



## 20<sup>th</sup> Jordan Education and Training Exhibition, JETE 2024

December 6 & 7, 2024, Amman - Jordan



*Be at the right place!*

Undergraduate, Graduate and Postgraduate Students Recruitment

## International University Fair

For More Information:



IEE

مؤسسة التعليم الدولي

International Education Establishment

Since 1997

Email: [info@2fairs.com](mailto:info@2fairs.com)

[www.2fairs.com](http://www.2fairs.com)





### Attendees

The 20<sup>th</sup> JETE 2024 attracts sophisticated and affluent students seeking advanced education opportunities abroad. Your organization's message will be clearly received by the following desirable groups:

- Undergraduate students
- Graduate and post-graduate students
- Professionals seeking further training
- Individuals seeking to upgrade their skills via distance education
- University Career Counselors
- University Professors
- Recruitment Agents
- Cultural Attachés
- Ambassadors

### Exhibition Statistics

The average number of visitors for the last three years is 10, 000 students.



### A Word from the Organizer

Our goal in organizing the Jordan Education & Training Exhibition is to maximize the return on investment on behalf of our valued exhibitors.

To achieve this, we at International education Establishment works hard not only to prepare the event but also to organize visits to top private schools, Colleges and Universities. We even provide ongoing recruitment services after the exhibition is over. We earn our clients' loyalty by our true commitment to ensure that their institution's investment is worthwhile. It's what keeps our clients coming back.

With the expected participation of leading educational institutions from Canada, USA, UK, Switzerland, Spain, France, Germany, Italy, Turkey, Cyprus, Jordan, Lebanon, Netherland, Egypt, Qatar, UAE, Oman, Pakistan, India, Malaysia, Malta, Kuwait, Russia and New Zealand. the 15<sup>th</sup> JETE is shaping up to be a great success. Supported by the Ministry of Higher Education in Jordan, and marketed through a well-organized media campaign, the Jordan Education & Training Exhibition represents a great opportunity for your institution. I invite you to Czech Republic unique proposition.



### Event Marketing

In order to ensure the 20<sup>th</sup> JETE 2024 draws the highest number of best-qualified candidates, the International education Establishment organizes a comprehensive event marketing campaign incorporating:

- Radio and television coverage
- Advertisements in major newspapers
- Posters distributed to Universities, Colleges and private High Schools.
- Outdoor banners
  - Placed in all major public areas
  - Displayed in public and private institutions
- Invitations sent to all private high schools, Colleges and Universities
- Invitations sent to embassies

### Sponsorship

- Call us about sponsorship opportunities

**Exhibition Duration:**  
**December 6 & 7, 2024**



### Exhibition Cost:

Please see the attached registration form for cost details, booth, and advertisement options

### Early Bird:

Save 5% of your 20th JETE participating cost if you book and pay your institution booth fees by: April 15th, 2024





### About The JETE Exhibition

The 20<sup>th</sup> Annual Jordan Education and Training Exhibition (JETE), is an excellent opportunity to position your institution at the forefront of an emerging trend in higher education in the Middle East and obtain the highest return on your international student recruitment investment.

### Exhibition Venue

Crowne Plaza, (five star hotel)



### Why market your educational opportunities in Jordan?

Jordan is emerging as an attractive location for higher education in the Middle East, owing to the success of the country's tourism and medical services sectors and support from the highest levels of government.

The vast majority of 270,000 Jordanian graduates seeking higher education opportunities overseas.

### Only the 20<sup>th</sup> Jordan Education and Training Exhibition, (JETE) offers you these benefits:

- Additional space to host 20 minutes private information seminars to promote your institution - advanced booking is required
- Visits to private high schools in order to provide presentations and meet prospective students in grades 11 & 12 as well as guidance counselors
- Visits to Colleges and Universities
- Supporting exhibitors with international student inquiries from around the globe
- Invitations sent to embassies

### Exhibition Profile

- Universities and Colleges from:
 

- Canada	- Switzerland	- Cyprus	- UAE
- USA	- Hungary	- Lebanon	- Oman
- UK	- Germany	- Jordan	- Malaysia
- France	- Ireland	- Egypt	- New Zealand
- Spain	- Turkey	- Qatar	- Australia
- Italy	- India	- Pakistan	- Kuwait
- Bahrain	- The Netherlands	- Malta	
- Russia	- Scotland		
- Private and public Universities and Colleges in Jordan
- Cultural centres  
eg. British Council, Amideast, the German Academic Exchange service-DAAD, French Cultural Centre, Turkish Cultural Center, Italian Languages & Cultural Center
- Foreign embassies
- Specialized educational equipment & software providers
- Distance learning providers

Please Note: The 20<sup>th</sup> Jordan Education and Training Exhibition, has a very strict policy on the universities and organizations participating in the exhibition to ensure a professional promotional venue for all our exhibitors.

Please contact the organizers for details.

### Quick Facts

- Number of Jordanian students studying abroad: 50,000
- Major fields of study:
  - Medicine, Pharmacy and Dentistry
  - Engineering and Architecture
  - Business Admin. and Commerce
  - Humanities and Religious Studies
  - Law
  - Social Sciences
  - Mathematics and Computer Sciences
  - Natural Sciences

- Students enrolled at Jordanian Universities: 110,000
- Number of private schools in Jordan: 350
- Number of high school students presenting the final exam (Tawjhi Exam): over 120,000 students
- University students: 150,000 in 22 public & private universities

Statistics provided by the Ministry of Higher Education in Jordan

**Don't miss this strategic opportunity to market your institution in the leading international student recruitment campaign vehicle!**



## About the Organizer

The 20<sup>th</sup> Annual JETE is organized by International Education Establishment, IEE an integrated full-service international student recruitment firm that offers the following services:

- Organizing education recruitment fairs & tours around the globe
- Comprehensive consulting in marketing academic institutions worldwide
- Assisting international students pursue post secondary education around the world

## Organized By:

International Education Establishment  
IEE

Contact: Khalid Khalaileh  
Manager, International Business Development

## Past Exhibitors:

The 20<sup>th</sup> Annual Jordan Education and Training Exhibition (JETE), attracts top-tier Universities, Colleges and educational service providers from an ever growing number of countries including Canada, USA, UK, Switzerland, Spain, The Netherlands, France, Germany, Italy, Turkey, Cyprus, Jordan, Lebanon, Egypt, Qatar, UAE, Kuwait, Oman, Pakistan, Malta, India, Malaysia, Russia, New Zealand, and Australia.

- Abu Dhabi University, UAE
- Agence EduFrance, France
- Agence Universitaire de la Francophonie, France
- Al Zaytoonah Private University, Jordan
- Algoma University College, Canada
- Al-Zarga Private University, Jordan
- American College Dublin, Ireland
- American Intercontinental of Sharjah, UAE
- American Intercontinental University - London, UK
- American University in Cairo, Egypt
- American University in Dubai (AUD), UAE
- American University of Beirut, AUB, Lebanon
- American University of Kuwait, Kuwait
- American University of Sharjah, AUS, UAE
- AmidEast, Jordan
- Amman University for Graduate Studies - Jordan
- Ankara University, Turkey
- Arab Academy for Banking & Financial Sciences, Jordan
- Ayla Aviation Academy, Jordan
- BAHCESEHIR UNIVERSITY, Turkey
- Bapatia Engineering College, Bapatia, India
- British Council, Jordan
- Brunel University, UK
- Business, Malaysia
- C. & E. American University, Lebanon
- Cairo Amman Bank, Jordan
- Carnegie Mellon University, Qatar
- Cavendish College, London, UK
- City University - London, UK
- Community Development, Qatar
- Cyprus College, Cyprus
- Cyprus International Institute of Management, Cyprus
- Cyprus International University (CIU), Cyprus
- DAAD, German Academic Exchange Service, Germany
- DANTE ALIGHIERI, Italy
- Datta Meghe Institute of Medical Science, Nagpur, India
- DCT Swiss Hospitality & European Culinary Arts, Switzerland
- Divan Student Travel, Jordan
- Dubai Knowledge Village
- Dublin Institute of Technology, Ireland
- Eastern Mediterranean University, Cyprus
- Ecole d'architecture de Paris- La Villette, France
- Ecole de Management de Grenoble, France
- Ecole Des Mines De Mantes, France
- Ecole hoteliere de Lausanne, Switzerland
- Ecole Supérieure des Affaires de Beyrouth, France
- Edinburgh Business school, Scotland
- Education City, Qatar
- Education Malaysia

- Educational Research Center, Lebanon
- Ege University, Turkey
- Espace CampusFrance, French Embassy, France
- European Business School, France
- European International College, UAE
- European University of Lefke (EUL), Cyprus
- French Culture Center, Jordan
- French Embassy, Jordan
- Gazi University, Turkey
- GEM - Graduate School of Engineering - EMNantes - FRANCE
- George Brown College, Canada
- George Mason University, UAE
- German Embassy, Jordan
- German Jordanian University, Jordan
- Goethe-Institute, Germany
- Griffith College Dublin, Ireland
- Grine American University (GAU), Cyprus
- Hacettepe University, Turkey
- Hamdan Bin Mohammed University, UAE
- Heriot-Watt University Dubai Campus, UAE
- Hindustan College of Engineering, Chennai, India
- Helorus, USA
- Holland Education Consortium, The Netherlands
- Holy Spirit University of Kaslik, Lebanon
- HTM: Switzerland, Hotel and Tourism
- IE Business School, Spain
- Indian Institute of Carpet Technology, Bhadohi, India
- International Education Services, UK
- Indian Institute of Management (IIM), Bhadohi, India
- Institut Paul Bocuse, France Intercollege, Cyprus
- Institute of Traditional Islamic Art & Architecture, Jordan
- Instituto Cervantes, Spain
- Intercollege - Cyprus, Cyprus
- International College of Tourism and Hotel Management, Australia
- International Hotel Management Institute, Switzerland
- International Islamic University, Malaysia
- Interoffice, Cyprus
- IREST, France
- Islamic Science University of Malaysia (USIM), Malaysia
- Isra University, Jordan
- Istanbul Bilgi University, Turkey
- Italian Language and Cultural Centre (SOCIETA), Austria
- ITM, Austria
- Janan University, Lebanon
- John Cabot University, Italy
- Jordan Applied University - College of Hospitality and Jordan Telecom
- Jordanian Canadian College, Jordan
- KADIR HAS UNIVERSITY, Istanbul, Turkey
- Kolej Universiti Teknologi Kelangsaan, Malaysia
- Lebanese American University (LAU), Lebanon
- Leiden University Worldwide, The Netherlands
- Limkokwing University College of Creative Technology, Malaysia
- London Metropolitan University, UK
- London School Of Business & Finance (LSBF), UK
- London School Of Economics / University of London, Jordan
- London University School of Pharmacy, UK
- Loughborough University, UK
- Macquarie University (MQ), Australia
- Malaspina University College, Canada
- Mader Institute of Science & Technology, UAE
- Mevlana University, Turkey
- Michigan State University Dubai, UAE
- Middle East Technical University, Turkey
- Middlesex University - Dubai, UAE
- Middlesex University London, UK
- Mideast Aviation, Jordan
- Ministry of Higher Education, Malaysia
- Misr University for Science & Technology (MUST), Egypt
- Mugla Sirk Kocman University, Turkey
- Multimedia University, Malaysia
- "n+I" Network French Engineering Institutes, France
- National University of Science and Technology (NUST), Pakistan
- Northumbria University, UK
- Notre Dame University - NDU, Lebanon
- Okan University, Turkey
- Oklahoma City University, USA
- Oman Medical College, Oman
- Paris Sorbonne Abu Dhabi University, UAE
- People Education Society - Bangalore, India
- Politecnico Di Milano University, Italy
- Professional Training Advising Group (TAGI), Jordan
- Qatar Foundation for Education, Science & Community Development, Qatar
- Queen Margaret University College, UK
- Queen Mary University of London, UK
- Queen's University Belfast, UK
- RACUS organization, Russia

- RAK Medical & Health Sciences University, UAE
- Royal Academy of Culinary Arts - Affiliate of Les Roches, Jordan
- Royal College of Surgeons in Ireland - RCSI Bahrain
- Royal College of Surgeons in Ireland, Bahrain
- Royal Holloway, University of London, UK
- Royal Jordanian Air Academy, Jordan
- Sabanci University, Turkey
- SAE Institute Amman, Jordan
- SAI, Group of Colleges, Malaysia
- Savannah College of Art and Design, United States
- Schiller International University, Switzerland
- SCIENCES PO Aix, France
- Selaya International College, Malaysia
- Sheridan College, Canada
- Sona College of Technology, Salem, India
- SSTH Swiss School of Tourism and Hospitality
- Study Group, United Kingdom
- St. Petersburg Universities, Russia
- Study in St. Petersburg, Russia
- Suffolk University Madrid Campus, Spain
- Sunway University College, Malaysia
- Switzerland
- Telecom Beest, France
- Telecom Lille 1, France
- TeleProbe, Jordan
- Texas A & M University, Qatar
- The American University in Cairo, Egypt
- The Arab Academy for Banking and Financial Sciences, Jordan
- The British Council, Jordan
- The Medical University of Bahrain, RCSI, Bahrain
- The School of International Hotel & Tourism, Switzerland
- The School of Pharmacy, University of London, UK
- The University of Liverpool, UK
- The University of New Brunswick, Canada
- The University of York, UK
- Turkish Culture Centre, Turkey
- Université de Lille II, France
- Université de Montpellier III, France
- Université de Perpignan, France
- Université de Strasbourg, France
- Universiti Sains Malaysia, Malaysia
- University College of Science and Technology, Malaysia
- University College Selaya International, Malaysia
- University for Foreigners of Perugia, Italy
- University of Balamand, Lebanon
- University of Bath, UK
- University of Birmingham, UK
- University of California, Los Angeles, USA
- University of Dundee, UK
- University of East Anglia, UK
- University of Essex, UK
- University of Glamorgan, UK
- University of Gloucestershire, UK
- University of Hertfordshire, UK
- University of Hull, UK
- University of Kaiserslautern, Germany
- University of Kelangsaan, Malaysia
- University of Kent, UK
- University of Leeds, UK
- University of Leicester, UK
- University of London, UK
- University of Luton, UK
- University of Malaya
- University of Malta, Malta
- University of New Brunswick, Canada
- University of Newcastle on Tyne, UK
- The University of Nicosia, Cyprus
- University of Petra, Jordan
- University of Reading, UK
- University of Shragah, UAE
- University of the Fraser Valley, Canada
- University of Veterinary and Pharmaceutical Sciences, Czech Republic
- University of Wales Swansea, UK
- University of Wollongong in Dubai, Australia
- University Putra, Malaysia
- University Sains Malaysia, Malaysia
- University Saint - Joseph, Beirut, Lebanon
- University Saint-Esprit de Kaslik, Lebanon
- University Teknologi, Malaysia
- Vellore Institute of Technology, Tamil Nadu, India
- Vernon School District # 22, Canada
- Virginia Commonwealth University, Qatar
- Vocational Training and Career Development Center / AL Qads

## For More Information:

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Since 1997

+1 450 227 1111 - Canada

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**Attn: International Office**  
Student Recruitment and Admissions Services

Dear Sir/Madam,

The International Education Establishment is pleased to invite you to exhibit at the 20<sup>th</sup> Annual Jordan Education & Training Exhibition, JETE, December 6 & 7, 2024

- The 20<sup>th</sup> JETE 2023 is supported by foreign embassies in Jordan and International universities
- Universities and colleges participated in the JETE from: Jordan, Canada, USA, UK, Germany, France, Italy, the Netherlands, Cyprus, Malta, Egypt, Lebanon, Kuwait, Bahrain, UAE, India, Russia, Malaysia, Australia and New Zealand.
- Students, professionals, cultural attaches, university and career counselors visited the **JETE** last year.
- To register, please fill the attached registration form and scan the registration form and email it to: [info@2fairs.com](mailto:info@2fairs.com)  
Or register on line at: [www.2fairs.com](http://www.2fairs.com)

Looking forward to hearing from you. Thank you for your time!

For More Information:



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## Exhibitors feed Back:

The following are comments from various exhibitors at the JETE:

" JETE was the first year that the University of Dundee attended JETE in Amman. We will certainly be back. The quantity of students was amazing, but most importantly this was matched by the quality of student. The students were engaging and well-informed, and wished to study a wide range of disciplines throughout our University. I would highly recommend any School, College or University to attend this event if you wish to recruit high quality students.

*Christopher Bustin*

*Liaison Officer - University of Dundee, Scotland*

" The JETE exhibition was well attended and this can only be thanks to the good publicity prior to the exhibition and good organization. The organizers ensured that we had everything we needed to ensure that the exhibition was a success. The exhibition was a great opportunity to meet potential students from Jordan".

*Laura Stevenson*

*Recruitment & International Liaison Administrator - Queen Margaret University - Scotland*

"JETE was the University of Malta's first direct participation in a student recruitment activity in Jordan. The fair and the school visits were professionally organised, we met a large volume of students who had a serious interest in studying abroad and who are academically very well-prepared. It was overall a very positive experience and the staff at JETE is highly competent and efficient"

*Stefania Fabri & Anna Callus*

*International & EU Office University of Malta*

"JETE was a great opportunity for the German Academic Exchange Service (DAAD) to present his services to a young, but relentless public: our staff had no chance to relax even one minute."

*Cyrus Salimi-Asl*

*DAAD- German Academic Exchange Services  
Germany*

"It was an opportunity to share the latest updates in regard of education and universities with a large number of young Jordanians"

*Shifa Askar*

*British Council-Jordan*

" It was one of the biggest fairs we ever attended in the Arab Countries"

"The large number of visitors which exceeded our expectations, Thank you for your efforts

*Mr. Mohamed El Shahed  
American University of Sharjah - UAE*

"The number of students were amazing"

*Mr. Zaid A Abotoyur  
Newcastle Upon Tyne University UK*

"You did an excellent job of organizing the fair"

*Ms. Karola Stinson  
University College of Fraser Valley - CANADA*



" Dear Khalid thank you , the JETE was wonderful to attend and I hope a great success for you!  
The organization is of a very high standard, so thank you and your dedicated team! it's great to have made the connection with your company"

*Ms Jo Hinrichsen  
Medical Faculty Administrator Royal College of Surgeons in Ireland  
Medical University of Bahrain*

"The JETE was well organized and attended. I saw some highly qualified enquiries for both undergraduate and postgraduate programmes and I would seriously consider attend next years JETE"

*Rolf Jespersen  
International Office City University, UK*

" The JETE was the first exhibition I had attended in Jordan. The Fair was extremely busy. Many quality students arrived well prepared, having already researched the Universities prior to the event. I would definitely consider participating in future years ".

*Heather McKeever  
University of Reading*

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20th **Jordan Education and Training Exhibition, JETE 2024**  
Since 1999

**December 6 & 7, 2024**

Amman, Jordan, + 1 450 227 1111 - WhatsApp

Or register online at: [info@2fairs.com](mailto:info@2fairs.com), [www.2fairs.com](http://www.2fairs.com)

Registration Form - Space Application Contract:

**Exhibitor Details:**

Contact Name: Mr./Mrs./Ms./Dr. \_\_\_\_\_ Job Title: \_\_\_\_\_

Institution / Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Province/State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ WWW: \_\_\_\_\_

Will you have a local Agent or other represent or distribute brochures for other institutions at your booth?

☐ YES, if yes, please list: \_\_\_\_\_

☐ NO

**Exhibition Options and Costs:** (Based on two representatives from the same university, college, or institution)

**Total amount due: Booth size:..... X \$ 350 USD (245 JD) per sq. meter =.....**

(Minimum Space is 9 sq meter booth, note: corner booth, please add 15% to space cost) **No booth sharing is allowed**

**Please check the appropriate boxes**

**Exhibition Options:**

**Display Table:** Table and 3 chairs: \$ 2800 USD

Display table option does not have Shell scheme

**Booths: (No booth sharing is allowed)**

**\$ 350 USD per sq. m with Shell Scheme**

☐ 9 sq. meter booth aisle \$ 3, 150 USD

☐ 12 sq. meter booth aisle \$ 4, 200 USD

☐ 15 sq. meter booth: \$ 5, 250 USD

☐ 18 sq. meter booth: \$ 6, 300 USD

The rate for Shell Scheme Booth Option Include: A shell scheme/drapery booth included in the rate covers, table, 3 chairs, carpet, and fascia sign. **Cost: \$ 250 USD**

**Extra Services:**

☐ High school visits \$ 950 USD

☐ Local Agent: \$ 1, 500 USD

☐ 20 Min. Information Seminar: \$ 200 USD

☐ Add logo on the Fascia Sign: \$ 100 USD

**Corner Booths:**

**Note: 15% charge fee for any corner booth**

☐ 9 sq. m booth - Corner \$ 3, 620 USD

☐ 12 sq. m booth -Corner: \$ 4, 830 USD

☐ 15 sq. m booth Corner: \$ 6, 030 USD

☐ 18 sq. meter - Corner: \$ 7, 245 USD

**Individual Space Only:** For exhibitors with their own booths \$ 320 USD per sq. meter

(Cost = Booth Size x \$320 / sq. meter)

**Advertisement in the Exhibition Catalogue:**

☐ Half-Page Black & White ad: \$ 550 USD

☐ Full-Page Black & White ad: \$ 750 USD

☐ Half-Page Four-Colour ad: \$ 1000 USD

☐ Full-Page Four-Colour ad: \$ 1400 USD

Additional staff: \$ 350 USD

(two representatives from the same university, college, or institution are include in JETE fees) both sharing is not permitted with another exhibitor or institution or university

**Grand Total: \$..... US Dollars or Total =.....JD (Jordanian Dinars)**

**Payment** is due in full with this contract. Payment details are on the back of this contract. An invoice will be sent to the exhibitor once a signed contract is received by the organizers. We hereby confirm our participation at the 20<sup>th</sup> Jordan Education & Training Exhibition, JETE 2024 and we confirm our acceptance of the rules and regulations printed overleaf which form a part of this contract.

Authorized Signature: \_\_\_\_\_ Print: \_\_\_\_\_

Job Title: \_\_\_\_\_ Booking Date: \_\_\_\_\_

**Please fill, sign, scan and email to: [info@2fairs.com](mailto:info@2fairs.com), [www.2fairs.com](http://www.2fairs.com)**