

IECHE 2014 Post Show Report



15 - 18 April 2014

The 5th International Exhibition & Conference on Higher Education

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Introduction

Under the royal patronage of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz Al Saud, the 5th International Exhibition & Conference on Higher Education (IECHE) was inaugurated by Dr. Khalid Bin Mohammed Al-Anqari, Minister of Higher Education (MOHE). Held at the Riyadh International Convention & Exhibition Center from 15 – 18 April 2014, IECHE sought to bring together leading universities and higher education institutions from the Kingdom of Saudi Arabia and around the world. The Conference has adopted this year the motto of “Innovation in Higher Education” to be the main theme of the Conference.

H.E. Dr. Khalid Bin Mohammed Al-Anqari delivered the opening speech in which he welcomed the attendees and participants in the conference, workshops and the scientific forums. He highlighted the main objectives of the Conference and the Exhibition and the new organization and developments made at the Exhibition. He added that the Government of the Kingdom recognized the main role of higher education in the development of human resources, in improving the awareness of the individual and society, in transferring the technology, enhancing the development, the creativity and innovation. Therefore it was the higher education – among other sectors – that has received considerable attention. He pointed out to the utmost care deployed by the Ministry to promote the knowledge-based-economy, to give the highest priority for scientific research activities, and to foster programs of creativity and innovation. He stated that the higher education had kept up with the Kingdom’s large area, population growth and the increasing rate of youth at the university study age.

As for choosing the innovation as a major theme of the Conference, Dr. Al-Anqari explained that this is a strategic goal in the plan of the higher education that will be realized through “Afaq” a long-term plan which was elaborated in accordance with Royal Directives.

Minister Al-Anqari cut the ceremonial ribbon to mark the official opening of the IECHE in the presence of a host of university and media representatives as well as hundreds of guests, including prominent social and diplomatic figures and foreign delegations.



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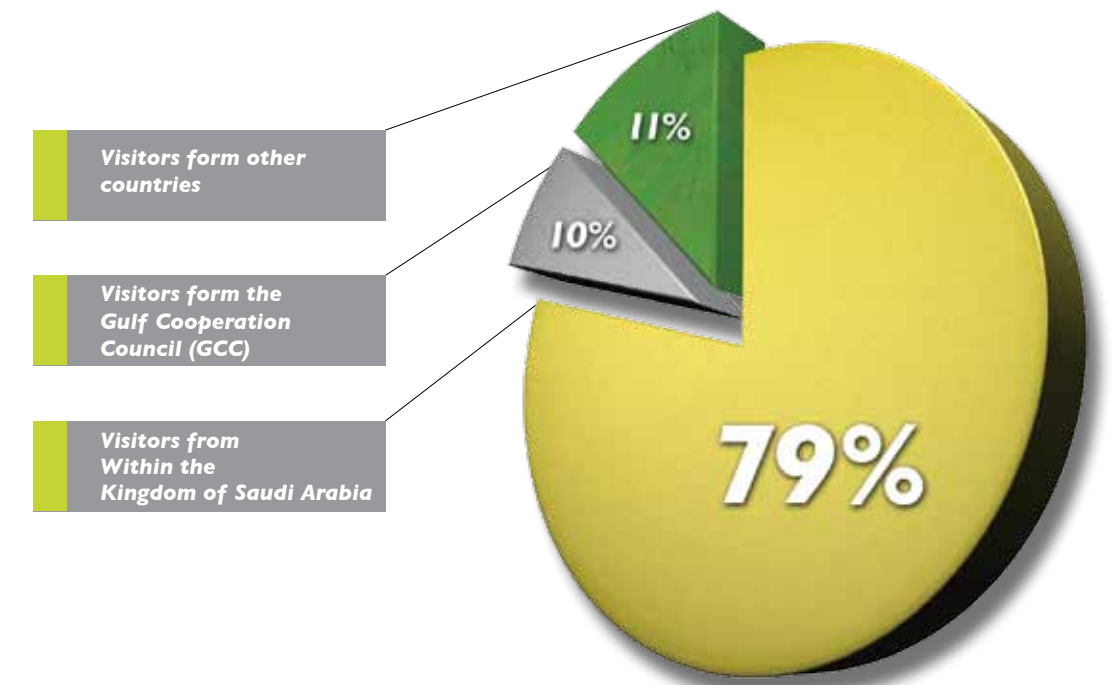
IECHE: A Unique Event in the Middle East

The IECHE is a unique event on the Kingdom's level as well as the region of the Middle East. It is considered one of the most important instruments to develop the educational sector; it enhances the role played by technology and fosters the means of communication in the modern learning environment in order to enrich the educational system. One of its main roles is to encourage creativity and innovation among future generations to increase the educational system output.

IECHE provides visitors with a specialized academic environment, extending beyond the Kingdom's borders to reach new horizons of communication.

This fact enabled visitors to interact directly with leading international and local higher education institutions under one roof, and discover the latest academic curricula and educational programs around the world.

The IECHE provides students and parents with easy choices in terms of picking the right destination for higher education without the complications of long distance learning and lengthy waiting periods.





IECHE is the Most Impressive Global Cultural Assembly

Main activities at the Conference and Exhibition in its 5th Edition:

The International Exhibition and Conference on Higher Education in its 5th Edition held at Riyadh International Convention & Exhibition Center from 15 to 18 April 2014 gathered under one roof 450 universities and global institutions from 34 countries, out of this number 61 Saudi universities and educational institutions. The international conference has adopted the motto "Innovation in Higher Education" to examine closely the new trends in this important field and consequently, to adopt the right solutions and recommendations.

The 4 days of the Conference and Exhibition were full of activities with 75 workshops in addition to a number of public lectures given by 20 international experts. Numerous academic exchange, agreements and partnerships were signed between Saudi universities and renowned universities abroad. The number of visitors attained more than 325,000 visitors who came mainly from inside the Kingdom, but numerous are those who came from the GCC countries as well as from adjacent countries. The conjunction of conferences, seminars, and meetings, in addition to workshops, attracted a wide array of local, regional, and international students, professional delegates, business executives, diplomats, higher education officials, private sector executives and expatriates, and other parties, seeking to learn from international experts and learn more on innovative procedures in higher education. The total number of visitors in 4 days (15-18 April) was as follows:

Visitors Breakdown	
DAY 1	75,441
DAY 2	67,997
DAY 3	71,226
DAY 4	110,596
Total Number of Visitors Over 4 Days	

325,260

KEYNOTE ADDRESS



Dr. Khalid M. Al-Anqari
Minister of Higher Education
Welcome Remarks by HE DR. KHALID AL ANKARY



Ruari Quinn
Minister for Education
and Skills
IRELAND



Tony Chan
President, The Hongkong University
of Science and Technology
HONG KONG



Tan Chorh Chuan
President, National University
of Singapore
Singapore

SESSION 1: Innovative University Models: An Improved Path to the Future?



Thomas Wilhelmsson
Chancellor, University of Helsinki
FINLAND



Zaini Ujang
Secretary General, Ministry of Education
MALAYSIA



Hans Adriaansens
Dean Emeritus, Roosevelt Academy,
Utrecht University
THE NETHERLANDS

SESSION 2: Online Learning and MOOCS: The Next Generation?



Michael Jäckel
President, University of Trier
GERMANY



Vijay Thadani
CEO - NIIT Limited & Co-Founder
NIIT University
INDIA



Akshay Saxena
Co-Founder and President,
Avanti Fellows,
INDIA



Mohammad Al Ohaly
Deputy Minister, Ministry of
Higher Education,
SAUDI ARABIA

SESSION 3: Creating Innovators



Richard Miller
President, Franklin W. Olin
College of Engineering,
USA



Giovanni Azzone
Rector, Politecnico di Milano
ITALY



Sanjay Dhande
Former Director, IIT Kanpur
INDIA



Saeed M. Al-Zahrani
Professor, King Saud University
SAUDI ARABIA

SESSION 4: Innovations for Learning, Teaching and Curriculum



Donna Qualters
Director, Center for Enhancement
of Learning and Teaching
USA



Eric Mazur
Area Dean of Applied Physics,
Harvard University
USA



Luc Soete
Rector, Maastricht University
THE NETHERLANDS



Wail Mousa
Director, King Fahd University
of Petroleum and Minerals
SAUDI ARABIA

Academic International Experts discussed the future of Higher Education:

The IECHE has established itself as one of the foremost educational events, drawing representatives from leading international universities and higher education institutions to share their expertise and insights on higher education. Forty world higher education experts and local experts in higher education participated in the Conference which was held in parallel to the Exhibition. They gave lectures and presented 17 research papers, which shed light on a multitude of vital issues concerning the future of higher education and the new trends in teaching and learning.

Innovation is a Strategic Goal in Kingdom's Education

Main Theme of the Conference: Innovation in Higher Education:

We can hardly mention higher education today without hearing the word “innovation,” or its understudies: “change”, “reinvention”, “transformation”. This kind of talk is not strange in the digital age. Is it an impending shakeout to the universities? Or is it a disruptive innovation to the Higher Education? One can hardly go a day without seeing an article touting the end of the University as we know it as the rise of online education, and in particular Massively Open Online Courses (MOOCs), promises to unleash a wave of creative destruction in higher education. Can the learning that emerges from an engaged, real-time discussions and lectures be replicated on an online forum? On one hand, we should recognize that many an industry have been disrupted by technological advances. On the other hand, universities have proven incredibly resilient. They are one of the most stable institutions ever devised by human kind. So, can they accept to change?

Of course, that doesn't mean that a shakeout isn't possible. So how will this likely play out? All such questions and topics were discussed at the Conference through a series of lectures presented by imminent lecturers. In fact, these days the Higher Education arena is witnessing the emergence of new entities devising their concepts and special approach to develop the academic style in terms of curricula, methods of teaching and the quality of outputs. So how will this likely play out? A few observations from the lectures:

Discussions on New Concepts in Higher Education



International speakers Presented New Experiments in Education

Pioneering University Concept: Contemporary challenge facing many universities, nowadays, is to combine equality in education, encourage the competitive elite, focus on the talent and attract the best students.

The New Academia: This concept has been applied in Malaysia, where it was elaborated according to a comprehensive overview which recognizes the labor market requirements, works to encourage the spirit of knowledge, and finds resources of investment for the development of education and the community.

The College-University: This is a new concept applied in the University of Utrecht. It played a great role in improving the academic working style, increased incentives equally to students and teachers. Such colleges succeeded in fostering special traditions at the academic institutions and established a practical system enabling the student to be indulged in the practicality of his profession.

East... Not west: One of the papers presented to the Conference was entitled "The Power of Change". The lecturer confirmed that the power of knowledge is the main element in realizing economic progress, and that Asia would become a pole of attraction for international students with its more than 200 universities, considered among the best universities in the world. Further, he posed the question concerning the e-learning and concluded that the traditional learning would be more comprehensive.

Is the Traditional University Vanishing? The E-Courses represent a great challenge to traditional universities, while the Massively Open Online Courses (MOOCs) are considered a threat to a lot of universities. It is anticipated that within less than two decades the large campuses would vanish and that universities would not stay if they do not go with the change.

The Open Space of Learning: According to another paper presented to the Conference, the digital generations played a role in making the world similar, especially with 40 countries and 30 Million students enrolled into the e-learning. Meanwhile the paper recognizes the difficulties faced by the e-learning system such as the teaching methods, psychological trends and the academic leaderships.

Kingdom's Strategy in adopting new styles: Employment of technology for the benefit of higher education is the comprehensive vision of the Kingdom's educational strategy. New styles and patterns that emerged from this new progress in the world of education, created a state of positive interaction between the various useful elements of the educational process. For teachers and learners, and the educational contents all of which contributed significantly to the expansion of the perception of learners, and helped to discover their potential, which is what constitutes a cornerstone of learning leading to a knowledge-based society.

Scientific Seminars and Live Experiments

Workshops

Workshops at IECHE have become a major attraction point within the main event. Over the 4 days of IECHE 5th edition, 75 general workshops and 9 specialized workshops were organized by different local and international institutions. With 17 lectures and 40 speakers, the number of attendees attained 4,400. Topics were focused on recent trends and developments such as E-learning, Open universities, Massively Open Online Courses (MOOCs), entrance exams, international academic cooperation, partnership programs, acceptance criteria, degree programs, experiments & experiences of some of the participating universities.



Hall A	Hall B	Hall C
Tuesday April 15, 2014		
1Work Shop 1 Birmingham Foundation Academy - University of Birmingham	7Work Shop 7 Higher Studies at King Saud University: Parallel & Supplementary Education - King Saud University	13Work Shop 13 Studying in USA : Experiences and Experiments - King Khalid University
2Work Shop 2 Healthcare PhD and Masters Opportunities from the University of Dundee - Dundee University	8Work Shop 8 Photography Art, Digital Photo Editing & Instagram in Higher Education - King Saud University	14Work Shop 14 Studying an MSc in Health Informatics at Swansea University Swansea University
3Work Shop 3 Exchange Programs for Saudi Nationals to the USA - Education USA	9Work Shop 9 Australian Education Quality and Research Capabilities - Monash University	15Work Shop 15 Saudi Digital Library Gateway - Saudi Digital Library
4Work Shop 4 The University Student Security - Al Jouf University	10Work Shop 10 The experience of King Abdulaziz University in Electronic Tests - King Abdulaziz University	16Work Shop 16 The Quality Standards in Plans & Studying Programs Development - King Khalid University
5Work Shop 5 New Zealand Technical and Vocational Education. Preparation for your Future Career” - New Zealand Institutes of Technology and Polytechnics	11Work Shop 11 Study in Canada TBC University / Canadian Embassy	17Work Shop 17 The role of Saudi Digital Library Service in Higher Education Saudi Digital Library
6Work Shop 6 More Opportunities for Success with the TOEFL & GRE Tests - ETS Global	12Work Shop 12 IELTS Masterclass - IDP Education Pty Ltd.	18Work Shop 18 Pleasant Education with Human Touch - Huawei Technologies Co. Ltd.
Wednesday April 16, 2014		
19Work Shop 1 Studying Medicine & Medical Science: Students Experience King Saud bin Abdulaziz University for Health Sciences	27Work Shop 9 King Saud Experience in Attracting Scholarship Students King Saud University	35Work Shop 17 Achieving Integration & Coordination Between Saudi Universities towards Standardizing Academic Accreditation - King Khalid University
20Work Shop 2 Studying Medicine & Medical Science: Students Experience King Saud bin Abdulaziz University for Health Sciences	28Work Shop 10 Social Media Influence on the Youth King Saud University	36Work Shop 18 e-Learning for the Gifted & Talented Undergraduates - Experience of King Khalid University King Khalid University
21Work Shop 3 Dean of Student Affairs Experience in Student Clubs & Voluntary Work - Taibah University	29Work Shop 11 Undergraduate & Graduate Degrees at Texas A & M - Texas A & M University	37Work Shop 19 The Islamic University Experience in Developing Scholarships Students Skills - Islamic University in Madina
22Work Shop 4 An Alternative Approach to Higher Education in Australia - University of Melbourne	30Work Shop 12 An Introduction to US Higher Education - Northern Arizona University	38Work Shop 20 Habits of Effective Leaderships in Higher Education - The University of Texas at Austin
23Work Shop 5 English as a Second Language Programs in the USA - EducationUSA	31Work Shop 13 Vanderbilt University - Vanderbilt University	39Work Shop 21 Making a Successful PhD Application to a UK University - University of East Anglia (UEA)
24Work Shop 6 The Development of Cooperation Between Al Baha University & the University of Uppsala, Sweden Al Baha University	32Work Shop 14 Academic Advising for the Preparatory Year at King Abdulaziz University - King Abdulaziz University	40Work Shop 22 Community Partnership for Voluntary work in Saudi Universities: Vision and Aspirations - King Khalid University
25Work Shop 7 Applying for a U.S. Student Visa - U.S.Embassy- Consular Section	33Work Shop 15 Vanderbilt University - Vanderbilt University	41Work Shop 23 Higher Education and enrich the Scientific Research - Saudi Digital Library
26Work Shop 8 HR Development to Achieve Sustainable Development - Princess Nora Bint Abdulrahman	34Work Shop 16 IELTS Masterclass - IDP Education Pty Ltd.	42Work Shop 24 Study in Canada - TBC University / Canadian Embassy
Thursday April 17, 2014		
43Work Shop 1 Princess Nora University Cooperation Programs with International Universities - Princess Nora Bint Abdulrahman	51Work Shop 9 King Saud Programs & Preparatory Year - King Saud University	59Work Shop 17 Five Strategic Academic Advising Methods - The University of Texas at Austin
44Work Shop 2 The Role of the University in Promoting Voluntary Work - Al Jouf University	52Work Shop 10 Educational Experiences Abroad - King Saud University	60Work Shop 18 How Can International Students Excel in U.S Higher Education - The University of Texas at Austin
45Work Shop 3 Studying Medicine & Medical Science: Students Experience - King Saud bin Abdulaziz University for Health Sciences	53Work Shop 11 Higher Education and How to Cope With It - Al Ghad Medical Science Colleges	61Work Shop 19 Open e-courses of Mass Enrollment at King Khalid University - MOOC - King Khalid University
46Work Shop 4 Studying Medicine & Medical Science: Students Experience - King Saud bin Abdulaziz University for Health Sciences	54Work Shop 12 Adelaide. Australia's Education City - University of Adelaide	62Work Shop 20 The role of community participation in education reform in Saudi Arabia - Shaqra University
47Work Shop 5 Undergraduate Study in the USA - EducationUSA	55Work Shop 13 More Opportunities for Success with the TOEFL & GRE Tests - ETS Global	63Work Shop 21 Adopting the "Problem Solving" based Medical Curriculum of University of Groningen by King Faisal University King Faisal University
48Work Shop 6 Quality in Higher Education - The University of Najran as a Model - Najran University	56Work Shop 14 Specialization & Scholarship Medical Education - Saudi Arabian Cultural Bureau - Canada	64Work Shop 22 International Partnership: KFU & TCSG - King Faisal University
49Work Shop 7 Applying for a U.S. Student Visa - U.S. Embassy	57Work Shop 15 Applying for PhD Programmes (Arabic Seminar) - The University of Manchester	65Work Shop 23 Nurturing Talented: Partnership Between the University and the Community - King Khalid University
50Work Shop 8 University Values - Taibah University	58Work Shop 16 IELTS Masterclass - IDP Education Pty Ltd.	66Work Shop 24 e-learning at King Faisal University - Facts & Numbers - King Faisal University
Friday April 18, 2014		
67Work Shop 1 05:00 - 05:50 PM Employability - University of West London	70Work Shop 4 05:00 - 05:50 PM Postgraduate study at the Institute of Education - Institute of Education, University of London	73Work Shop 7 05:00 - 05:50 PM Opportunities & Health Specialties Needed in the Labor Market - Al Ghad Medical Science Colleges
68Work Shop 2 07:00 - 07:50 PM Graduate Study in the USA - EducationUSA	71Work Shop 5 07:00 - 07:50 PM Studying at University of Greenwich - University of Greenwich	74Work Shop 8 07:00 - 07:50 PM Programs at Colleges of Applied Medicines & their Outputs - Al Ghad Medical Science Colleges
69Work Shop 3 08:00 - 08:50 PM Effective Teaching - Taibah University	72Work Shop 6 08:00 - 08:50 PM IELTS Masterclass - IDP Education Pty Ltd.	75Work Shop 9 08:00 - 08:50 PM Study in Canada - TBC University / Canadian Embassy

Tuesday 15 April 2014					
Workshop 1	6:00 - 8:30				
	Importance of Research, Writing & Translation in Cultural & Technological Exchange				
	Dr. Amal Fatani The Road Map for the Next Global Millennium	Dr.Khawla Al Kuraya Enhancing Research Capacity in Saudi Arabia	Dr.Hana Hejazi Capturing the Cultural and Scientific Essence of Saudi Arabian Achievements	Dr.Reem Al Tuweirqi The Importance of Translation Cultural Exchanges	Dr.Salwa Nugali Knowledge Transfer for Global Excellence
Wednesday 16 April 2014					
Workshop 2	6:00 - 8:30				
	The Role of Saudi Women in Sustainable Development in the Kingdom of Saudi Arabia				Dr. Joharah Al Ashaikh Dr.Najah Moqbil Al- Qaraawi
Thursday 17 April 2014					
Workshop 3	9:00 - 12:30				
	Attract Outstanding Talent To Work in the Private Universities and Colleges				
	Holy Quran Recital	Sponsor of the event speech	Advisor & General Supervisor of National Higher Education Speech	Movie on National Higher Education	Inauguration of the National Higher Education Magazine
	First Session President of First Session: Dr. Waleed Al-Dali				
	Undersecretary Assistant of the Ministry of Civil Service for Recruitment & Employment	Advisor of the Ministry of Interior		Ministry of Higher Education	Q & A
	Break 10:35 - 10:55				
	10:55 - 12:30				
	Second Session President of Second Session: Mr. Abdulrahman Al-Meqbil				
	Representative of National Universities & Colleges	Human Resource Development Fund		Council of Saudi Chambers	Q & A and Recommendations
Workshop 4	1:00 - 3:00				
	Undergraduate & Postgraduate Education System in the United States				
	Davis Miles	Khalid Khoshal	Sohail Rao	Safwan Al Masri	Slavko Bradik
Workshop 5	3:00 - 5:00				
	United States Medical License Exam, Residency & Fellowship Training in the United States				
	Asim Ashambari	Rodney Young	Faiz Y. Bhora	Richardson Perry	Roger Smalligan
	Eleonor Fitzpatrick				
Workshop 6	5:00 - 6:30				
	Admission Procedures and Licensure Requirement in the United States for: Dentistry - Pharmacy - Nursing -Physical Therapy				
Dental Licensure Procedure in the US			Pharmacy Licensure Procedure in the US		
Dr. Ali Al-Auhaidib	Christian Stohler	Ken Hargreaves	Nasser Zawia	Abdulaziz Al-Issa	Yousif Assiri
Nursing & Allied Health Admission Procedures Licensure Requirement in the US		Physical Therapy			
		Adel Abu Zinadah	Rafat Qahoush	Wael Alhusami	Munir Soliman
Workshop 7	7:00 - 8:30				
	How to Choose Your University Major?				Dr. Fahad Al Missned
Friday 18 April 2014					
Workshop 8	4:30 - 6:30				
	Admission Procedures at the University level in Some Selected American Colleges and Universities (Harvard - Yale - Stanford - Colombia - Pennsylvania)				
Workshop 9	7:00 - 8:30				
	University Certificate Equivalency				Dr. Abdullah Al-Qahtani

Specialized workshops organized during the 4 days of the 5th IECHE





Fostering Relations With The Academic World

IECHE is the best opportunity for Saudi universities to meet with other world famous universities face to face and to conclude cultural exchange agreements. To enhance cultural and educational relations among Saudi universities and international universities, a number of agreements were signed. During the IECHE 1st to 4th Edition the number of agreements signed attained 102 agreements, while during the 5th Edition alone 50 new agreements were signed at MOHE headquarters in the presence of H.E. the Minister of Higher Education, as shown in the table below:

Agreements are indicators of IECHE Success (2010 – 2014)

Number of agreements signed between Saudi universities & International Universities

IECHE 1 st Edition 2010	Agreements Signed
IECHE 2 nd Edition 2011	25
IECHE 3 rd Edition 2012	14
IECHE 4 th Edition 2013	18
IECHE 5 th Edition 2014	50
Total Number of Agreement Signed	
152	

45

25

14

18

50

152



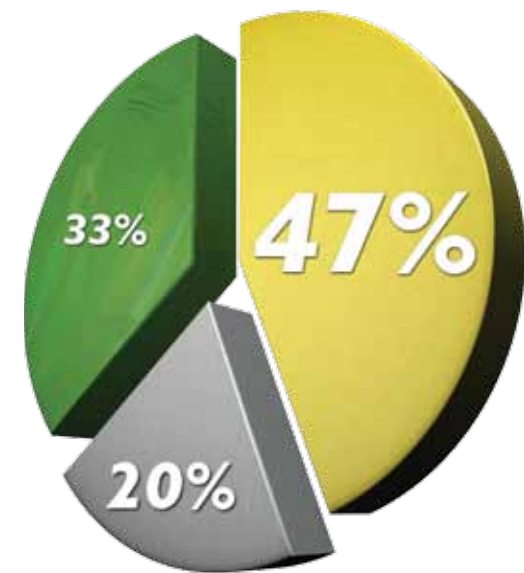
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Service Agreements signed during the 5th IECHE

	Saudi University	International University	Country	Subject
1.	Dammam University	1. The Imperial College, London 2. Becker Professional University 3. Monash University 4. University of South Alabama 5. General Electric	UK USA Australia USA KSA	Research on anti-cancer gene. Medical License Preparatory program. Medical curricula development Design & execution of respiratory care curricula. Provide scholarships for distinguished students.
2.	Salman Bin Abdul Aziz University	6. Kyoto University	Japan	Joint supervision & applied research.
3.	AL-Jouf University	7. Jean University 8. University of Stathclyde 9. Alberta University 10. Montreal Diabetes Center	Spain UK Canada Canada	Consultancy, teaching, training and joint research. Experience & training International visitor's program (Medical Science)
4.	Taibah University	11. University of Manchester	UK	10 medical students training
5.	Islamic University	12. University Teknologi 13. KerajaanNegeri Selangor	Malaysia Malaysia	Consultancy Scholarship
6.	King Faisal University	14. University of Groningen	Netherlands	Application of Medical capacity course
7.	Saudi Electronic University	15. Florida Institute 16. Franklin University	USA USA	Medical records course Teaching 2 courses
8.	Princess Noura University	17. Dublin City University 18. Sookmyung University 19. Valencia College	Ireland S. Korea USA	Nursing curricula revision Female students Center Consultancy services
9.	King Saud University	20. Bologna University	Italy	Academic cooperation
10.	Hail University	21. University of Cambridge 22. Cihan University 23. Fraunhofer Institute	UK China Germany	
11.	Ministry's Agency for Educational Affairs	(12) Agreements with Saudi Universities (10) Agreements with Saudi Universities	Saudi Parties Saudi Parties	To enhance social responsibility of Saudi Universities. Development of innovation and creativity at Saudi Universities
12.	Saudi Digital Library	(6) Agreements with various 3rd parties	Several	Sharing data base
13.	King Abdullah International Center for Arabic Language Service	(3) Agreements with 3 Saudi Universities	Several	

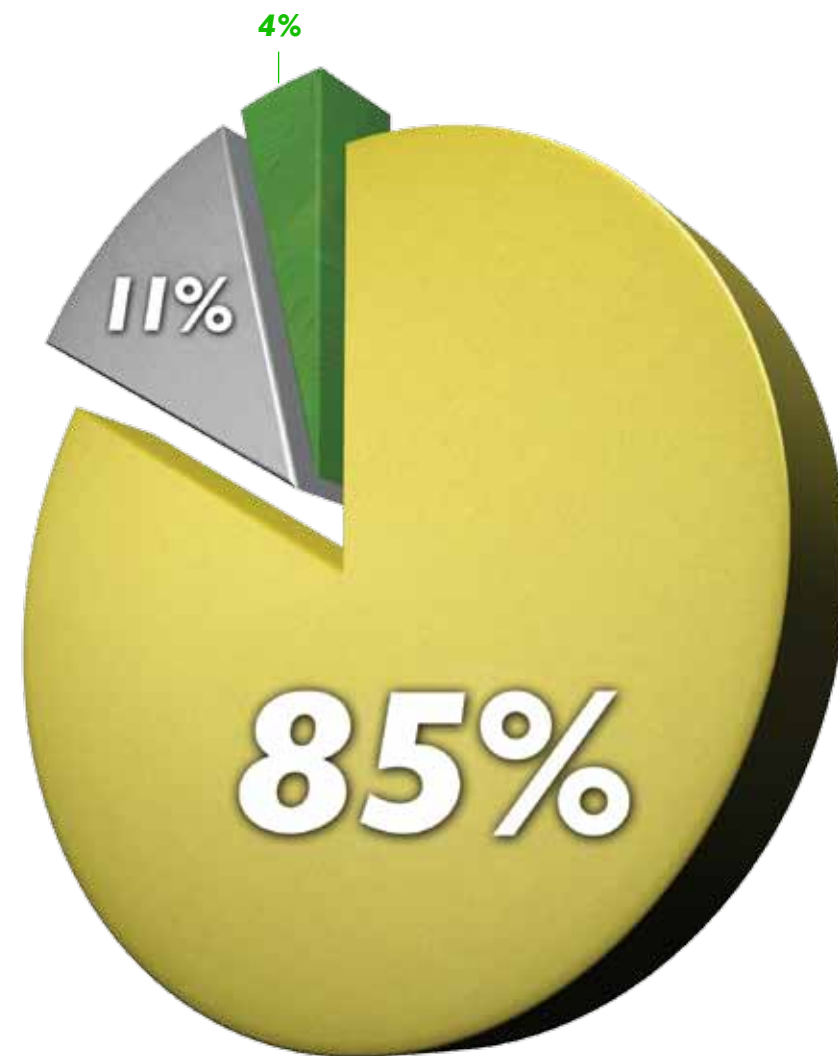
Visitors Survey



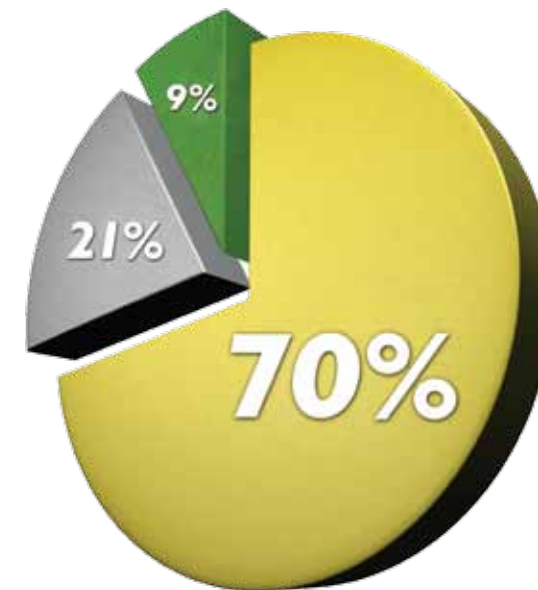
Level of Workshops Accompanying IECHE 2014



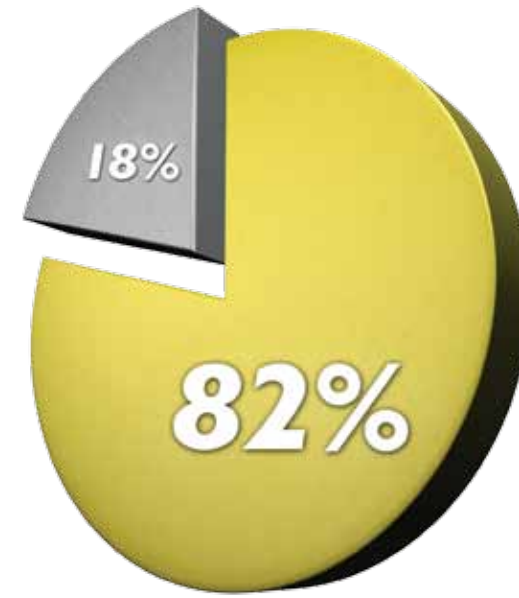
Level of Participating Universities



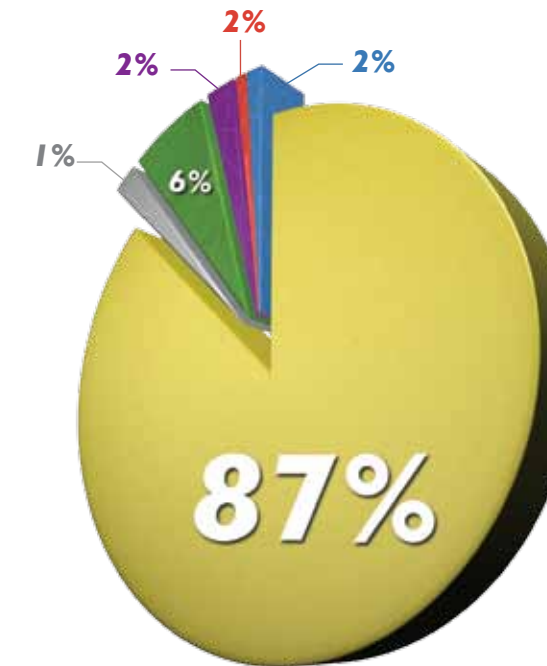
Diversity of Universities & Educational Institutions



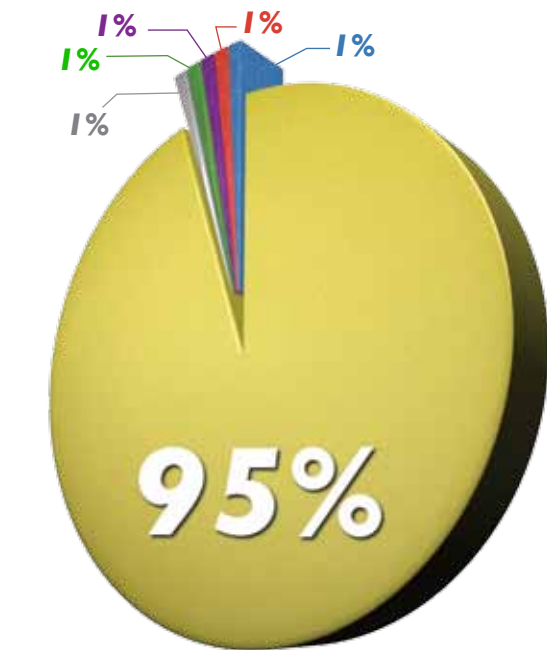
Visiting Time



Exhibitors Experience at IECHE 2014

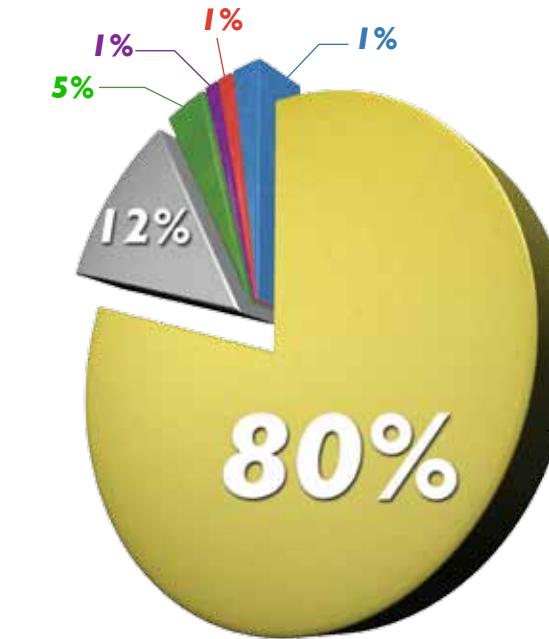


Diversity of Universities & Educational Institutions

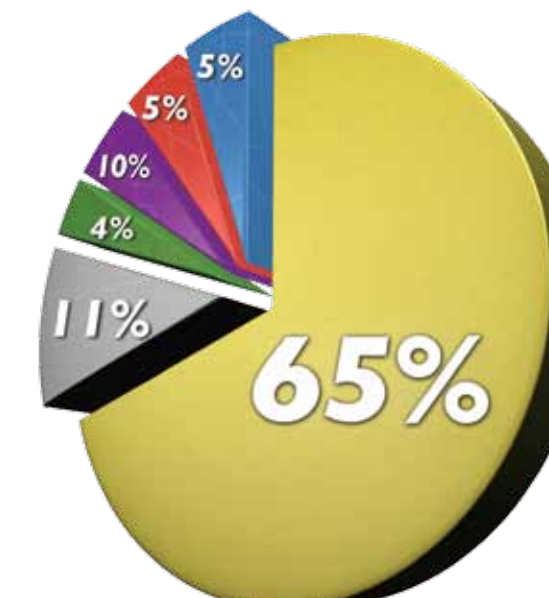


Level of Universities Participating in the Exhibition

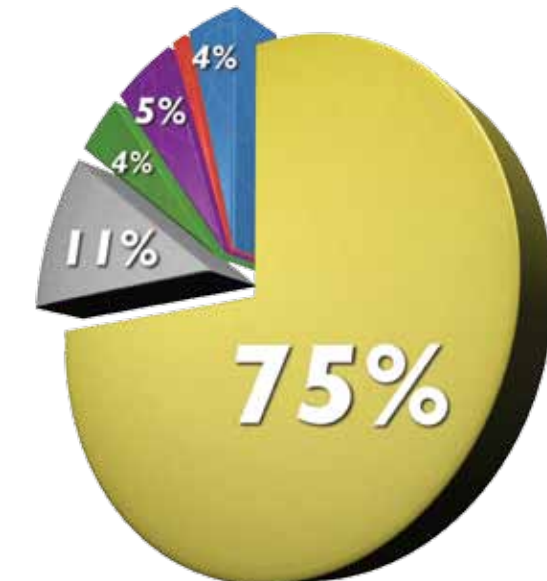
Local Exhibitors Survey



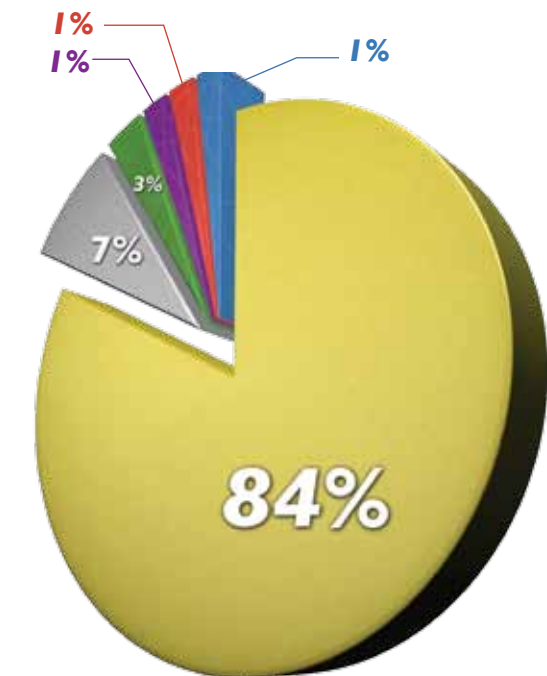
Level of Workshops Accompanying IECHE 2014



Level of the Events Website



Visiting Time

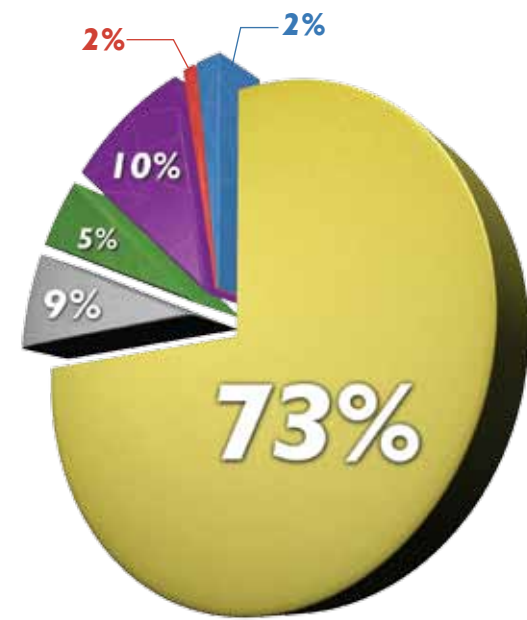


Level of Specialized Workshops Accompanying IECHE 2014

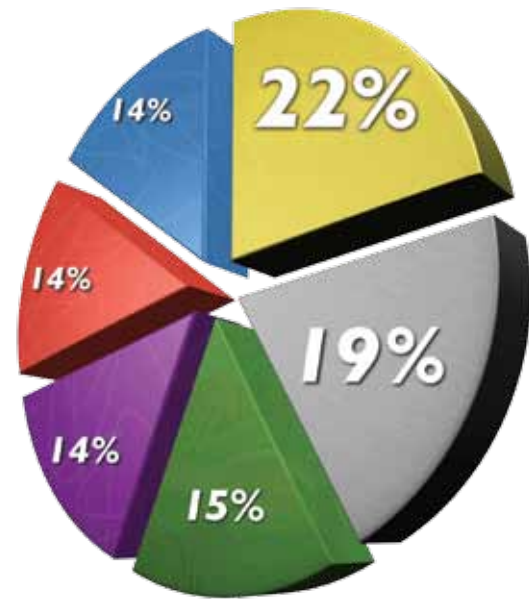
- Very Appropriate
- Appropriate
- Appropriate to some extent
- Inappropriate
- I do not know
- Without

International Exhibitors Survey

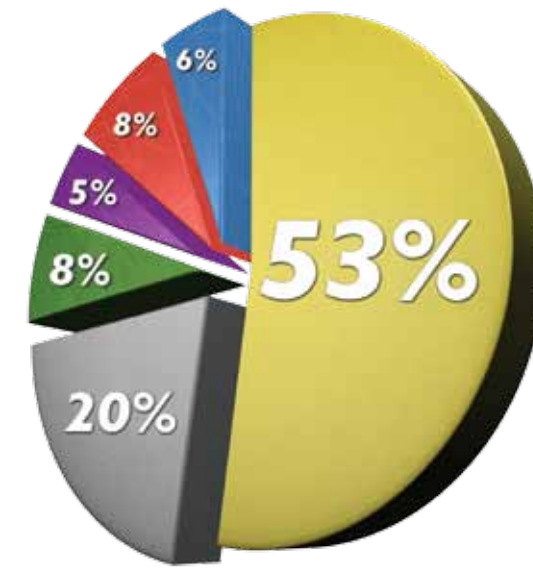
- Very Appropriate
- Appropriate
- Appropriate to some extent
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- I do not know
- Without



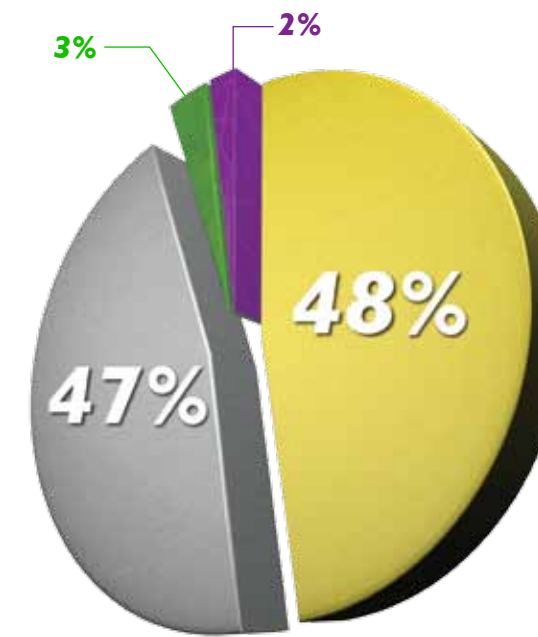
Level of Workshops Accompanying IECHE 2014



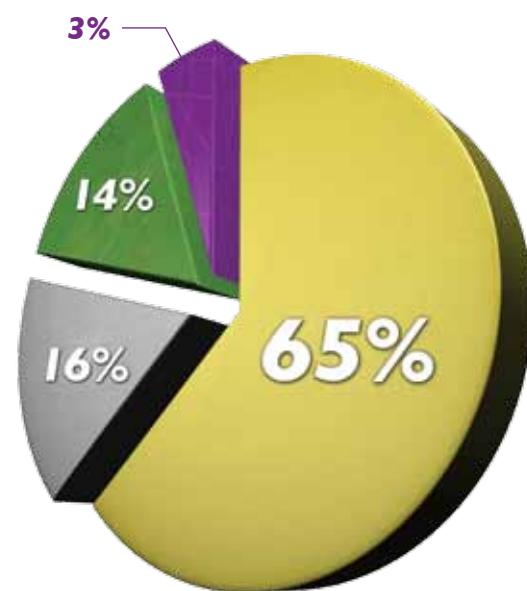
Availability & Level of Utilizing Technology



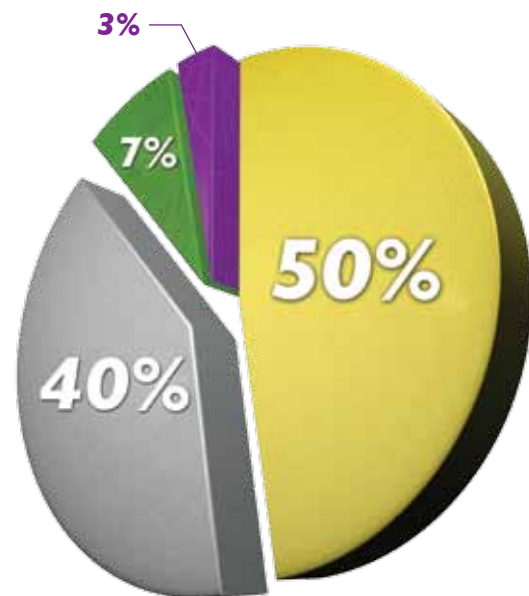
Cost of Participation at the Exhibition



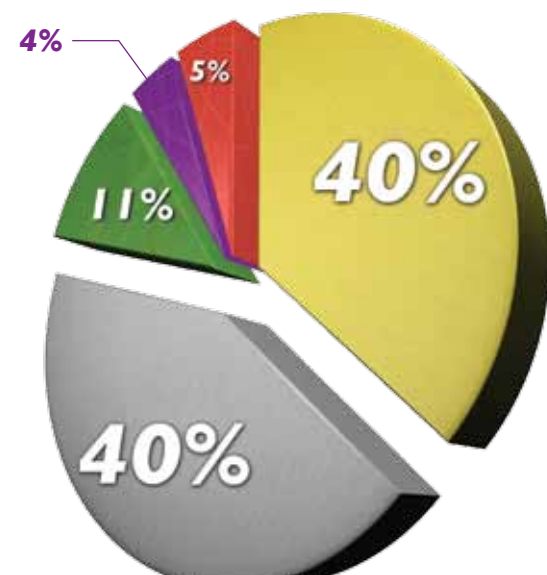
Diversity of Universities & Educational Institutions



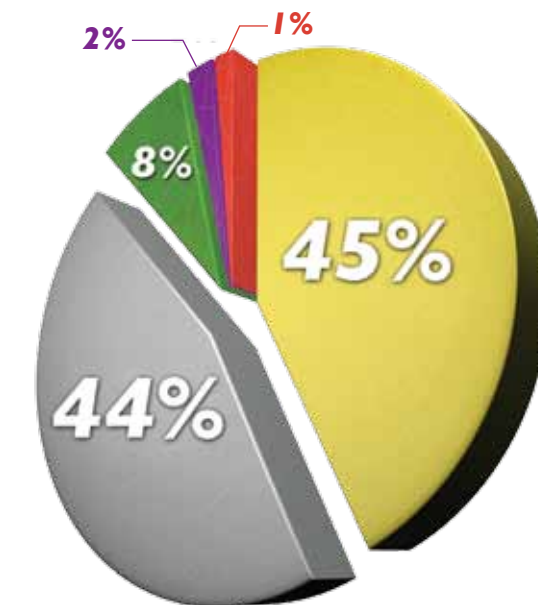
Number of Exhibiting Universities



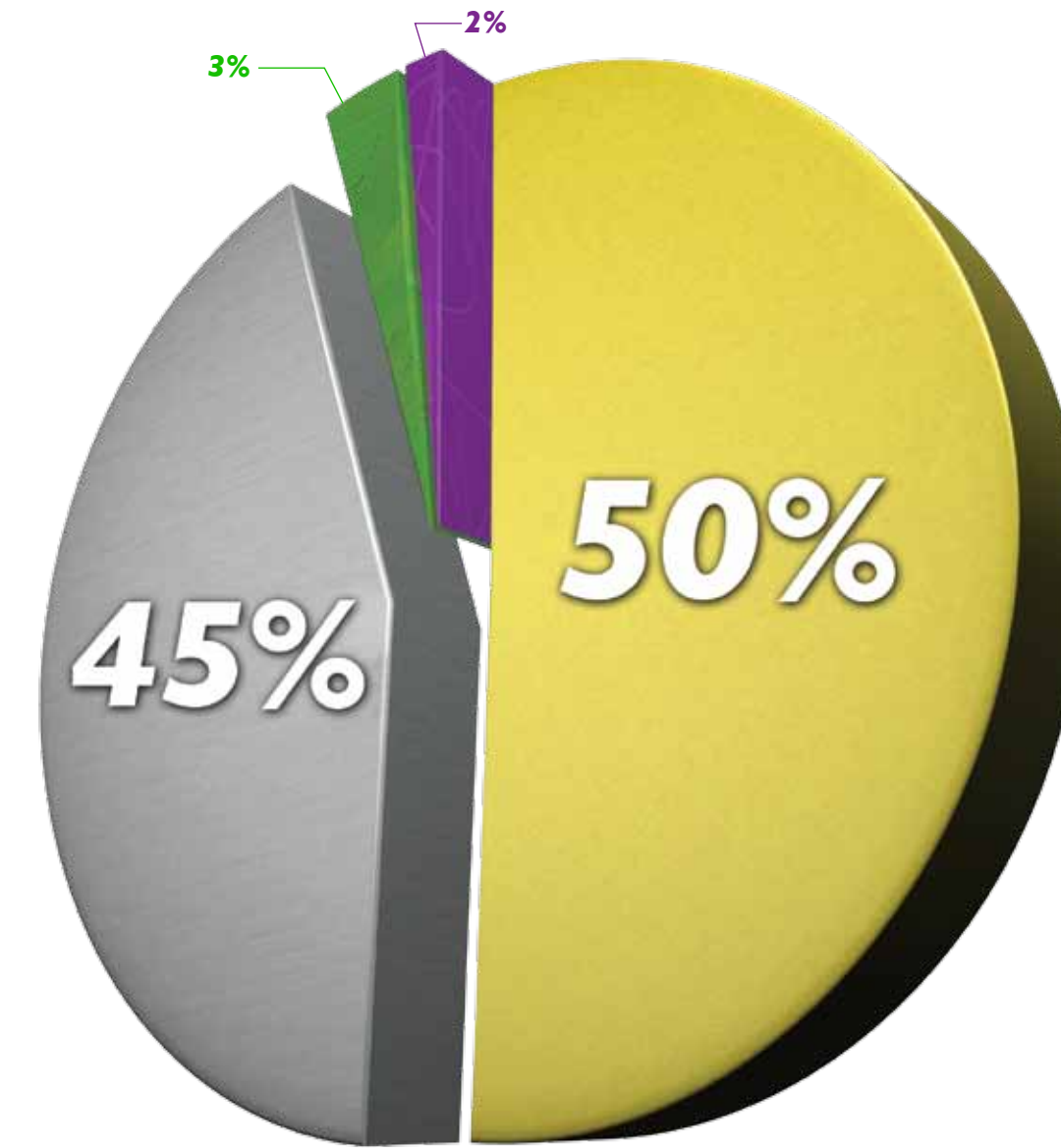
Level of Participating Universities



Exhibitors Experience at IECHE 2013



Quality of Exhibitors



Visiting Time



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Welcoming the Guests of IECHE 2014





Knowledge-Based Economy is one of the Kingdom's Main Objectives

For the last five decades the top priority was a permanent commitment of the Kingdom's government to build its citizens, upgrade the quality of their life and to care of their welfare. Thus by investing in its human capital the Kingdom ensures a lasting growth and knowledge-based economy.

As a result of the right planning, collaboration in intensive and permanent efforts deployed by the government and its relevant institutions, qualitative and quantitative evolution occurred in all stages of education including the number of schools, students as well as in all institutions of higher education. The Saudi government allocates 24.6% of its budget to education (SR 210 Billion), 10% out of this amount is allocated to higher education. The expansion included the directives and activities, the size of university and its infrastructure, its scientific capacity as well as the number of students, the number of faculty members and the employees supporting them. Actually, the number of students enrolled in the higher education attained more than 1.3 million students while the percentage of female students attained 55%. In fact, higher education had kept up with the Kingdom's large area, population growth and the increasing rate of youth at the university study age. In this concern, the housing capacity of universities significantly increased, so that the total number of universities (public and private) attained 38 universities (Public and Private). Furthermore, a Royal Decree had been passed ruling into establishing three new universities. It is worth to mention that the huge achievement which was launched at the beginning of the third millennium, at the level of Higher Education, and of which is the most elaborate Scholarship Program of the Custodian of the Two Holy Mosques continues its achievements as a result of the honorable approval to extend it for a third phase.





Fine Arts in “Colors of Arabia”

IECHE 2014 was a great occasion for organizing a Fine Arts Expo, which was prepared and organized by the Ministry of Higher Education during the event's days.

Under the title “Colors of Arabia” a number of Saudi female and male creative artists from all regions of the Kingdom, exhibited their fine works at the Expo. The painting reflected the cultural diversity of each region. The artists embraced different schools in the field of arts: Classical, Impressionist, and Abstract shades.

The Ministry considers that this art's Expo is a portion of its national responsibility to present the Saudi Culture and arts to the world.

The participant and visitors of the Expo expressed their admiration of the displayed paintings and praised the artists for their fine works which reflected positively the Saudi arts field.





Creating New Possibilities for the Future

Today's students will be entering a world that we cannot begin to predict, full of new challenges and opportunities to follow. Universities cannot continue to follow models for teaching, learning and research that served us well for centuries. The explosion of knowledge and technology during the last half century has presented higher education with an enormous responsibility – to equip future graduates with the knowledge, skills and competences to find solutions to the problems that confound us today, to integrate universities with other social and economic institutions, and to create new possibilities for the future.



Facts and Figures

Number of Participating Countries	34
Number of Exhibitors	451
Number of International Universities & Entities	338
Number of Local Universities & Entities	63
Exhibition Area	14,693m ²
Local Exhibitor's Area	6,255m ²
International Exhibitor's Area	8,438m ²

Exhibitor Testimonials:

IECHE 2014

Dr. Richard R. Flores

Senior Associated Dean, Professor of Anthropology at College of Liberal Arts; Executive Director, at UT Global Initiative

The University of Texas at Austin (USA)

I have been coming for the last three years and it is a wonderful fare. I had the opportunity to meet with many students as well as a good number of administrators and faculty members from key Saudi universities and the kind of discussions and the exchanged that we have, you can't have it anywhere else. Each year the fair gets larger and it gets better. The conference organizers as well as the ministry of higher education has always treated us wonderfully and they make us feel so comfortable and they just put a first rate exhibition. I have been to many other fairs but none with the size or quality of this one. The quality here in terms of the experience and the accommodation and the warmth of welcoming cannot be compared to any other fair. We are definitely achieving our goals. We are presenting many workshops. I have met with high level officials and with many institutions and we are talking about partnerships. It has been really productive so far. We will definitely be back next year.



Mr. Jack Newman

Director of Outreach and Development

New York Film Academy (USA)

This is our fourth year attending IECHE and the attendance is incomparable this year. The quality of the students has increased; their level in English is improving year by year. The first year we were here, we had students who speak No English at all and now our conversation is entirely in English. I have been to other education fairs in the region like Oman and UAE but this fair has more focus. Also the number of exhibitors is by far the largest and it is the best opportunity for recruiting Saudi students. Most fairs are 2 days and 6 hours each day. IECHE is by far the longest and most exhausting but in the right way. The organization is very clear and very well done and we would very much like to participate next year.



Mrs. Karen M. Bauer

Senior Education Advisor

American Embassy Riyadh (Education USA)

We have been here all 5 years and we would like to be back in the next years to come. IECHE is constantly growing in a number of different ways. Saudis know that April is the time of the year that they come to IECHE and meet with a variety of institutions from around the world. Additionally we had an increase in the number of US universities participating at IECHE. By far this is the largest fair in the region. In addition to that, the students have a wealth of resources to choose from when it comes to institutes. It is hard when it comes to improvements, because is the organization is doing such a good job. We have published a magazine just for the fair and we have passed it to over 3,000 students so far. The magazine or journal is a great resource for students to have it during the fair. We look forward to another 5 years.



Prof. William Moylan, PhD

Associate Professor of Construction Management

Eastern Michigan University (USA)

This is my third year at IECHE and it is better every year. It is amazing with the number of universities attending and I am very impressed with the number of Saudi Universities and their quality that is getting better and better. It is one of the best education fair in the world. First because of the diversity and also it is both a conference and an exhibition at the same time so it combines both education's sharing and learning. I suggest that you do virtual circle on certain topics that have been started at the fair during a workshop or a presentation because there is never enough time to get a fruitful discussion and getting the depth of it. I suggest if you go more with virtual throughout the year, kind of an online discussion circle. In terms of interacting, the organizer has done a great job. We will absolutely be here next year.



Exhibitor Testimonials:

IECHE 2014

Mr. Bryan Andriano, Ed.D

Executive Director. Global Experiential Education

The George Washington University (USA)

This is the fifth year that George Washington University participates and it is my third year that I represent my university. It is better and better every year. The questions we are getting from the students are better. It seems that students are doing some research and they are coming with better inquiries and they are more prepared. Compared to other fairs, it is certainly a busy and large one, in terms of number of visitors and number of universities that are participating. And we have the chance to meet with more students as well. There is nothing much to do to improve the fair. You are doing a great job. You are making us comfortable. What I suggest is to advise the students to prepare more in depths questions and to get more information about each university and to learn on how to apply. We hope to be here next year as well.



Mr. Luiz Pereira

Director of International Recruitment

Daemen College (USA)

It is our first year at IECHE. People here are interested in studying in the United States. The students have knowledge about they want to do in terms of education. We have absolutely achieved our goals not only in terms of meeting with students but also in meeting other universities and planning to integrate and build some partnership programs with them. I look forward to be participating next year.



Mr. Lukman Arsalan

Assistant Director, Office of Admissions

University of Delaware (USA)

It is my first year at the fair. It has been awesome so far. It is my first time in Riyadh, Saudi Arabia and it has been great. I travel about 5 months out of the 9 academic months at the university so I am always on the road, I must say that this is the crowned jewel of fairs. I haven't seen such an organized fair before. The quality of the students is outstanding. The number of the students is absolutely fantastic. By the second hour of the fair you are overwhelmed by how many students you are meeting. So I would definitely say that I was able to achieve my goals. I only want to thank the organizers for doing such a great job and for answering to all my inquiries day and night. We will certainly be here next year.

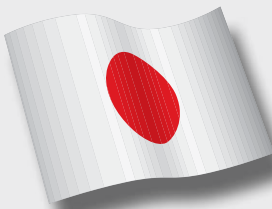


Mr. Shinkai Hisaaki

Director, International Center

Osaka Institute of Technology (Japan)

Our university has been attending for the last three years but it is my first time at the IECHE this year. We had many productive discussions so far with the students and the other local and international universities. This is the biggest fair I have ever attended and I am very satisfied about everything. We have certainly achieved our goals. We will definitely be here next year.



Exhibitor Testimonials:

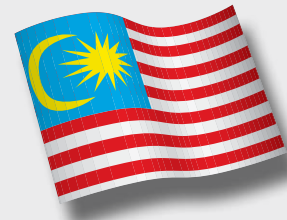
IECHE 2014

Dr. Abdul Aziz Mat Isa

Director, Student Affairs Centre

University Tenaga Nasional (Malaysia)

We have been participating for the last few years and it has been a great opportunity for us to be here. This is one of the best exhibitions we have been to. And of course we have achieved our goals. I think we need to have few more days because of the huge of number of students so we are able to reply to all their questions. Yes we will definitely be here again next year.

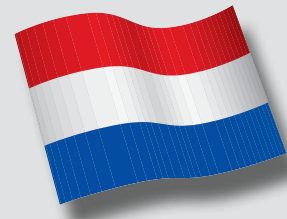


Mr. Simon J. van der Wal

International Marketing Manager, International Relations

University of Groningen (The Netherlands)

This is my fifth time at IECHE. Every year it is getting better. We have already 125 Saudi Students in the Medical Faculty and some of them are doing PhD programs. I have visited many fairs but IECHE is by far the biggest in the world and it looks really beautiful with all these pavilions especially ours. The organization is amazing and our communications with the organizers went very smoothly. We will absolutely be here next year as well. I would like to add that this year is a very special year for our university. As you can see on the board our university has been founded in 1614 so we are celebrating our 400 years.

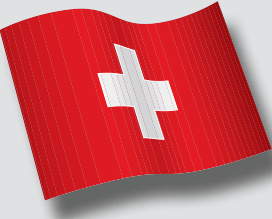


Mrs. Lubna Ali

Regional Manager – Middle East

Cesar Ritz Colleges Switzerland (Switzerland)

This is my fifth year at IECHE and we have been participating since it started. So far this is the best year. There has been some improvement at the organization and in the setup and in the overall program of the fair so I am very happy about it. By far this is the biggest fair I participate at in the region and it is the most organized one. We are starting to spread the awareness of our programs in the hospitality management, and business administration. Also what is good is that the students now are more open in studying in Switzerland. What I achieved the most is that I have introduced the country as a destination for their education and I was able to introduce this new interesting field for the Saudi Students. What I suggest is to introduce to the students, prior to the fair, the list of the universities that are participating and their programs so they can visit the right institution. For sure we will be here next year.

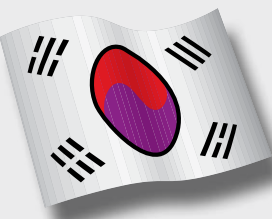


Mrs. Kyuree Lee

Office of International Affairs, Program Coordinator

EWHA WOMANS UNIVERSITY (Korea)

It is our first time here and this is by far the biggest education fair I have attended. Since it is our first year here in Saudi Arabia, not only we are trying to recruit students but also it is a chance to collect more information and learn more about the education market in Saudi Arabia. We will definitely be here next year.



Exhibitor Testimonials:

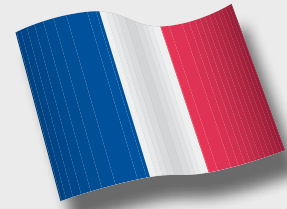
IECHE 2014

Miss. Fabienne Dauvergne

Communication Officer, Department of French for Foreign Students FLEURA

Universite Blaise-Pascal (UBP) (France)

Our university is based in the middle of France and it is our first time at IECHE and our first time participating at an education fair. It is amazing that we are participating in such a big fair. For the moment we have pretty much achieved our goal. Some students want to study French language and they want to study in France and that is our main objective. We want to attract students to come and study in France. For the moment I can't see anything to improve, everything is impressive, it is a beautiful venue and so many countries are here. I hope you could come to France and study in French. We will definitely attend IECHE next year.

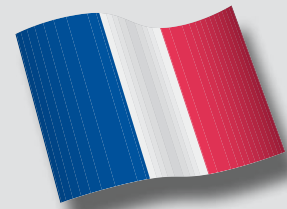


Dr. Amir Dhia

Dean of Studies of MSC, MBA Campus for INSEEC Business group.

INSEEC (France)

This is our third time that INSEEC has participated at IECHE and every year there is an increase of students interested to study in France. I am very pleased to be here and also to contribute to this opening up, in terms of orientation. Number of students are increasing, and we currently have 35 students enrolled at INSEEC, half of them are studying in French and the other half in English in Undergraduate and graduate programs. We are looking forward to increase this number. I have been participating in several fairs around the world, in Dubai, India, China, South and North America and I find that this is the biggest and largest fair I have ever been to. We find that there is a potential interest from the students to go and study in France and we in particular have so much to offer in terms of several programs. I suggest that the organizer consider doing this show twice a year and not only once. It is our pleasure to contribute to this success and we look forward to participate next year and all the other years to come.



Miss Gayle Hunt

Regional Officer, Recruitment Manager for the Middle East, North Africa, Turkey, Azerbaijan. UniSA International

University of South Australia (Australia)

This is the second time I have attended this fair. The event itself is well run. The quality and applicants has been as good as last year. we have achieved our goals. I have been working with agents at the stand, in fact different Saudi agents each day and this allowed me to evaluate them and we have received several applications as well. The addition of the food area was a good improvement for us. Otherwise, this is well organized and we thank you for hosting us and for making all the Australian universities feel welcome here. We will definitely be here next year.

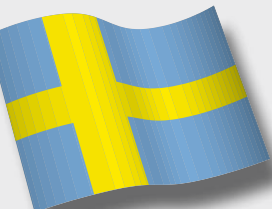


Mr. Martin Hedman

International Marketing Manager, International Relations

Stockholm University (Sweden)

I haven't been to this fair before but I have been to other fairs internationally and from my point of view it is a very professional fair. We are honored to be here. Yes, we have made good contacts with students as well as with the local universities and it was our pleasure to meet them. I just want us to keep coming and participating at this fair because it is a very nice fair and the people are very hospitable. It is a nice country to visit again.



Exhibitor Testimonials:

IECHE 2014

Mr. Hussam Rifai

Dean of the Faculty of Tourism & Hotel Management /
Coordinator of Arab/German Programs

PH Ludwigsburg & Helwan University (Germany)

It is our first time here at IECHE and it is a very large well visited fair especially in the afternoon. We are very satisfied so far. We are trying to promote the Arab/German Master programs since we have around 6 Arab/German programs so far and it is an opportunity for us to show case these programs and to get the students and the local universities get acquainted with our master programs. I don't see anything that needs to be improved. It is very well organized and we are happy to participate so I don't have any suggestion till now. I wish you all the best and all the luck and maybe we will be here next year.



Glasgow Caledonian University (Scotland, UK)

Miss Lydia George

Senior International Officer, International Office

It is my first time personally but our university has been participating at IECHE for the last three years. So it is a very popular fair for us. It is a very busy show and the students are very enthusiastic. They have shown lot of interests and inquiries and as a result we have already lot of Saudi students in our university. Yes we have achieved our goals and we still got the busiest time to be at the stand until now. It is all very well organized and yes we will be here next year.

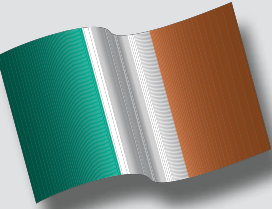


Mr. JB McCarthy

Business Development Manager, College of Business and Law,
Department of Accounting, Finance and Information Systems

University College Cork, (Ireland)

We are here to recruit Saudi students and this is our first time at IECHE. We are very impressed and this is a high quality fair, very big, very organized. We really like the stands and the layout. Yes we have achieved our goals and are very happy. We are thinking to have a bigger stand next year since we will definitely be here next year.



Dr. David Stevens

Head of the International Office

University College London (UCL) (United Kingdom)

We have been attending the fair since its first edition and we are very satisfied and always looking for Saudi students to study at UCL. In terms of numbers of students compared to last year, the number has decreased but on the other hand the quality of those students has improved and that's indicative of an increasing degree of sophistication among Saudi students who have done their work before they come and they have a much better idea of what they are looking for. I personally suggest having the event earlier in the year like the first edition on January or even October or November because of the cycle of the year. Otherwise all is well and we will be coming next year.



Exhibitor Testimonials:

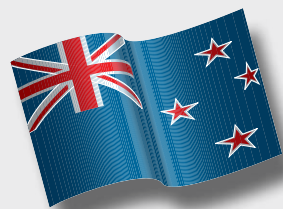
IECHE 2014

Mr. Bryan Read

Director, International Business Development – Education

The University of Auckland (New Zealand)

I have been to this fair for the last four years and University of Auckland is very active in Saudi Arabia. We have around 30 staff in Saudi Arabian Universities and also we have a lot of students interested to study in New Zealand. We have been busy most of the time and we are getting lots of students interested in Masters and PhD programs. This is definitely the fair to participate at in the region. We will definitely be here next year.



Dr. David Schantz

Vice President Academic & Research

Algoma University (Canada)

We have been here because we have a very good relation with the Saudi Cultural Bureau in Canada and we have many Saudi students at our university. We enjoy the interaction between the countries and we are enjoying the interaction between Saudi Arabia and Canada. This is our second time to attend and it has been a delightful fair, very busy this year and always very organized. We are starting to build some relationship with some Saudi universities and with many students as well so this fair is helping us for sure to meet our goals and achieve our objectives. We will definitely be back next year.



Mr. Greg Aulenback

Graduate Recruitment Officer, Faculty of Graduate and Postdoctoral Affairs

Carleton University (Canada)

This is my fourth time at the fair but it is the 5th time for Carleton University. It has been always a good fair and I find it always very successful. We come here to provide information to the Saudi students about our programs. Yes it has been very successful so far and the set up and the layout very good. Yes we will definitely be here next year.



Prof. Francesco Ballio

Rector's Delegate for Relations with Gulf Countries and Iran

Politecnico Di Milano (Italy)

It is important for us to be her because I wanted to see the reality and things are in Saudi Arabia since it is my first time in the region. It was very good for us so far because it helped us meet with the students, local universities and also international universities. So it was very interesting as well. We are so far very satisfied because we had good contacts with Saudi students and Saudi universities but we have to see how it will work in the next few months. But I am quite sure that we will again next year.



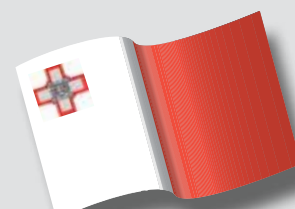
Stefania Fabri

Director

University of Malta (Malta)

It has been once again a great honor and a sincere pleasure to have been invited as exhibitors at the International Exhibition & Conference and on Higher Education. Through our experience of participating in higher education exhibitions in other countries, I re-confirm that the IECH is in our opinion the best event of its nature - the organization is outstanding, the atmosphere is unique and the attendance and quality of participants and attendees unparalleled. As exhibitors we received all forms of assistance before and during the event, our requests were addressed in the shortest time possible, our needs listened to and accommodated. The location itself is exceptional and all the arrangements that are put in place for sponsored and non-sponsored guests unequalled.

Although preparing for and participating in higher education exhibitions is quite an ordeal, we look forward to participating in the IECH every year.





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IECHE 2014 In Pictures



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