codes

- **65 presentations, seminars and workshops** during the Spring Edition of RIUF 2013 (44 in Bucharest, 11 in Timisoara, 10 in Iasi) and 38 within the Autumn Edition of RIUF 2012 (26 in Bucharest, 12 in Cluj-Napoca)

- **Special networking events:** Romanian evening sit down-dinner & RIUF cocktail party which allowed RIUF exhibitors not only to take some time to relax after some very busy fair days, but also to engage in fruitful conversations on international cooperation and recruitment

- **45.256 online visits**, out of which **29.394 unique visitors** on www.riuf.ro during the marketing campaign for the Spring Edition of RIUF 2013 – the largest number in recent years.

All in all, RIUF offers the best value for money for all international universities committed to the recruitment of students on the Romanian market. Their return on investment is based on intensive efforts in raising their brand awareness and increasing their visibility among potential students through RIUF as the main channel of communication. We encourage you to learn more details about our events in the next few pages as well as on www.riuf.ro

While you're checking us, take a look at www.educativa.ro as well. There you can find information about the larger array of our projects and you may come across ideas on what we else can do together with and for you.

We look forward to working with you in the future!

02

Exhibitors

Autumn Edition 2012
3 fair days
2 cities
71 exhibitors
16 countries

Spring Edition 2013
4 fair days
3 cities
115 exhibitors
18 countries

148 international and Romanian exhibitors – universities and business schools, language schools, providers of professional education agents, financing institutions, governmental and non-governmental organizations chose **RIUF as their most important tool for recruiting on the Romanian student** market during the 2012-2013 academic year.

The fair is an ideal way to raise a university's profile.
Andrew Finch, University of Salford

Good fair for student recruitment and visibility/branding.
Nathalie Tsang, University of Amsterdam

A helpful promoting tool on the Romanian student market.
Sandra C. Martinez, BI Norwegian School of Management

Fact! 61% exhibitors attending the Autumn Event also chose the Spring edition of RIUF as their main recruitment tool in Romania

EXHIBITORS' DISTRIBUTION FACTS AND FIGURES

AUTUMN EDITION 2012

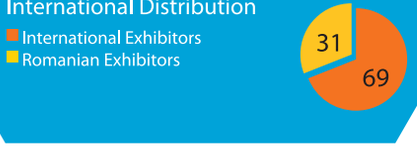
	Exhibitors	International	Romanian	Countries
Bucharest	65	42	23	16
Cluj-Napoca	38	21	17	13
Total	71	43	28	16

International Distribution

AUTUMN E DITION 2012

	Exhibitors	International	Romanian	Countries
Bucharest	99	76	23	16
Timisoara	52	39	13	14
Iasi	37	22	15	10
Total	115	79	36	18

International Distribution



On a market as dynamic and competitive as the Romanian student one, successful exhibitors plan thoroughly their RIUF participation. Thus, they maximize the efficiency of the time and resources invested in Romania by:

- Choosing the best marketing mix - with the support of the services offered by EDUCATIVA (the exhibition organizers):
  - Advertisements in the Fair Catalogue
  - Private Presentations during the events, to maximize the impact of the time spent at RIUF
  - Evaluating and admitting students on the spot
  - Networking with Romanian education professionals
- Working with reliable agents (such as EDMUNDO – also managed by EDUCATIVA)
- Reaching out to alumni and developing a network that can help to increase the brand awareness on the market
- Organizing additional events that facilitate learning opportunities - private presentations or seminars before or after RIUF. They can

  A) help a more focused audience to gain in-depth understanding of the opportunities on offer and

  B) help the marketing/recruitment officer to learn more about the Romanian market

WHERE DO RIUF EXHIBITORS COME FROM?

EXHIBITORS' COUNTRY DISTRIBUTION

AUTUMN		SPRING	
UK	13%	UK	17%
The Netherlands	11%	Germany	16%
Switzerland	7%	The Netherlands	10%
Denmark	4%	France	4%
USA	3%	Denmark	3%
Sweden	3%	Austria	3%
Spain	3%	USA	3%
Greece	3%	Switzerland	3%
Germany	3%	Greece	2%
France	3%	Others*	7%
Austria	3%		
Others*	6%		

*Belgium, Bulgaria, China, Hungary, Italy, Monaco, Norway, Serbia, Sweden

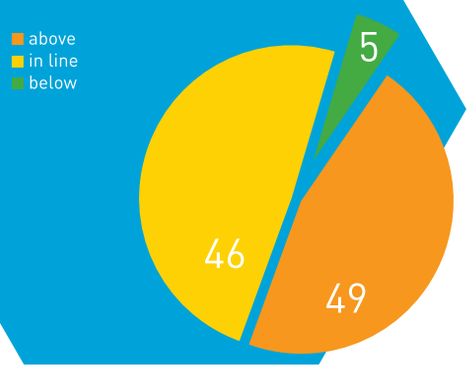
EXHIBITORS' SATISFACTION LEVEL

More than 90% of the exhibitors expressed their feedback post event and shared their satisfaction level* with the exhibition and the organizing team. This is what they say:

- General organization: **4.6**
- Material shipment: **4.6**
- Location: **4.6**
- Support service: **4.5**
- Food and facilities: **4.5**
- Booth setup: **4.4**

* 1 - 5 scale, 5 being the best

EXHIBITORS' EXPECTATIONS LEVEL



It`s one of my favorite fairs.

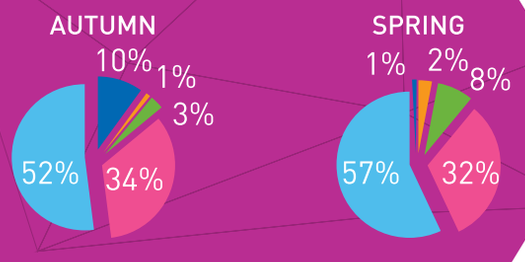
Ita O`Callaghan, École Hôtelière de Lausanne

03

Visitors

15.500 high-school and university students, graduates and young professionals from all over the country attended RIUF during the 2012 – 2013 academic year. Moreover, as each year, about 4,500 – 5,000 Romanians enroll in international universities for full time academic study programs and we can safely assume that most of them have attended at least one if not two of the RIUF editions.

WHO ARE THE VISITORS ...



- High School Students and Graduates
- University Students
- University Graduates
- Professors and Teachers
- Family and Friends

AUDIENCE*

AUTUMN

Bucharest	5.200 visitors
Cluj-Napoca	2.200 visitors
Total	5.400 visitors

SPRING

Bucharest	4.000 visitors
Timisoara	1.400 visitors
Iasi	2.300 visitors
Total	7.700 visitors

*Based on actual sales of admission tickets

... AND WHAT ARE THEY INTERESTED IN

AUTUMN		SPRING
57%	Undergraduate studies	61%
42%	Postgraduate studies	44%
14%	Language courses	10%
11%	Recruitment opportunities	8%
9%	Professional certificates	5%
8%	High School studies	4%
7%	PhDs	3%
7%	Academic exchange	2%
5%	Short term programs	

COUNTRIES OF INTEREST *

AUTUMN		SPRING
60%	UK	61%
32%	Denmark	40%
30%	Romania	39%
29%	USA	37%
29%	Germany	36%
25%	The Netherlands	33%
24%	France	29%
21%	Sweden	26%
20%	Austria	25%
17%	Switzerland	25%
16%	Norway	24%
15%	Belgium	22%
14%	Canada	21%
13%	Spain	17%
13%	Ireland	16%
9%	Italy	13%
5%	China	5%
4%	Greece	5%
4%	Turkey	4%
2%	Hungary	3%

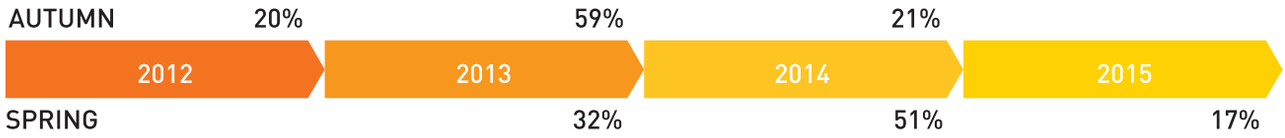
*multiple selection

STUDIES AND CAREER OPTIONS*

AUTUMN		SPRING
14%	Accounting	7%
9%	Advertising	16%
7%	Architecture	9%
11%	Arts & Design	14%
14%	Biology	10%
11%	Business & Entrepreneurship	22%
17%	Chemistry	6%
14%	Civil Engineering	5%
15%	Economics	14%
17%	Electronics & Telecommunications	8%
4%	Finance	11%
6%	Foreign Languages	21%
5%	Geography	6%
5%	History	4%
10%	IT & Computer Science	22%
8%	Journalism	18%
16%	Law	14%
11%	Marketing	21%
10%	Mechanical Engineering	16%
4%	Medicine	2%
5%	Politics/International Business	17%
20%	Psychology	14%
5%	Social Sciences	10%
7%	Tourism Management	15%

*multiple selection

Application Timeline



Romanian students now start their research earlier in autumn as the need for information is higher earlier in the academic year. Coupled with the application deadlines in winter and early spring for undergraduate level for the main study destinations, the number of RIUF visitors attending the event in autumn has increased significantly.

WHAT RECOMMENDS ROMANIAN STUDENTS AS POTENTIAL APPLICANTS

- Foreign language proficiency
  - Good level of English, very high! *Hans Hulst, University of Amsterdam*
  - Very good English level. *Elena Somoza, IE University*
  - Well prepared, internationally oriented, good foreign language level. *Madalina Man, Diplomatic Academy of Vienna*
  - Very well prepared, very good command of German, strongly interested in study programs, above average detailed knowledge about locations and programs, highly qualified. *Oliver Schmidt, Baden Wurttemberg International*
- Academic background
  - Very interested, good academic background, *Diana Rabulea, Vrije Universitat Brussels*
  - Good language level (German + English), good background. *Katja Lasch, DAAD*
  - Good level of students with varied backgrounds, perfect! *Anna Skarpeke, Malmö University*
- Quality of students
  - Very impressed with the quality of students at RIUF. *Nadia Chelbi, University of Hull*
  - Good quality of students, well researched, good level of English. *Chloe Pattison, University of Worcester*
  - Well informed, seem to know what they want, a good balance of bachelor & master degree seekers! *Katherine McDonald, Towson University*
  - I think they are exactly the kind of audience we were looking for: interested in education and career opportunities. *British Council*

04

Upcoming events: dates & costs

Book these dates!

Autumn 2013 Edition
Early Bird Registration deadline
31st July 2013
10% discount to the total invoice
Regular Registration deadline
5th October 2013

Spring 2014 Edition
Early Bird Registration deadline
31st December 2014
10% discount to the total invoice
Regular Registration deadline
1st March 2014

FOR AUTUMN 2013 EDITION

BUCHAREST
19th - 20th October

NEW CONSTANTA
22nd October

TIMISOARA
24th October

FOR SPRING 2014 EDITION

BUCHAREST
15th – 16th March

CLUJ-NAPOCA
18th March

IASI
20th March

NEW
MOLDAVIAN INTERNATIONAL EDUCATION FAIR
CHISINAU
21st – 22nd March
the 1st university fair in Moldova

Eastern Europe's diamond on the rough student market
- 89.798 high school students (11th – 12th grade)
- 114.865 university students
- European & International potential students (both Romanian & Moldavian citizenship)

Facilities & Costs

	Classic Experience Economic	Enhanced Experience Standard	Maximized Experience Premium
Fully equipped booth	4 sqm	6 sqm	8 sqm
Representatives	1	2	3
NEW catalogue presentation: online & hardcopy	x	x	x
Pre Fair online news on www.riuf.ro		x	x
NEW Additional Furniture: Counter Desk		x	x
FREE 30' private session			x
Up to 500 A4 copies			x
15% discount additional services*			x
Bucharest	1.375	1.450	1.850
Regional Edition: Constanta/Timisoara/Cluj Napoca/Iasi	850	950	1.200
Bucharest + 1 Regional Edition	2.050	2.200	2.850
Bucharest + 2 Regional Editions	2.650	2.990	3.750

*Additional Advertising in the Event's Catalogue, Private Session, Preferential Placement within the exhibition hall, Additional Representatives.
All prices include VAT (if applicable).

If you would like to know us better and to receive more information about RIUF or other events organized by EDUCATIVA when these become available, please drop us an e-mail at events@educativa.ro or call +40.755.075.843.

Meanwhile, please feel free to visit www.riuf.ro and explore the data and galleries of the past editions in order to ensure yourself of the positive trend that RIUF is experiencing.

If you would like to talk to one of the exhibitors in the previous editions about their experience with RIUF we would be more than happy to connect you with representatives from various academic institutions (in most cases, with someone from you own country)!

If you have further questions about RIUF, please contact us at your earliest convenience.

We look forward to working with you in the future!

- Good value for money. If you focus on Romania, you MUST go to RIUF! – *Victor Cabral, INHolland University of Applied Sciences*
- Excellent price/quality relations for a 1st step of promotion – *Bernadette Marcq, University of Liege*
- Excellent value! Worth to participate! You will be paid back 150% – *Katja Lasch, DAAD*
- Great value for money, one of Top Balkan fairs – *Tarek Kouatly, The American College of Thessaloniki*

LIST OF EXHIBITORS

Autumn Edition

Austria	Webster University, Vienna Carinthia University of Applied Sciences
Belgium	Vrije Universiteit Brussel
China	The Hong Kong University of Science and Technology
Denmark	VIA University College - TEKO Design+Business KEA - Copenhagen School of Design and Technology International Business Academy, Denmark
France	The American University of Paris CampusFrance
Germany	DAAD - Study in Germany Goethe - Institut Bucharest
Greece	The American College of Thessaloniki - Greece International Hellenic University
Hungary	Central European University
Norway	BI Norwegian Business School
Romania	ACCA The Romanian American University British Council Aspire Academy Intact Media Academy Redbull Prevyou OKIAN EMUNDO - a World of Education UNIVERSALIO Akcees Education eJobs Studentie.ro Decât o Revistă Voluntari pentru idei şi proiecte Hipo.ro Liga Studenţilor Români din Străinătate (LSRS) ISIC Romania GRASP - Global Romanian Society of Young Professionals ESOL Examinations Centre ED - web.com Shakespeare Educational School for Startups Banca Italo Romena SpA World Studies AIESEC CLUJ Napoca Societatea Studentilor Europenisti ONG Corner
Spain	IE UNIVERSITY European University
Sweden	Malmö University Linkoping University, Dept of Science and Technology
Switzerland	Swiss Hotel Management Schools VATEL Switzerland Hotel and Tourism Management Institute Switzerland "International Hotel Management Institute, Lucerne" Ecole Hoteliere de Lausanne
The Netherlands	HZ University of Applied Sciences Tilburg University Saxion University of Applied Sciences Fontys University of Applied Sciences Radboud University Nijmegen HAN University of Applied Sciences Hotelschool The Hague Utrecht University
UK	Nottingham Law School University Campus Suffolk University of Portsmouth The University of Hull Imperial College London King's College London Coventry University University of Sheffield International Faculty, City College University of Worcester
USA	Fulbright Commission New York University Abu Dhabi

Spring Edition

Austria	University of Applied Sciences Upper Austria Diplomatic Academy of Vienna FH JOANNEUM University of Applied Sciences Carinthia University of Applied Sciences/ Fachhochschule Kärnten
Belgium	Vrije Universiteit Brussel
Bulgaria	International University College
Denmark	Zealand Institute of Business and Technology KEA - Copenhagen School of Design and Technology LILLEBAELT Academy International Business Academy Denmark
France	CampusFrance ESO Paris School of Osteopathy 3iS-International Institute of Image and Sound ESSEC Business School Paris Sorbonne University
Germany	Reutlingen University, ESB Business School Graduate School, University of Applied Sciences Esslingen Study in Baden-Württemberg EBS Business School Europa - Universität Viadrina Fachverband Deutsch als Fremdsprache Frankfurt School of Finance & Management Jacobs University Bremen Martin-Luther-Universität Halle Wittenberg Technische Universität Clausthal Technische Universität Dresden; Zentrale Wissenschaftliche Einrichtung Internationales Hochschulinstitut (IHI) Zittau "TestDaF - Test Deutsch als Fremdsprache DUO - Deutsch-Uni Online" Universität des Saarlandes Universität Passau WHU - Otto Beisheim School of Management DAAD - Study in Germany Goethe-Institut Bucharest Universität Rostock
Greece	The American College of Thessaloniki International Hellenic University
Hungary	Budapest College of Communication and Business
Italy	Università Cattolica del Sacro Cuore
Monaco	International University of Monaco
Norway	BI Norwegian Business School
Romania	ACCA American Hotel Academy South-Eastern Europe "Lumina" University Medicine and Pharmacy "Grigore T. Popa" University Iasi Technical University of Civil Engineering Bucharest Romanian - American University Technical "Gheorghe Asachi" University Iasi EDMUNDO - A World of Education UNIVERSALIO West University of Timisoara LSRS - The League of Romanian Students Abroad GRASP - Global Romanian Society of Young Professionals Studentie.ro ISIC Ejobs Scoala de Valori Ambition OKIAN OSUT Liga AC AIESEC Hipo.ro Asociatia ROI AKCEES USR - Students' Union in Romania "Alexandru Ioan Cuza" University of Iaşi Aspire Academy
Romania	Road Language Centre The Academy of Economic Studies in Bucharest Bucharest Running Club Association Medicine and Pharmacy "Victor Babeş" University of Timişoara Fructe Naive CIPO ONG Corner EuroLenguas Banat's University of Agricultural Sciences and Veterinary Medicine from Timisoara
Serbia	Faculty of Philology, University of Belgrade
Sweden	Malmö University
Switzerland	International Hotel Management Institute - Switzerland Hotel and Tourism Management Institute Switzerland Swiss Education Group/SEG Services SA
The Netherlands	HU University of Applied Sciences Utrecht Radboud University Nijmegen Tilburg University HAN University of Applied Sciences University of Twente University of Groningen Stenden University of Applied Sciences University of Amsterdam Hanze University of Applied Sciences, Groningen Wageningen University Utrecht University: Game and Media Technology VU University Amsterdam
UK	University of Portsmouth University of Worcester The University of Essex University Campus Suffolk (UCS) Coventry University The University of Northampton University of Salford University of Greenwich (London) Anglia Ruskin University University of Kent British Council London College of International Business Studies University of Manchester University of Bristol Cambridge English Language Assessment London School of Economics and Political Science University College London King's College London AMITY University University of Sheffield International Faculty
USA	Comisia Educationala Fulbright Commission Massachusetts Institute of Technology Princeton University

CONTACT

DARIA DRAGOMIR
Event Coordinator
E-mail: events@educativa.ro
Phone: +40 755.075.843