

A large exhibition booth at a fair. The centerpiece is a tall, stylized tree sculpture with a red trunk and a canopy made of many overlapping, colorful, cloud-like shapes in shades of green, yellow, and orange. The canopy has the 'edmund' logo on it. The booth is set on a green artificial grass mat. Several people are interacting with the booth, including a woman in a red jacket and a man in a brown jacket. There are also white circular tables with laptops and other items on them. A large crowd of people is visible in the background, walking through the fair.

Post Event Report

The Romanian International University Fair

2013 – 2014 academic year

Event Summary

RIUF, the Romanian International University Fair, held its 13th and 14th editions during the 2013 – 2014 academic year. 123 international & Romanian exhibitors from 19 countries have benefitted from this recruitment opportunity, having reached out to thousands of potential Romanian students within the Autumn Edition of RIUF 2013 and the Spring Edition of RIUF 2014. More than 14,500 academically valuable high school and university students, recent graduates and young professionals challenged exhibitors not only by attending the event in such a high number, but also with out of the box questions.

Autumn Edition 2013

4 fair days
3 cities
60 exhibitors
8.100 visitors

Spring Edition 2014

4 fair days
3 cities
103 exhibitors
6.300 visitors

The 5 locations of RIUF cover all the Romanian student market, with more than 90% of all the medium and large urban areas strategically being within 200 km of at least one of them.

Region: **Transylvania**
RIUF Location: **Cluj Napoca**
Dates: **18th March 2014**

3.730.000 People
336 High-schools
39.000 Final year high-school students
25 Universities
104.000 University students

Region: **Banat**
RIUF Location: **Timisoara**
Dates: **24th October 2013**

2.318.000 People
204 High-schools
20.000 Final year high-school students
16 Universities
61.000 University students

Region: **Moldova**
RIUF Location: **Iasi**
Dates: **20th March 2014**

3.979.000 People
295 High-schools
42.000 Final year high-school students
15 Universities
89.000 University students

Region: **Muntenia**
RIUF Location: **Bucharest**
Dates: **19th – 20th October 2013**
15th – 16th March 2014

8.711.000 People
591 High-schools
59.000 Final year high-school students
46 Universities
431.000 University students

Region: **Dobrogea**
RIUF Location: **Constanta**
Dates: **22nd October 2013**

980.000 People
96 High-schools
9.800 Final year high-school students
3 Universities
39.000 University students

WHAT RECOMMENDS RIUF AS THE LEADING RECRUITMENT EVENT NOT ONLY IN ROMANIA, BUT ALSO IN SOUTH-EASTERN EUROPE?

- **The great number of visitors** participating in the event
More than 14.500 students have attended RIUF during the 2013 – 2014 academic year
- **The quality of the visitors** attending the fair (we specifically invest in educating the market about the essentials of studying abroad)
"After attending three RIUF's, I will definitely be attending my fourth. There are always a lot of very well motivated students – the RIUF team has clearly got its marketing spot on." *Mark Blakemore, University of Greenwich, London*
- **The institutional industry endorsement** from CampusFrance, DAAD, EducationUSA/Fulbright Commission, British Council.
All of the above having a 100% return rate since their first participation
- **The quality of the support services** provided pre, during

and post event (we especially take pride in our large and enthusiastic support team) and proactive volunteers
"RIUF was incredibly well organized and the staff made us feel very welcome." *Mariana Saulwick, Emirates Academy of Hospitality Management.*

- **The ratio of international exhibitors** compared to other similar events

More than 75% of RIUF's exhibitors are international.

- **The participation at RIUF of representatives from 7 out of the Top 20 Universities of the world** attracts visitors from all over the country.

Imperial College London attended the 2013 – 2014 academic year RIUF editions while University of Oxford, University College London, Harvard University, Princeton University, Stanford University, London School of Economics were represented by Romanian alumni holding private presentations.

HIGHLIGHTS OF THE AUTUMN EDITION OF RIUF 2013 AND OF THE SPRING EDITION OF RIUF 2014

■ **Pre event visitor registration system** which resulted in an increased efficiency of gathering leads at RIUF.

No more hand written contact details sheets, no more time spent transcribing the lists, but more time to interact with the thousands of visitors attending the event.

■ **Special destination pavilions** organized with the help of national agencies which recognize the high recruitment potential of the Romanian student market:

- *German language pavilion* – 11 universities from Germany with the support of the DAAD and 4 from Austria
- *UK pavilion* – 30 universities together with British Council participated in the event. The largest British presence yet, coupled with first floor-branded country pavilion with the help of UKTI and the British Embassy
- *Dutch pavilion* – numbered 14 academic institutions
- *French pavilion* – with the help of CampusFrance – 8 universities attended the fair
- *Hotel Management Schools pavilion* – 8 academic institutions from Switzerland and the Netherlands booked RIUF as their main marketing tool on the Romanian student market

This new registration system for visitors now allows universities to have access to the profile of the students they have interacted with at RIUF and thus implement a more targeted follow-up process. How?

1. Visitors register by filling in a form prior to the event (contact details, country & program of interest, level of studies, etc)
2. Following their registration, visitors receive a unique identification number
3. The identification number (code) will be worn as a badge by each visitor
4. Exhibitors scan the visitors' codes and they are automatically uploaded in our database
5. We provide exhibitors with the contact details and the profile of students they have interacted with soon after the event ended

■ Universities from **19 countries** were presented at RIUF, including more exotic study destinations such as Hong Kong, The United Arab Emirates, Saudi Arabia and Australia.

■ **50.751 online visits**, out of which **31.717 unique visitors** on www.riuf.ro during the marketing campaign for the Autumn Edition of RIUF 2013 and **42.327 online visits**, out of which **33.051 unique visitors** for the Spring Edition of RIUF 2014 – the largest numbers in recent years.

■ **57 presentations, seminars and workshops** during the Spring Edition of RIUF 2014 (33 in Bucharest, 14 in Cluj and 10 in Iasi) and 43 within the Autumn Edition of RIUF 2013 (26 in Bucharest, 9 in Constanta and 8 in Timisoara).

The interest for private presentation is very high. All of them were sold out two weeks before the event!

■ "At King Abdullah University of Science and Technology we are interested to attract talented Romanian students, so we came to RIUF! This was our first participation, we will be back for the next edition!"
- Michael Margineanu, King Abdullah University of Science and Technology

While you're checking our progress for RIUF, you may want to take a look at www.educativa.ro as well. There is a wider array of projects and lines of business we deal with that could be of interest for you and your institution's promotional efforts in Romania.

We look forward to working with you in the future!

Exhibitors

123 international and Romanian exhibitors – universities and business schools, language schools, providers of professional educational agents, financing institutions, governmental and non-governmental organizations, chose RIUF as their **main tool for recruiting on the Romanian student market** during the 2013-2014 academic year.

"Excellently organized education fairs with some high quality students showing a strong interest in studying abroad. It is well worth participating in!"

Chloe Pattison, University of Worcester

"We were overwhelmed by the numbers of people who came through and expect this to convert into solid applications. We would definitely return!"

Marianne Saulwick, Emirates Academy of Hospitality Management

"RIUF has proven to be the leading education fair for informing Master students in Romania and is always very well organized."

Hans Hulst, University of Amsterdam

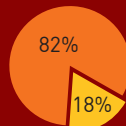
EXHIBITORS' DISTRIBUTION FACTS AND FIGURES

AUTUMN EDITION 2013

	Exhibitors				Countries
	International		Romanian		
Bucharest	59	49	10	16	
Constanta	33	28	5	9	
Timisoara	28	20	8	10	
Total	60	49	11	16	

International Distribution

■ International Exhibitors
■ Romanian Exhibitors



Spring Edition 2014

4 fair days
3 cities
103 exhibitors
15 countries

67%

Fact!

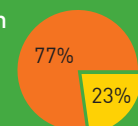
67% exhibitors attending the Autumn Edition **also booked the spring event**, having chosen RIUF as their **most important recruitment mean** on the Romanian student market

SPRING EDITION 2014

	Exhibitors				Countries
	International		Romanian		
Bucharest	89	72	17	15	
Cluj Napoca	53	40	13	12	
Iasi	38	25	13	9	
Total	103	79	24	15	

International Distribution

■ International Exhibitors
■ Romanian Exhibitors

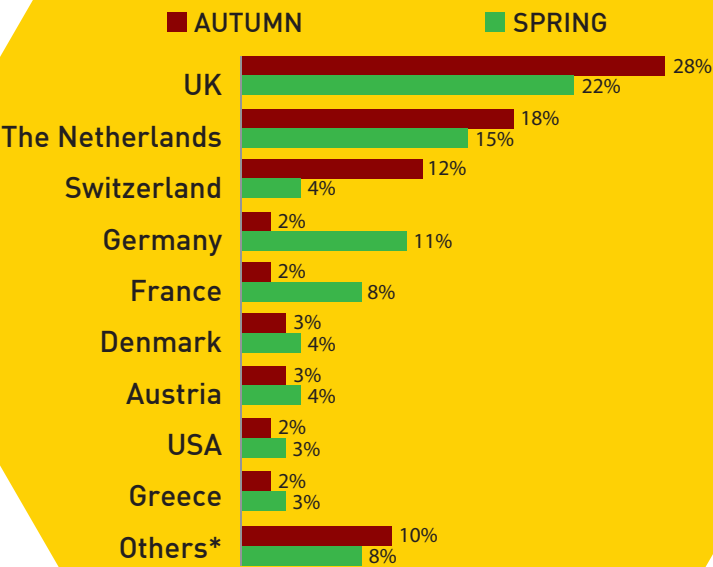


On a market as dynamic and competitive as the Romanian one successful exhibitors plan carefully in order to maximize the efficiency of the time and resources they invest by:

- Choosing the best marketing mix - with the support of the services offered by EDUCATIVA (the exhibition organizers):
 - Advertisements in the Fair Catalogue
 - Private Presentations during the events, to maximize the impact of the time spent at RIUF
- Working with reliable agents (such as EDMUNDO – also managed by EDUCATIVA)
- Reaching out to alumni and developing a network that can help to increase the brand awareness on the market.
- Organizing additional events that facilitate learning opportunities - private presentations or seminars in high schools before or after RIUF. They can:
 - A) help a more focused audience to gain in-depth understanding of the opportunities on offer;
 - B) help the marketing / recruitment officer to learn more about the Romanian market.

WHERE DO RIUF EXHIBITORS COME FROM?

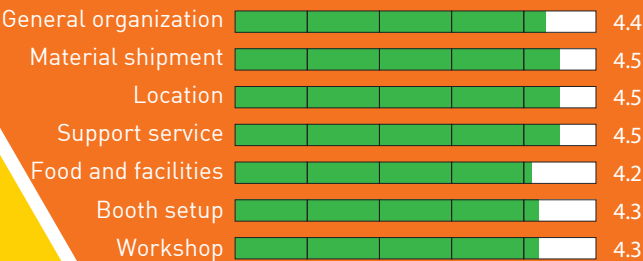
EXHIBITORS' COUNTRY DISTRIBUTION



* Hong Kong, Bulgaria, Italy, Hungary, Saudi Arabia, United Arab Emirates, Norway, Belgium

EXHIBITORS' SATISFACTION LEVEL

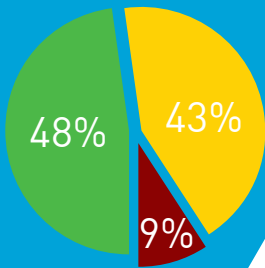
More than 85% of the exhibitors expressed their feedback post event and shared their satisfaction level with the exhibition and the organizing team. This is what they say:

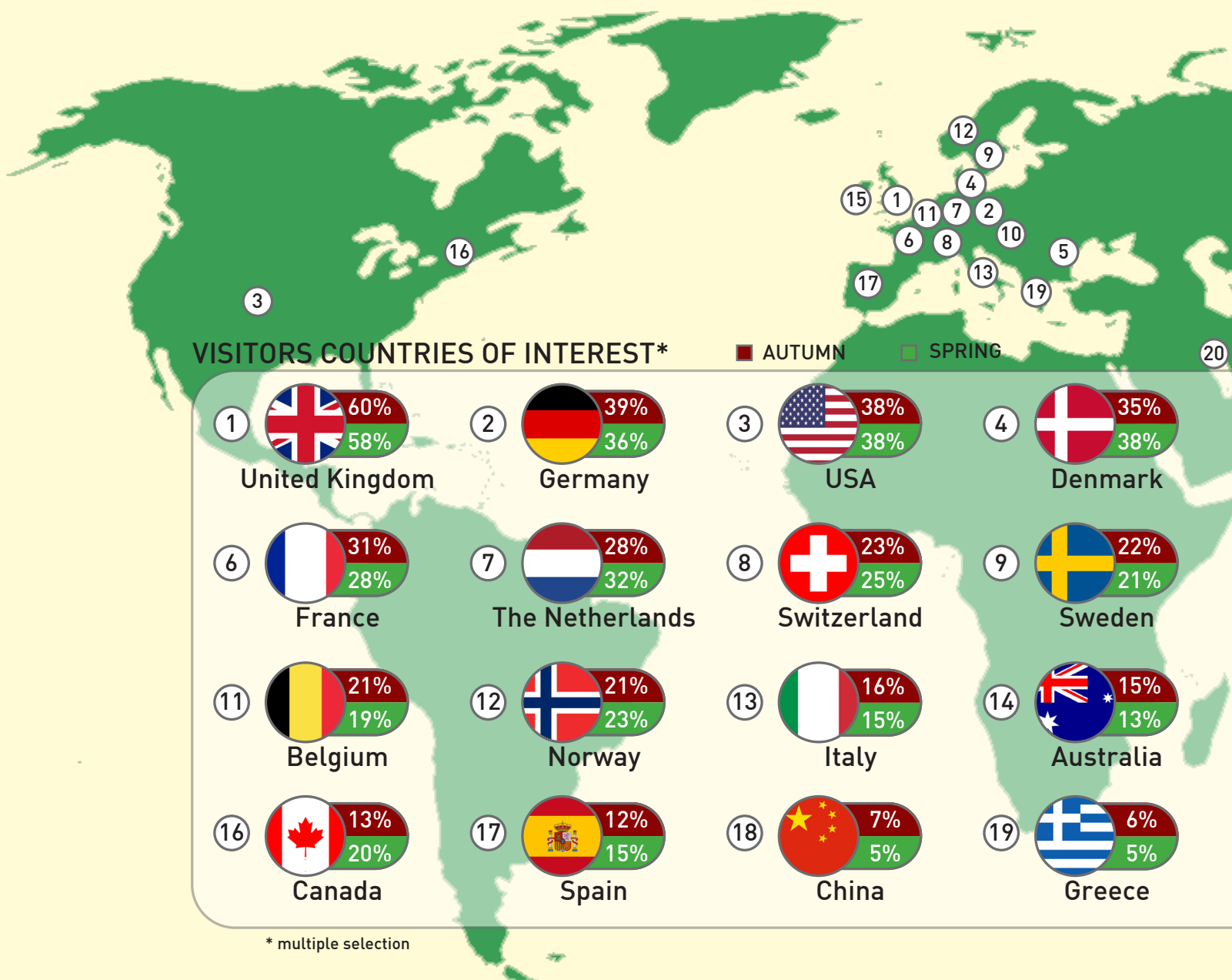


* 1 - 5 scale, 5 being the best

EXHIBITORS' EXPECTATIONS LEVEL

■ above
■ in line
■ below

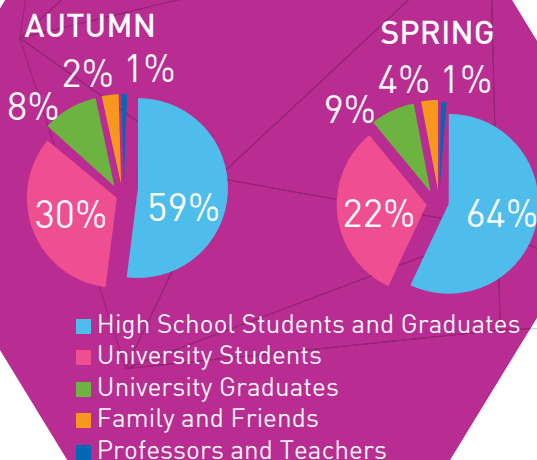




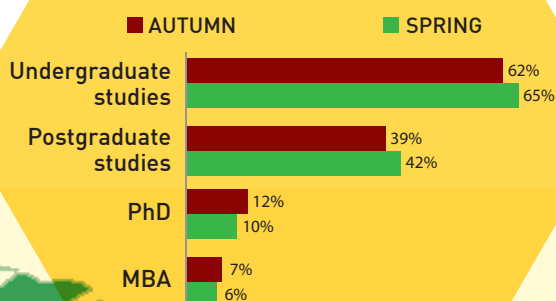
Visitors

14.500 high-school and university students, graduates and young professionals from all over the country attended RIUF during the 2013 – 2014 academic year. Moreover, as each year, about 4,500 – 5,000 Romanians enroll in international universities for full time academic study programs and we can safely assume that most of them have attended at least one if not two of the RIUF editions .

WHO ARE THE VISITORS...



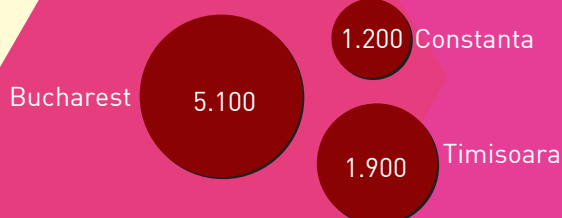
... AND WHAT ARE THEY INTERESTED IN*



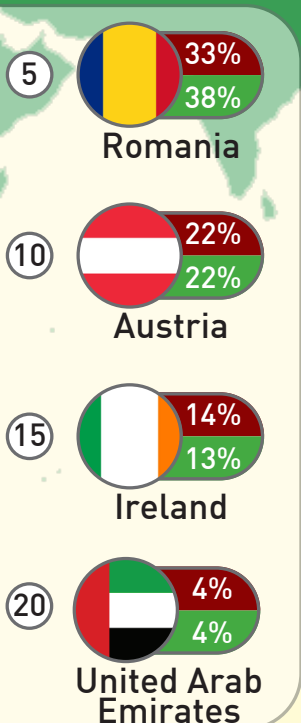
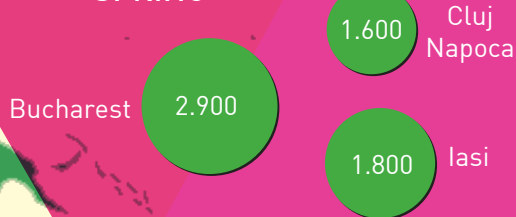
* visitors' multiple selection of desired studies

HOW MANY VISITORS ATTENDED?

AUTUMN

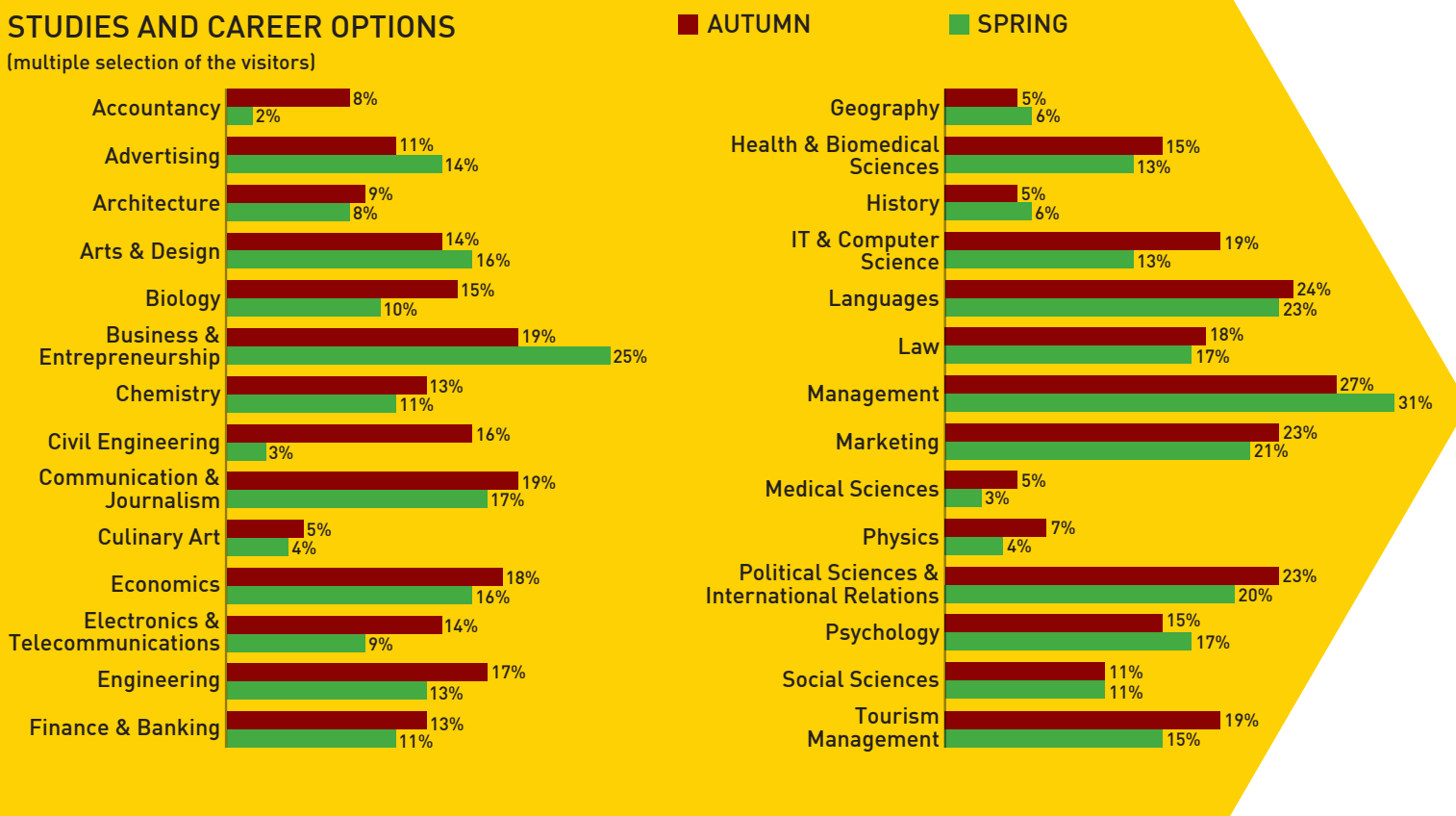


SPRING



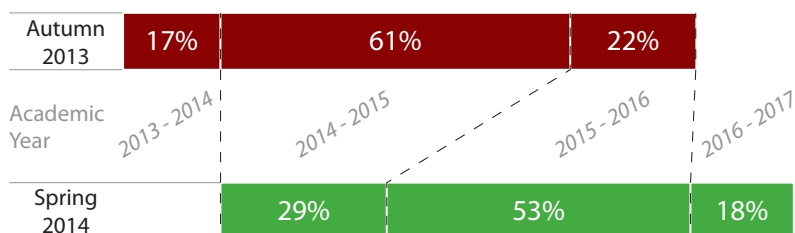
STUDIES AND CAREER OPTIONS

(multiple selection of the visitors)



Romanian student market has started changing in the last few years. Students now start their research earlier in autumn as the need for information is higher earlier in the academic year. Coupled with the application deadlines in winter and early spring for undergraduate level for the main study destinations, the **number of RIUF visitors attending the event in autumn has increased significantly.** In the timeline you can see when do visitors intend to start their studies.

Application timeline



WHAT RECOMMENDS ROMANIAN STUDENTS AS POTENTIAL APPLICANTS

Level of information on studying abroad:

- RIUF visitors were well and very well informed, according to 73% of the RIUF exhibitors attending the 2013 – 2014 Autumn and Spring Editions of RIUF.
- 25% reported that students had limited information.

Foreign language proficiency

- "Good level of English, very high!" *Hans Hulst, University of Amsterdam*
- "The visitors to RIUF were of excellent academic and linguistic ability – and were very enthusiastic about studying abroad!" *Dinah Cowan, Anglia Ruskin University*
- "Much better than last years, good language skills, also German." *Katharina Schnabl, University of Applied Sciences Upper Austria*

Academic background

- "Very interested, good academic background." *Diana Rabulea, Vrije Universitat Brussels*

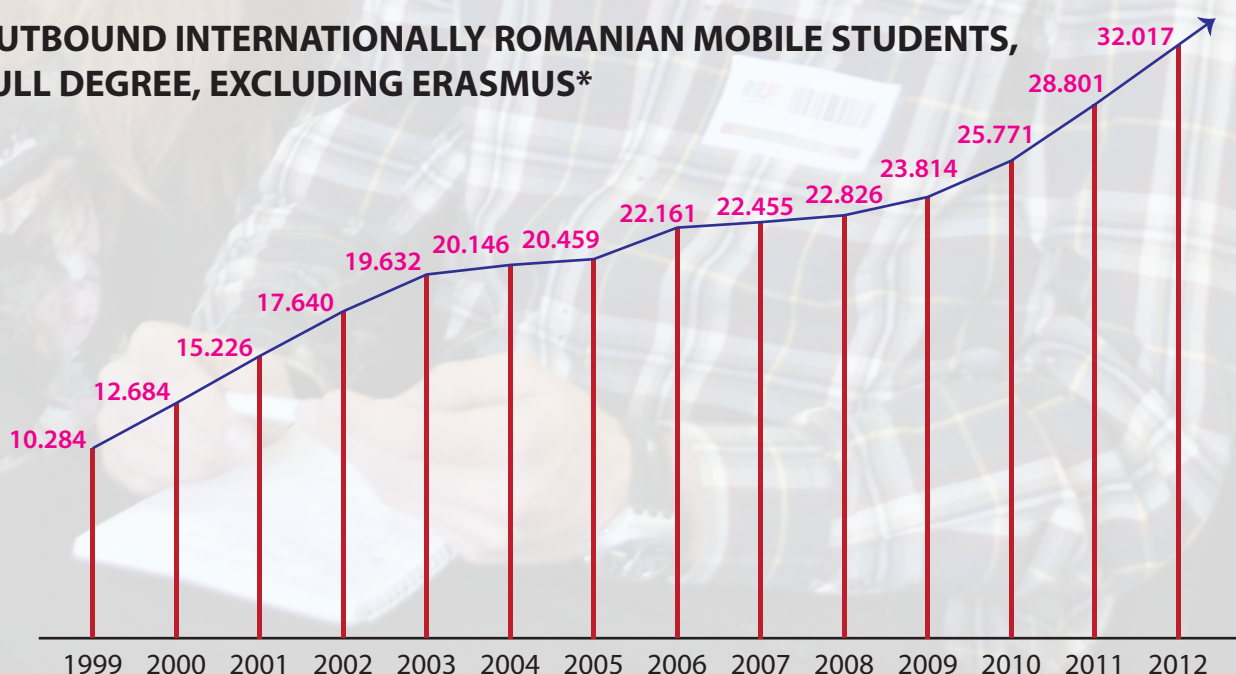
- "Well prepared students with knowledge of their possibilities." *Rita de Wilde-Brink, University of Twente*
- "RIUF is a well-organized event. The students were excellent and really engaged." *Sally Lambe, University of Essex*

What recommends Romanian students as potential applicants: quality of students

- "Incredibly well organized and driven students with exceptional English. There was a full spectrum of course interest and the prospective students were educated far beyond the entry criteria." *Jonathan Fisher-Jones, Coventry University*
- "Good quality of students, well researched, good level of English." *Chloe Pattison, University of Worcester*
- "Well prepared students with knowledge of their possibilities." *Nathalie Wentink, Radboud University Nijmegen*
- "I think they are exactly the kind of audience we were looking for: interested in education and career opportunities." *British Council*



**OUTBOUND INTERNATIONALLY ROMANIAN MOBILE STUDENTS,
FULL DEGREE, EXCLUDING ERASMUS***



* According to UNESCO statistics

Venues, facilities and services

All RIUF exhibitions are organized in central conference centers of the largest cities in all regions of Romania

Transylvania

- North-West side of Romania
- Highest number of German speaking students
- Highest level of income
- ▶ **Cluj March 17th, 2015**

Moldavia

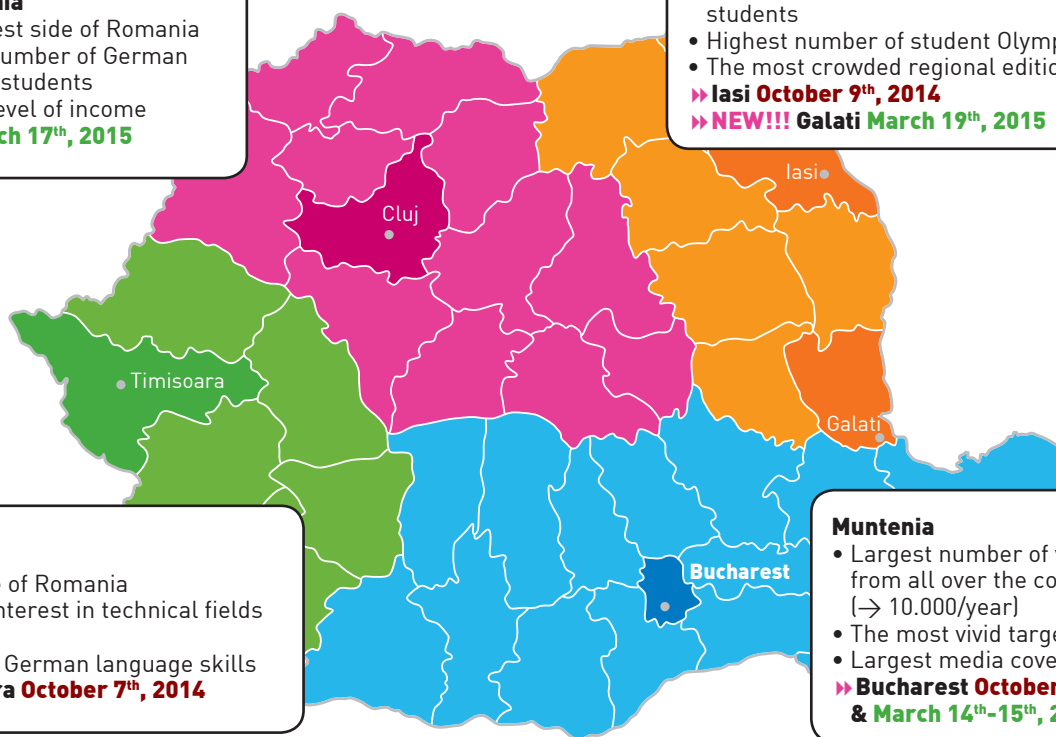
- East side of Romania
- The most ambitious and hardworking students
- Highest number of student Olympics winners
- The most crowded regional edition of RIUF
- ▶ **Iasi October 9th, 2014**
- ▶ **NEW!!! Galati March 19th, 2015**

Banat

- West side of Romania
- Highest interest in technical fields of study
- Excellent German language skills
- ▶ **Timisoara October 7th, 2014**

Muntenia

- Largest number of visitors from all over the country (→ 10.000/year)
- The most vivid target market
- Largest media coverage
- ▶ **Bucharest October 4th-5th, 2014 & March 14th-15th, 2015**



Booths organization

- Fully equipped booth: all booths have a signboard, an electric output, trash can & Wi Fi.
- All promotional materials that are processed through us will be found in your booth before the fair.

- Logistics support for hotel booking, internal flights and trains planning, car rental and freight

- **Special networking events:** Traditional Romanian evening sit down-dinner & RIUF cocktail party which allowed RIUF exhibitors not only to take some time to relax after some very busy fair days, but also to engage in fruitful conversations on international cooperation and recruitment

Fact!

Exhibitors with corner booths had, on average, **23% more leads** during the fair than the rest of the exhibitors.



Fact!

Exhibitors with Additional Advertising had, on average, **37% more direct applicants** after the fair.



The average number of participants at private presentations is 30 and **can reach 200 students**. Exhibitors holding presentations enrich their leads number.



Some presentation titles: Harvard Q&A, UCL Q&A; Princeton Q&A; Prepare for Success with IELTS; Come to Holland for Inholland!; Study in Germany, DAAD; Bachelor and AP educations at LILLEBAELT in Denmark; University of Applied Sciences Upper Austria - Studies with a Future; Career Possibilities in Norway, BI Norwegian Business School etc.

Upcoming events: dates & costs

BOOK THESE DATES!

AUTUMN 2014 EDITION

BUCHAREST October 4th - 5th

TIMISOARA October 7th

IASI October 9th

Early Bird Registration

deadline – July 31st
2014 – **10% discount** to the total invoice.

Regular Registration
deadline –
September 15th, 2014

Book both
Autumn and
Spring and you
receive a **15% discount**

Early Bird

Registration deadline –
December 31st, 2014 –
10% discount to the total invoice

Regular Registration
deadline –
February 15th, 2015

SPRING 2015 EDITION

BUCHAREST March 14th - 15th

CLUJ NAPOCA March 17th

NEW GALATI March 19th

Facilities & Costs

Bucharest	Basic	Classic	Maximum Impact
Fully equipped booth	4 sqm 1 table, 1 chair	6 sqm 2 tables, 2 chairs	8 sqm 2 table, 3 chairs
Representatives	1	2	3
Catalogue presentation: online & hardcopy	✓	✓	✓
NEW Free laptop with scanning system	✓	✓	✓
Pre Fair online news on www.riuf.ro		✓	✓
FREE 45' private session			✓
Up to 500 A4 copies			✓
15% discount from the cost of additional services*			✓
	1.450 EUR	1.550 EUR	1.950 EUR
Regional Edition Timisoara, Iasi, Cluj Napoca, Galati			
	Standard		
Fully equipped booth	1 table, 2 chairs		
Representatives	2		
	950 EUR/edition		
Special packages	Basic	Classic	Maximum Impact
Bucharest + 1 Standard Regional Edition	2.200 EUR 2.425	2.350 EUR 2.500	2.650 EUR 2.900
Bucharest + 2 Standard Regional Editions	2.990 EUR 3.375	3.150 EUR 3.450	3.450 EUR 3.850

All prices include VAT, if applicable.

*Additional services

Corner booth	300 EUR	
45' Private presentation	350 EUR	
Additional advertising in the fair's booklet - 10.000 copies/edition	Size A (1 whole page)	450 EUR
	Size B (1/2 page, horizontal)	350 EUR
	Size C (1/2 page, vertical)	300 EUR
	Inside front cover	950 EUR
	Inside back cover	900 EUR
	Outside back cover	1.300 EUR
Additional representative	event badge, access to lunch, coffee breaks, invitation to cocktail party.	35 EUR/day

If you would like to know us better and to receive more information about RIUF or other events organized by EDUCATIVA when these become available, please drop us an e-mail at events@educativa.ro or call +40.746.165.399. Meanwhile, please feel free to visit www.riuf.ro and explore the data and galleries of the past editions in order to be assured of the positive trend that RIUF is experiencing. If you would like to talk to one of the exhibitors in the previous editions about their experience with RIUF we would be more than happy to connect you with representatives from various academic institutions (in most cases, with someone from your own country)!

If you have further questions about RIUF, please contact us at your earliest convenience.

We look forward to working with you in the future!

LIST OF EXHIBITORS

Autumn Edition 2013

Australia	Hello Aussie Student Services
Austria	Carinthia University of Applied Sciences FH Joanneum - University of Applied Sciences
Bulgaria	International University College
China	The Hong Kong University of Science and Technology
Denmark	DANIA Danish Academy for Higher Education Zealand Institute of Business and Technology
France	CampusFrance
Germany	Study in Germany
Greece	The American College of Thessaloniki
Hungary	Central European University
Italy	Università Cattolica del Sacro Cuore
Norway	BI Norwegian Business School
Romania	AIESEC ACCA ACCA Consiliere in cariera EDMUNDO - A World of Education Goethe-Institut Bucharest Hipo ISIC Romanian - American University Studentie.ro Students Experience UNIVERSALIO USR
Switzerland	BHMS Business & Hotel Management School Ecole Hôtelière de Lausanne HTMi Switzerland IMI - University Centre Swiss Education Group University of Applied Sciences HTW Chur VATEL Switzerland
The Netherlands	Fontys University of Applied Sciences HAN University of Applied Sciences Hanze University of Applied Sciences Hotelschool The Hague HZ University of Applied Sciences Inholland University of Applied Sciences NHTV Breda University of Applied Sciences Radboud University Nijmegen Rotterdam Business School Saxion University of Applied Sciences University of Twente
UK	British Council Cambridge English Language Assessment Coventry University Imperial College London Lebara Mobile Nord West Academy of English Southampton Solent University The University of Manchester University Campus Suffolk (UCS) University of Greenwich (London) University of Hull University of Portsmouth University of Salford University of Southampton University of West London University of Westminster University of Worcester
USA	Fulbright Commission

Spring Edition 2014

Austria	Carinthia University of Applied Sciences Diplomatische Akademie Wien University of Applied Sciences Upper Austria Webster University
Belgium	Vrije Universiteit Brussel (VUB)
Denmark	DANIA Danish Academy for Higher Education International Business Academy, Denmark Lillebaelt Academy Zealand Institute of Business and Technology
France	CampusFrance INSEEC Le Cordon Bleu Paris Studialis Université Catholique de Lille - ESPOL Université Jean Moulin - Lyon III Université Paris 1 Panthéon Sorbonne VATEL Bordeaux
Germany	Study in Germany Europa-Universität Viadrina Hochschule Offenburg Jacobs University Bremen Konstanz Research School Chemical Biology Reutlingen University, ESB Business School TestDaF - Test Deutsch als Fremdsprache TU9 German Institutes of Technology Universität des Saarlandes WHU - Otto Beisheim School of Management
Greece	International Hellenic University The American College of Thessaloniki
Italy	Politecnico di Milano
Norway	BI Norwegian Business School
Romania	ACCA AIESEC American Education American Hotel Academy CEFORA Business School REC Romania cv30 EDMUNDO – A World of Education Goethe-Institut Bucharest GRASP ISIC OKIAN RedBull REVIRO UAIC Iasi UNIVERSALIO Universitatea Babes Bolyai Univ. de Medicina si Farmacie "Grigore T. Popa" Univ. de Medicina si Farmacie "Iulia Hatieganu" Universitatea Europei de Sud Est Lumina Romanian-American University Universitatea Tehnica "Gheorghe Asache" Voluntar in sport Westgate Studios
Saudi Arabia	King Abdullah University of Science and Technology
Switzerland	BHMS Business & Hotel Management School HTMi Switzerland Swiss Education Group VATEL Switzerland
The Netherlands	Eindhoven University of Technology (TU/e) Fontys University of Applied Sciences HU University of Applied Sciences Utrecht INHOLLAND University of Applied Sciences NHTV Breda University of Applied Sciences Radboud University Nijmegen Rotterdam Business School Stenden University of Applied Sciences Tilburg University University of Amsterdam University of Twente VHL University of Applied Sciences VU University Amsterdam Wageningen University Wetsus

United Arab Emirates	The Emirates Academy of Hospitality Management
UK	Anglia Ruskin University Birmingham City University BPP University of Professional Studies British Council Cambridge English Language Assessment Canterbury Christ Church University Churchill House of English Coventry University London College of International Business Studies London School of Commerce Plymouth University The University of Manchester The University of Northampton University Campus Suffolk (UCS) University of Bradford University of Bristol University of Essex University of Greenwich (London) University of Kent University of Portsmouth University of Salford University of Sheffield Int. Faculty, City University of Worcester
USA	Fulbright Commission Pepperdine University

"Value for money is still the best one in the field."
Roxana Ene,
British Council

"Excellent value for money and time. A very good fair with very good leads."
Ruth Shearman,
Plymouth University

"Value for money - one of the best fairs!"
Mikael Nielsen,
Dania - Danish Academy

"Great value for money, one of Top Balkan fairs"
Tarek Kouatly,
The American College of Thessaloniki

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