

Under the patronage of
H.E. Sheikh Nahayan Mubarak Al Nahayan
Cabinet Member, Minister of Tolerance and Coexistence

STRATEGIC
PARTNER



وزارة التربية والتعليم
MINISTRY OF EDUCATION

GOVERNMENT
PARTNER



غرفة أبوظبي
ABU DHABI CHAMBER

DESTINATION
& CULTURAL
PARTNER



Abu Dhabi

مكتب
المؤتمرات
والمعارض
CONVENTION
& EXHIBITION
BUREAU

Najah Abu Dhabi

27 – 29 October 2021
ADNEC

Najah Dubai

31 October - 1 November 2021
DEC, Expo 2020



POST SHOW REPORT

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Najah 2021 was held under the patronage of H.E. Sheikh Nahayan Mabararak Al Nahayan, Cabinet Member and UAE Minister of Tolerance and Coexistence.

His Excellency Hussain bin Ibrahim Al Hammadi

UAE Minister of Education

The 15th edition of Najah Abu Dhabi was opened by His Excellency Hussain bin Ibrahim Al Hammadi, UAE Minister of Education. The UAE's leading higher education event was proudly organised in partnership with the UAE Ministry of Education, Abu Dhabi Chamber of Commerce & Industries, and Abu Dhabi Convention & Exhibition Bureau, for which we extend our big appreciation and gratitude for their support.



Her Excellency Jameela Salem Al Muhairi Minister of State for Public Education

The inaugural Najah Dubai was opened by Her Excellency Jameela Salem Al Muhairi, Minister of State for Public Education. The event was hosted this year at the Dubai Exhibition Centre right at the heart of Expo 2020.



2021 Show Overview

Najah Abu Dhabi



70+

Exhibitors



6,500+

Visitors



15+

Exhibiting
Countries

Najah Dubai



70+

Exhibitors



5,000+

Visitors



15+

Exhibiting
Countries



Exhibitor Feedback



Najah is one the best events to participate for recruitment and meeting potential students. It also helps with the branding of the institutions and meeting new institutions for collaborations and partnerships. Highly Recommended.

Sajadhussein Mohamed

ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION - APU, MALAYSIA



Brilliant event with everything thought through carefully! Lots of preparation and information came through ahead of the event and it went so smoothly. I met with a great number of highly intelligent and inquisitive students that were interested in our course specialties and location (Scotland, UK). Along with the really friendly Najah Team on hand for everything, I felt the event ran extremely well. I will be attending next year for sure!

Finaila Hackwood

ABERTAY UNIVERSITY, UK

Najah

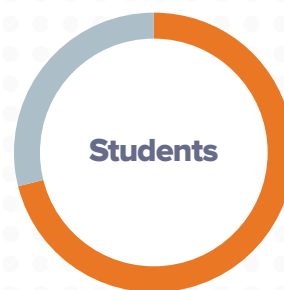
Abu Dhabi Visitor Overview



- 66% Students
- 20% Parents
- 9% Employees
- 1% University Advisors
- 1% School Counsellors
- 1% Teachers
- 1% Student Advisors
- 1% Principals



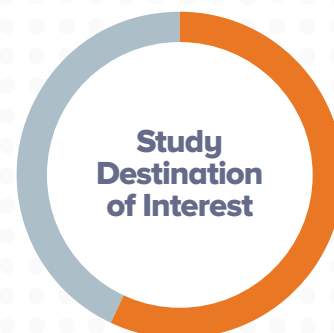
- 71% High School Students
- 29% University Students / Graduates



- 52% Undergraduate Courses
- 20% Postgraduate Courses
- 12% Professional Qualifications
- 10% Online/Distance Learning
- 6% Other



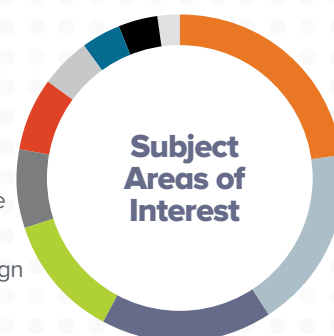
- 57% UAE
- 43% Abroad



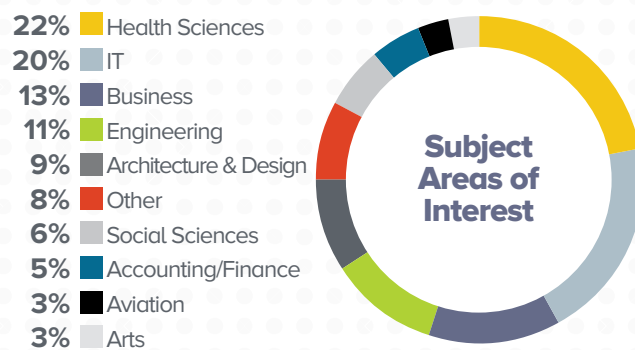
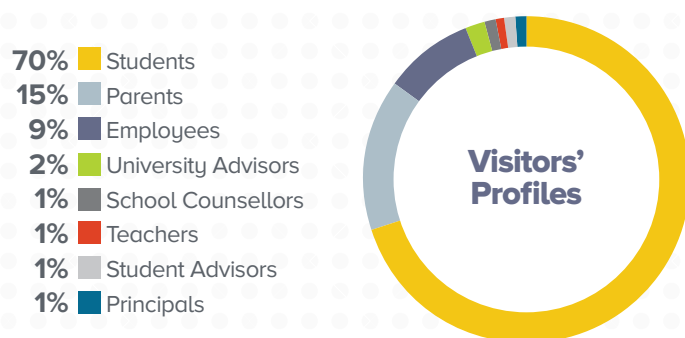
- 42% UAE
- 26% Middle East
- 20% Asia
- 12% Other



- 23% Health Sciences
- 18% IT
- 17% Other
- 12% Engineering
- 8% Business
- 7% Accounting/Finance
- 5% Social Sciences
- 4% Architecture & Design
- 4% Arts
- 2% Aviation



Najah Dubai Visitor Overview



Visitor Feedback



“ By giving the greatest experience for students to assist them choose their future route of university majors, Najah Fair helped me get to know most of the colleges in the UAE and overseas. My experience was fantastic, and I strongly encourage others to visit the event. Despite the fact that the majority of the institutions were dedicated to medicine and science, I did have the opportunity to look into the literary majors.

Alyazia Alhammadi, STUDENT



“ I can still feel the energy buzzing from the event. What a wonderful success it was and that is in great part due to you! I wanted to reach out to you, on behalf of my school, to say thank you. Thank you for all that you did to organize this career fair which helped us learn alot!! and in fact, realizing that how integral these events are!! also thank you to the whole team for taking time and conducting these fairs. We could not do it without you and the whole Najah Crew!

Hasnie Montaha, STUDENT

“ As we're preparing for the near graduation of our first child, this was a great event to understand what to expect when applying to universities, to know what to ask about, the requirements, process of acceptance, differences between different accreditations, it also gave my daughter a deeper perspective to what university life is like.

Rana Abdalla, PARENT

“ It was the opportunity to discover other schools in the UAE that changed the way of thinking of our daughter, to get information and to speak with students from the different schools; a real plus-value for our daughter.

Eric Michiels, PARENT

“ Najah is the leading educational event in Abu Dhabi with many years of experience. It is a meeting point for students and parents with domain experts.

Hrach Kalsahakian, TEACHER

“ The event gave me a broad knowledge of what I always wanted to know about universities in Canada and USA.

Kiggundu Hosea, POSTGRADUATE STUDENT

Integrated Marketing Campaigns



120K

Website Visits



200K

Email Database



1.4M

Total Social Media/
Digital Reach/
Impressions



8.4M

Competitions
& Engagement
initiative Reach/
Impressions



80K

SMS
Campaign
Database



USD 1.03M

Worth of
PR Coverage



120M

PR Reach



102

Media
Coverage



85

Radio Spots



11

Media
Partners



430K

Education
Community
Followers
Reach



4

Cross-promotion
to other
Consumer
Events



Online
Banners



Event
Listings



Venue
Digital
Screens



Telemarketing



Exhibitor
Promotion



Toolkits

Video Highlights

Photo Gallery



Our Commitment to Sustainability

We are working to minimise the impact our operations have on the environment and on the communities we serve with measures including the reduction of waste from single use plastics and printed materials; the offset of our carbon emissions with the use of renewable energies; and empowerment of the communities with educational events and purpose-driven partnerships.

OUR COMMITMENT TO SUSTAINABILITY

We know sustainability is important to our attendees and exhibitors, as well as to our market as a whole. Not only are we committed to running our event in an environmentally and socially responsible way, we also want to go further and inspire the sustainable development of the industry we serve. By connecting people with relevant networks and knowledge at our event, we're helping them to solve some of the biggest challenges facing the sector to ensure long-term, sustainable growth.

Najah 2021 has been organized in line with an industry-leading event sustainability programme, focusing on:

- Inspiring sustainable development
- Running an environmentally responsible event
- Running a socially responsible event



Inspiring Sustainable Development

We focus on:

- Using our content and partnerships to help support the sustainability of the market our event serves
- Inspiring our suppliers, exhibitors and other stakeholders to deliver a sustainable event



Running an Environmentally Responsible Event

We focus on:

- Reducing our event's carbon emissions
- Creating less waste
- Considering the sustainability credentials of the items sourced for the event



Running a Socially Responsible Event

We focus on:

- Doing business safely and ethically
- Ensuring our event is a welcoming environment for all
- Considering wellbeing and accessibility
- Creating a positive impact on our host cities

Thank you to our partners

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DESTINATION & CULTURAL PARTNER



PAYMENT PARTNER



OFFICIAL PR PARTNER



ONLINE MEDIA PARTNER



HIRING MEDIA PARTNER



MEDIA PARTNER



MEDIA PARTNER



MEDIA PARTNER



COLLEGE COUNSELLING PARTNER



MEDIA PARTNER



RESEARCH PARTNER



TESTING PARTNER



ORGANISED BY



Start your planning today

Najah Abu Dhabi

16 - 18 October 2022

In-person

Abu Dhabi National Exhibition Centre (ADNEC)

Najah Dubai

23 - 25 October 2022

In-person

Dubai World Trade Centre (DWTC)

Get in touch with us to discuss how you can get involved

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