



We Invite you for....

Indian Education Expo 2007





ATEICO Education & Marketing Services (AEMS)

AEMS a division of Bushnak Group of companies of Saudi Arabia is recognized as a leader in providing educational services to benefit the community at large. AEMS mission is to bring together active minds and professional hands to serve and provide quality service to student community, while maintaining corporate values.

At AEMS we maintain library of resources on international universities, and employ experts in the field of education consultancy. As per the Saudi Arabian statistics, with an ever increase population, currently 26 million and forecasted to rise 47 million by 2020, Saudi Arabia is worlds 7th biggest spender on education and will need to sustain this level of commitment for the foreseeable future. With 60 percent of the Saudi population are under the age of 20 and a high population growth rate being recorded by the Kingdom, unprecedented opportunities are available for institutes involve in all aspects of education.

As education remains much in demand, and many students of all nationalities opt to study at foreign universities, every year AEMS conduct an exhibition-cum seminar of educational institutions from all over the world, in the different cities of Saudi Arabia. And we are proud to announce that this year AEMS is promoting Indian institutions in Saudi Arabia.





AEMS - Indian Education Expo 2007

AEMS is poised to host the grandest ever education fair, “Indian Education Exhibition 2007”, which will spotlight the enormous potential and exceptional standards of Indian education system. Covering kindergarten through to university and post-graduate levels as well as worldwide-accredited curricula, the event is expected to attract great interest from parents and students and offer unrivalled exposure to exhibitors, who are invited to apply for participation.

AEMS - Indian Education Exhibition 2007 will feature exhibitions from institutes of all levels, including schools and universities operating under the supervision of Ministry of Education India. Prime objective of AEMS - Indian Education Expo 2007 is to promote Indian Education in the Kingdom of Saudi Arabia and to provide a stage for parents and students looking for quality international education choices.

Some of the main objectives of AEMS - Indian Education Expo 2007 are:

- To promote India to be an international education center in the development of the South Asia Region.
- To encourage and promote Indian education business in Saudi Arabia to be more acceptable.
- To build up confidence on Indian education standards.





In view of this unexplored demand of good education for the expatriates from all part of the world and the residents of Saudi Arabia, we are happy to inform that we are conducting an exhibition-cum seminar of educational institutions of India, in the following cities of Saudi Arabia.



City : Riyadh
Venue : Riyadh 5 Star Hotel
Date : 14 - 15 - 16 Nov. 2007



City : Dammam
Venue : Dammam 5 Star Hotel
Date : 18 - 19 Nov. 2007



City : Jeddah
Venue : Jeddah 5 Star Hotel
Date : 21 - 22 - 23 Nov. 2007





Distance Learning



Universities



Private Schools



Language Schools & Centers



Audio Visual, Computer Training & software



Vocational Education & Training



Educational Equipment & Supplies



Textbooks & Curricula





**Participate now in three major cities of Saudi Arabia
(Riyadh, Dammam, Jeddah)**

get the following service for just **US\$ 8350/-**

VISA ARRANGEMENTS FOR ALL THE PARTICIPANTS

AEMS legal department will help and assist all the participants during the procedure for the procurement of the Saudi Visit Visa. AEMS will also issue the invitation letter to all the participants.

AIRPORT MEETS AND ASSISTS

AEMS Meets and Assists allow participants to be met and assisted on arrival. Our dedicated staff shall assist and accompany them to the designated hotel accommodation.

HOTEL ROOM BOOKINGS

AEMS' top priority is to provide the best state of art comfort to the participants/clients with Major 5 Star Hotels in Kingdom.

FOOD ARRANGEMENTS

AEMS food management gives all of us a flag to rally around as we accept only the highest levels of quality in our guest hospitality and in our relations. We strive to please our guests by making sure that we cater food as per their requirement.





EXHIBITION STAND AND INSTALLATION

3mX3m a mandatory shell scheme will be provided, with the following

Dividing walls

Company name and stand number on fascia board

Spotlight

Electrical socket (110/220v - 60Hz)



DIRECT MAILERS

The most important aspect of AEMS Marketing is direct mail, because of its ability to precisely target customers. AEMS Direct mail addresses the target customers personally and is tailored to their needs based on gathered data. Then the winning tests can be rolled out to a wider audience for optimal exposure and results.

POSTERS/BANNERS

Posters and Banners advertising play a major role in propagating AEMS events. They are strategically and typically placed in institutions, government sectors, missions and other commercial centers.

PRESS ADVERTISEMENT & PRESS RELEASE

A judicious mix of above the line media and effective use of creative execution tactically increases the impact of the event campaign all over Saudi Arabia. Strategically choosing minimum frequency level that ensures at least one exposure every week in the mainline dailies all over the kingdom. (Arabic & English)



PARTICIPANTS FORMS

Company / Institute Name: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____

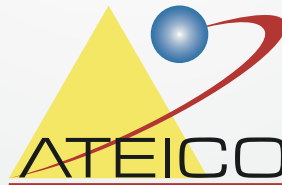
Company Activity: _____

Name: _____

Title: _____

Date: _____

Terms of Payment : 100% advance via bank transfer:
Company Name : ATEICO
Account No. : 055 188 303 006
Bank Name : Saudi Hollandi Bank
Bank Address : Madina Road, Mosadia Branch, Jeddah, Saudi Arabia
Swift Code : AAALSARI
*Please send a copy of your payment proof on Fax +9662-6690403. or via
E-mail: aems@ateico.net*



ATEICO EDUCATION & MARKETING SERVICES

Jeddah : P.O.Box 5791, Jeddah 21432, Tel.: (+9662) 668 4287, Fax: (+9662) 669 0403
E-mail: aems@ateico.net • URL: www.ateico.net • www.itoindia.com

Marketing Associate:



Tel.: +971 4 2979531, Fax: +971 4 2979532, P.O. Box: 86757, Dubai - United Arab Emirates
E-mail: faodex@emirates.net.ae