

# توظيف TAWDHEEF

27<sup>th</sup> – 29<sup>th</sup> JANUARY 2020

Abu Dhabi National Exhibition Centre

## 2020 POST SHOW REPORT



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[WWW.TAWDHEEF.AE](http://WWW.TAWDHEEF.AE)



# Welcome

## NOTE FROM THE TAWDHEEF EXHIBITION DIRECTOR

Dear Sponsors and Exhibitors,

It's been our absolute pleasure working with you and your team at this year's 14th edition of the TAWDHEEF event.

We are overwhelmed by the volume of the positive responses and the success stories that we've received from participating exhibitors, and visitors. Such strong feedback has reinforced our confidence in all the pre-event efforts that we've run throughout the entire year whilst promoting the event, as well as carrying your brands and your key-messaging to the UAE nationals.

As you might be aware, in April 2019, we've held a **Business Breakfast** on the subject of **"Best Practices in Emiratization"** that was attended by over 70 Senior HR representatives from diverse industries (public and private). One of the dominating subjects that was repetitively brought-up and collectively agreed on is the need for businesses to address high-school students about the career opportunities in their respective industries and raise awareness about the global "future jobs".

To respond to this, with support of the UAE Ministry of Education, TAWDHEEF 2020 has invited high-school students to attend on Day Three of the event. This enabled a direct interaction and engagement by the exhibiting businesses - offering students an in-depth understanding of their respective industries and career opportunities, and further advising the youth on their academic preparedness.

Going forward, with this Post Event Report, I wish to take you through all the aspects of the TAWDHEEF 2020 experience, the media and marketing pre-event engagements that we've run prior and during the event dates, as well as share with you the breakdown of the visitors' statistics during the three days of the event.

The results in this report have been collected by third party independent surveyors at GRS Explori. The intention of this report is to offer you a very transparent debrief. Please do review it and do let me know if there are any aspects of it that you wish to discuss further.

Thank you, and I look forward to our ongoing partnership for the upcoming TAWDHEEF 2021.

My sincere regards,



**Tamer Nahas**  
TAWDHEEF Exhibition Director



# Inauguration

The 14<sup>th</sup> edition of TAWDHEEF was inaugurated by H.E Sheikh Nahayan Bin Mubarak Al Nahayan, Minister of Tolerance.

His Excellency Sheikh Nahayan Bin Mubarak Al Nahayan, the Minister of Tolerance, accompanied by VIPs from different UAE Ministries, visited the stands of participating Government and Private entities during the VIP ceremony of TAWDHEEF 2020.

## THANK YOU TO OUR SPONSORS & PARTNERS

<p>Advanced Technology Partner</p>  <p>EDGE ENABLING A SECURE FUTURE</p>	<p>Titanium Sponsor</p>  <p>الاتحاد الاماراتية</p>	<p>Platinum Sponsor</p>  <p>وزارة التعليم MINISTRY OF EDUCATION</p>	<p>Platinum Sponsor</p>  <p>ادnoc ADNOC</p>
<p>Platinum Sponsor</p>  <p>ADIB مصرف أبوظبي الإسلامي</p>	<p>Education Partner</p>  <p>جامعة نيويورك أبوظبي NYU   ABU DHABI</p>	<p>Official Airline Partner</p>  <p>الاتحاد ETIHAD AIRWAYS ABU DHABI</p>	<p>Industrial Partner</p>  <p>سناات SENAAT</p>



## BUSINESS BREAKFAST ON BEST PRACTICES IN EMIRATISATION

Beyond the organisational aspect of the TAWDHEEF exhibition itself, we also invest an extensive effort in probing and understanding the markets' most pressing needs and challenges in the space of Emiratisation.

To productively address these, we leveraged our extensive relationships with the HR executives from UAE's diverse industries (in public and private sector) and organised a focused **"Best Practice in Emiratisation"** Business Breakfast in April, last year.

This was an impactful meeting – attended by over 70 HR Heads – that enabled an open discussion and exchange on best practices and examining various case-studies as examples of challenges and triumphs.

The conclusion of this meeting also highlighted the need for a broader interaction and engagement between the industries' representatives and the UAE youth – to ensure a better academic preparedness for the future jobs' needs, as way of supporting the country's growth of knowledge-based-economy.





UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION

In cooperation with the Ministry of Education, TAWDHEEF 2020 opened its doors, for the first time, to high-school Emirati students during the third day of the exhibition, to gain a better understanding about the nature of diverse industries, future job opportunities and qualifications & skills required for each job.

TAWDHEEF 2020 welcomed 429 High School Students from 15 Schools

84% are satisfied with the number of High School Students approaching their stand during the 3rd day of the show.



"TAWDHEEF is a beneficial platform to connect and find a range of companies, to find new jobs and to help us have more information about our career path that will increase our passion towards the jobs that we're interested in. I found a lot of opportunities and met so many HR professionals. I'm really delighted with my visit as I see more and more opportunities every year and an increase in the job vacancies this year."

Faisal, a **High School Student**



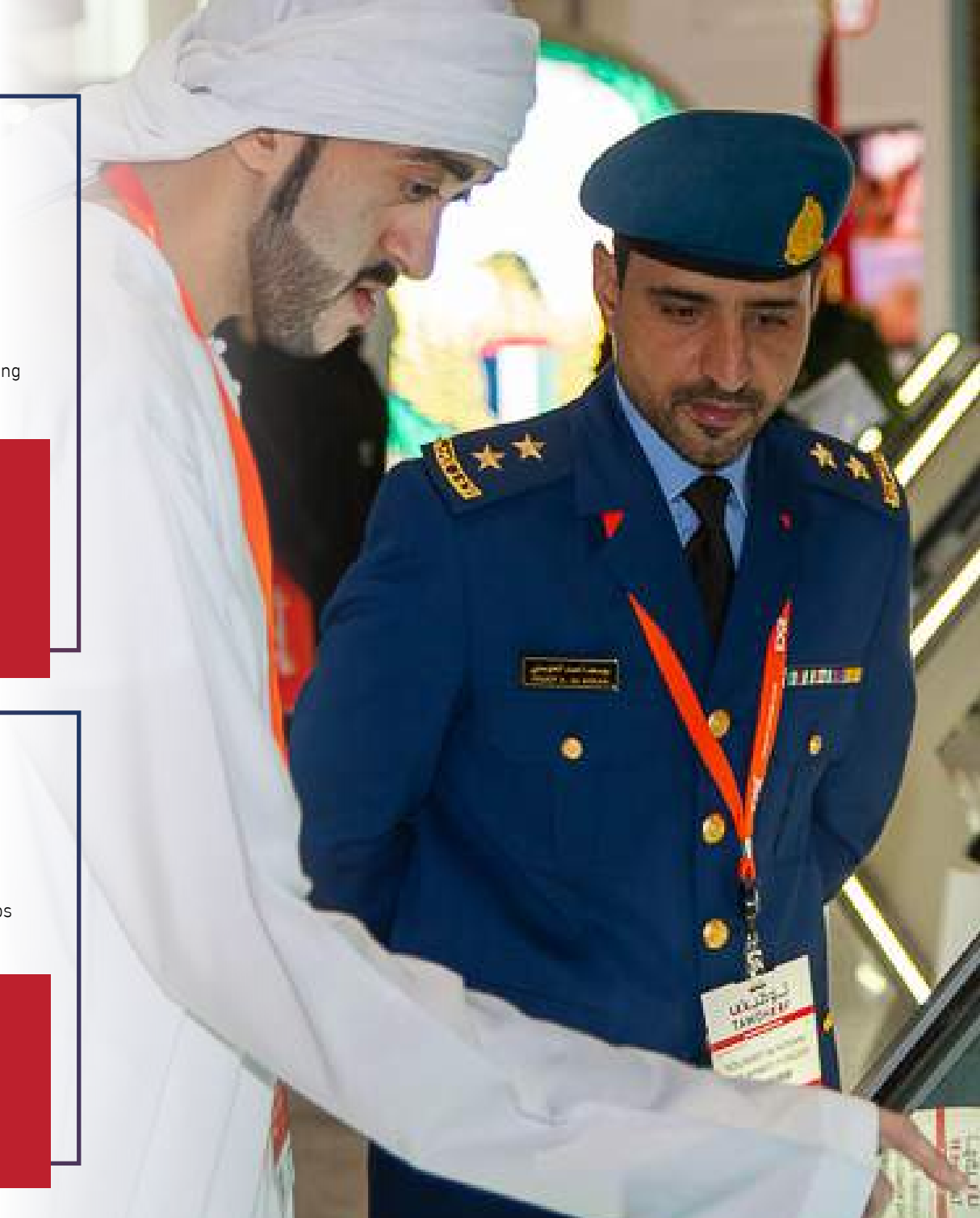
UNITED ARAB EMIRATES  
MINISTRY OF COMMUNITY DEVELOPMENT

Under the support of the Ministry of Community Development, the exhibition witnessed a remarkable presence of young Emirati people of determination to search for suitable job opportunities. The Ministry of Community Development also introduced an electronic platform that is designed to employ people of determination and help them in finding jobs that fit their qualifications and abilities.

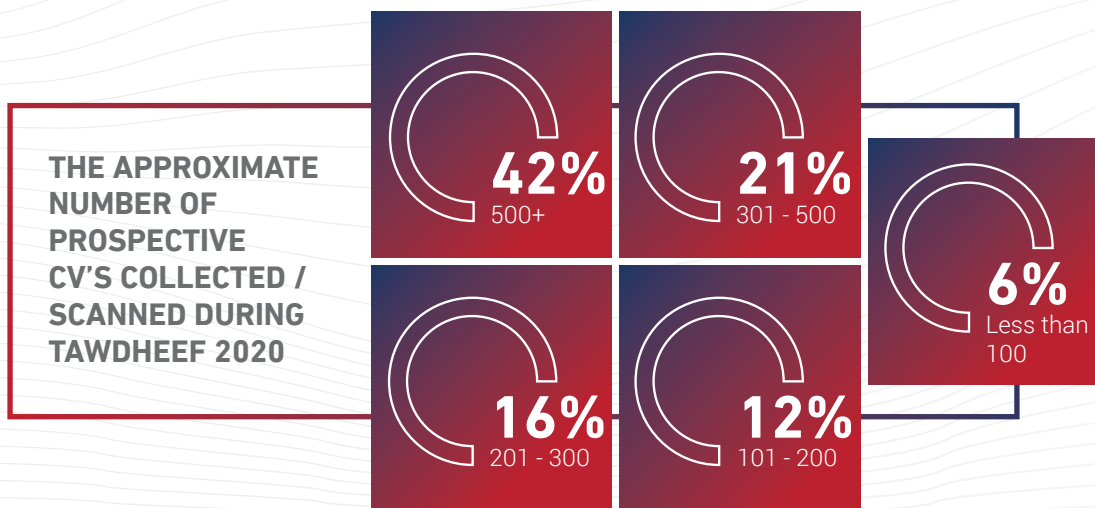
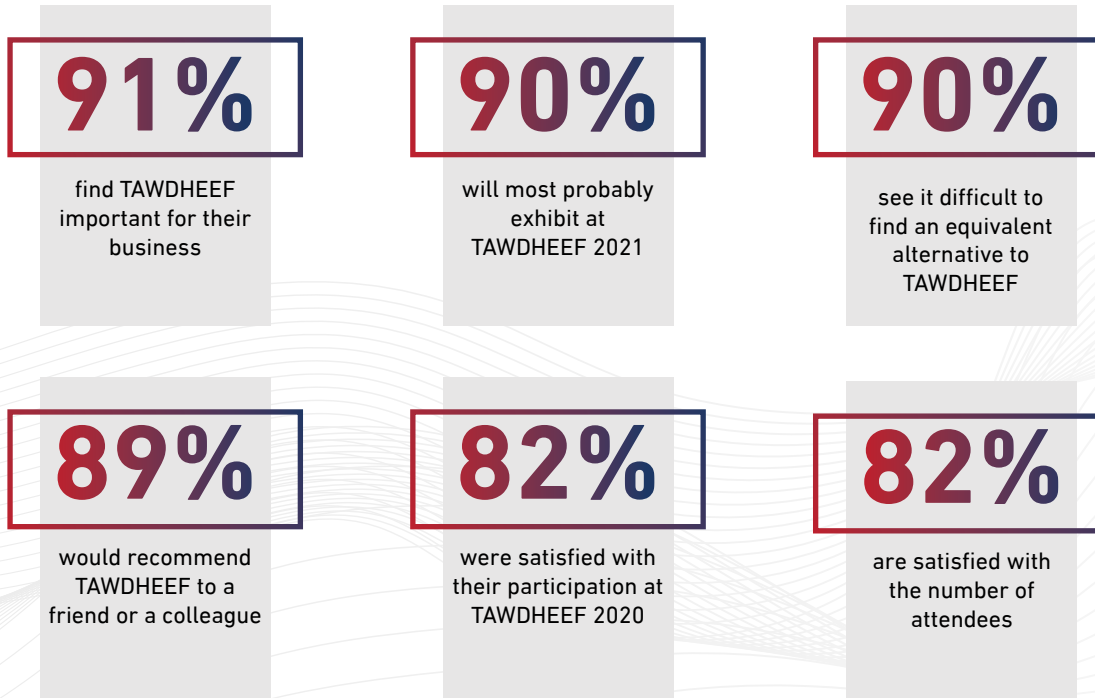


"I'm delighted to visit TAWDHEEF as I found some job opportunities in Etihad, Civil Defence, and Abu Dhabi Police. I will definitely visit TAWDHEEF again because it's an unmissable opportunity and an excellent platform for all Emirati job seekers with different ages and experiences, even for high school students to learn more about future jobs and its needs"

Mohamad Omair, a **Job Seeker**



# Exhibitor Feedback



"ADNOC is participating at TAWDHEEF 2020 in order to source and hire Emirati talents for our 2030 smart development strategy and we have three different hiring objectives: the first one is the admission of high school graduates to ADNOC Technical Academy in order to train them for future technical jobs, the second one is for all Emirati students to apply and the third one is for Top high school and university graduates. The number of Emiratis who applied at our stand is very promising and we are looking forward to be here during TAWDHEEF 2021"

Khaled AL Khoury,  
**Chief Emiratisation Department at ADNOC**

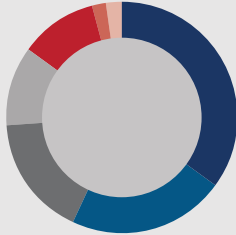


"EDGE Group was announced in November 2019 and this is our biggest participation at TAWDHEEF exhibition. We have 25 subsidiaries and we operate across 5 different industries. We have a unique and fun process to hire Emirati talents where we don't rely only on resumes and applications, but we put the candidates through a personality test and a game to discover where he/she would fit best within the company"

Kahled Al Breiki,  
**CEO of GAL – EDGE Group**

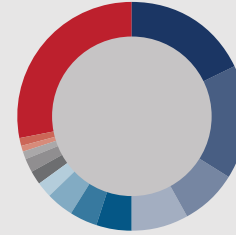
# Visitor Profile

## CURRENT STATUS OF VISITORS



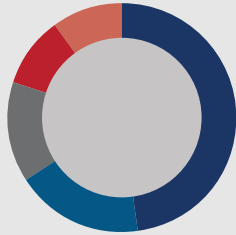
- 35% Unemployed
- 22% Graduate looking for a job
- 17% University Student
- 11% Employed in the private sector and looking for a new job
- 11% Employed in government/ministry and looking for a new job
- 2% School Student
- 2% Employed and looking for professional training

## EDUCATIONAL FIELD



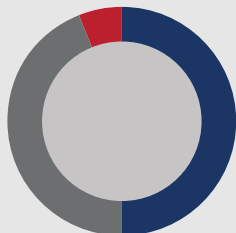
- 18% Engineering
- 16% Business
- 8% Accounting / Finance
- 8% Computer Sciences
- 5% Education
- 4% Communications / Journalism
- 4% Legal
- 2% Science
- 2% Mechanic & Repair Technologies
- 2% Medical & Health
- 1% Psychology
- 1% Biological / Biomedical Science
- 1% Visual & Performing Arts
- 28% Other

## WORK EXPERIENCE



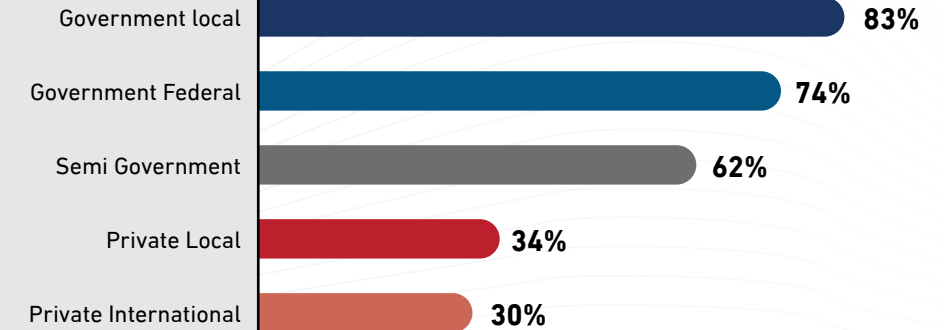
- 48% None
- 18% Less than 2 years
- 14% 3-5 years
- 10% 6-10 years
- 10% More than 10 years

## EDUCATIONAL LEVEL



- 50% Bachelor/Undergraduate
- 44% High school
- 6% Postgraduate

## SECTOR OF INTEREST



# School Visits



# Visitor Profile

## INDUSTRY OF INTEREST



9%

ENERGY



8%

OIL & GAS



7%

AVIATION



7%

SECURITY &  
DEFENCE



7%

HEALTHCARE



6%

EDUCATION



6%

TECHNOLOGY



6%

INDUSTRIAL



6%

TELECOMMUNICATIONS



5%

TRANSPORTATION



5%

BANKING/FINANCE



5%

IT



5%

MEDIA



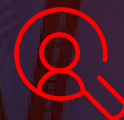
5%

INSURANCE



4%

HOSPITALITY



4%

RECRUITMENT  
AGENCY



4%

RETAIL



1%

OTHER

# Marketing Campaigns

## INTEGRATED MARKETING CAMPAIGNS

### EDUCATIONAL FIELD

145,047

WEBSITE VISITORS

98,751

NEW VISITORS

227,341

PAGE VIEWS

### E-MAILER CAMPAIGNS

1,359,090

MAILERS

553,784

TOTAL OPENS

50,900

UNIQUE OPENS

62,527

TOTAL  
CLICK THROUGH

### JOBS@TAWDHEEF PORTAL

32,774

PAGE VIEWS

27,248

UNIQUE PAGE VIEWS

03:07 MIN

AVERAGE TIME  
ON PAGE

87%

OF OUR EXHIBITORS  
ARE SATISFIED WITH  
JOBS@TAWDHEEF PORTAL

# Media Coverage

## SOCIAL MEDIA COVERAGE

### TWITTER CAMPAIGNS

**463,300** IMPRESSIONS



### LINKEDIN CAMPAIGNS

**95,100** IMPRESSIONS



### FACEBOOK CAMPAIGNS

**811,000** IMPRESSIONS



### INSTAGRAM CAMPAIGNS

**1,194,000** IMPRESSIONS **83** Onsite Stories



**46,000**

TOTAL ENGAGEMENTS

# PR Coverage

## TAWDHEEF PR WAS PUBLISHED IN A WIDE RANGE OF MEDIA REACHING OVER 2,000,000 DESIRED AUDIENCE:

24 WEBSITE  
ABU DHABI NEWS  
AJMAN NEWS  
AL AIN NEWS  
AL FAJR  
ALL FAMILY MAGAZINE  
AL WATAN  
BARQ AL EMARAT  
BAYAN  
EMIRATES TODAY

EREM NEWS  
ETIHAD  
FURSAN EMIRATES  
GULF TODAY  
GULF NEWS  
ROOYA  
SHARJAH 24 NEWS  
THE NATIONAL  
ZAH RAT AL KHALIJ MAGAZINE

MEDIA REACHING OVER

**2,000,000**

DESIRED AUDIENCE

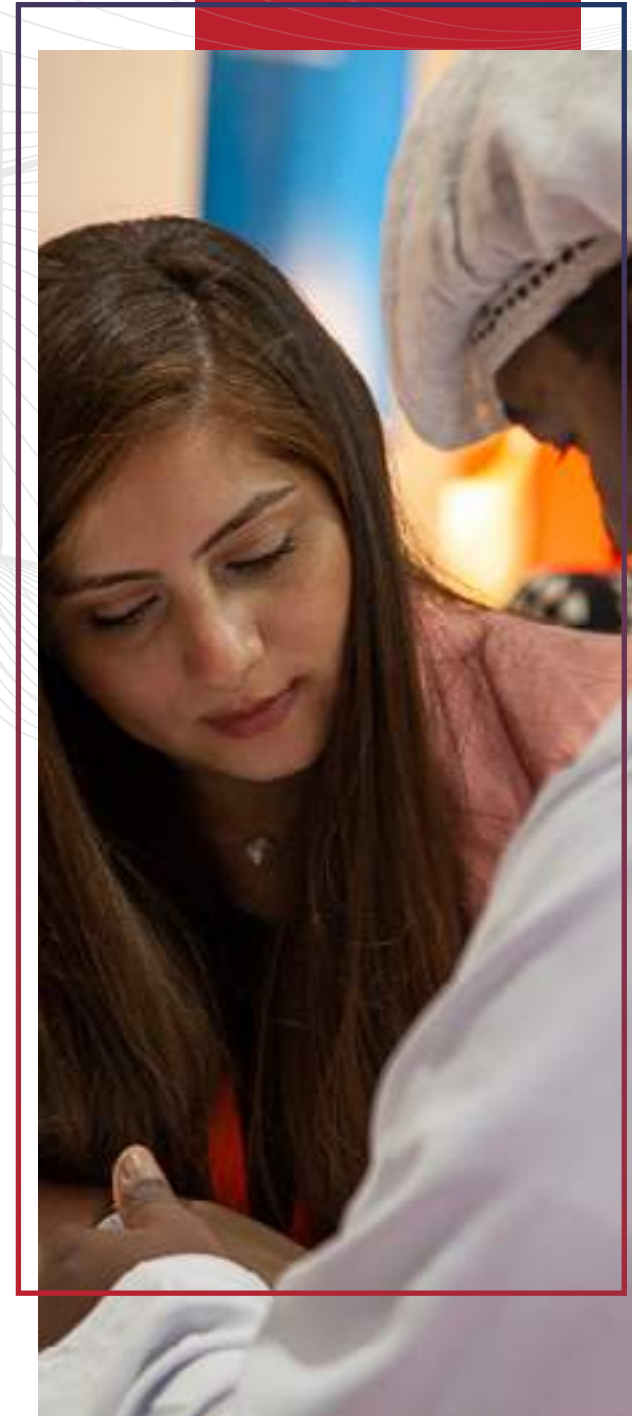
## RADIO ADVERTISEMENT

145 RADIO SPOTS TO REACH THOUSANDS OF EMIRATI JOB SEEKERS THROUGH THE FOLLOWING CHANNELS:



## TV CAMPAIGNS – ONSITE COVERAGE

THE FOLLOWING TV CHANNELS COVERED TAWDHEEF DURING THE 3 DAYS OF THE SHOW:



# A Sneak Peak



# START PLANNING FOR YOUR PARTICIPATION



Contact our team to  
**BOOK YOUR SPACE**

**Tamer Nahas**

Exhibition director

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توظيف  
**TAWDHEEF**

**27 - 29 OCTOBER 2021**

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