



RIUF 2014 2015 ACADEMIC YEAR REPORT

DISCOVER THE ROMANIAN
STUDENT MARKET AT THE
SMARTEST STUDENT
RECRUITMENT EXHIBITION IN
EASTERN EUROPE

AUTUMN 2014

October 4th-5th » Bucharest
October 7th » Timișoara
October 9th » Iași

SPRING 2015

March 14th-15th » Bucharest
March 17nd » Cluj-Napoca
March 19th » Galați



THINGS YOU WILL LEARN ABOUT IN THIS REPORT



ROMANIAN
STUDENT MARKET
OVERVIEW



FAIR
VISITORS
PROFILE



LEVEL
OF
STUDIES



COUNTRIES
OF
INTEREST



STUDIES
AND
CAREER OPTIONS



STRUCTURE
OF THE
EXHIBITORS
IN FORMER EDITIONS



MARKETING
AND
RECRUITMENT
SERVICES



BUDGET
PROPOSAL



CLIENTS
TESTIMONIALS

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Brilliant organization and a great student helpers. Thank you!

Lorraine Kirby

University of the West of England, United Kingdom







2014 2015 SUMMARY

RIUF, the Romanian International University Fair, held its 15th and 16th editions during the 2014 – 2015 academic year. During these editions, **144 exhibitors**, both international from **17 countries and Romania**, have embraced this recruitment opportunity, having reached out to thousands of potential Romanian students. **More than 22.000 academically valuable high school and university students**, recent graduates and young professionals challenged the exhibitors with their overwhelming numbers and astute questions.







2014 AUTUMN EDITION

	4 FAIR DAYS
	3 CITIES
	83 EXHIBITORS
	11.700 VISITORS

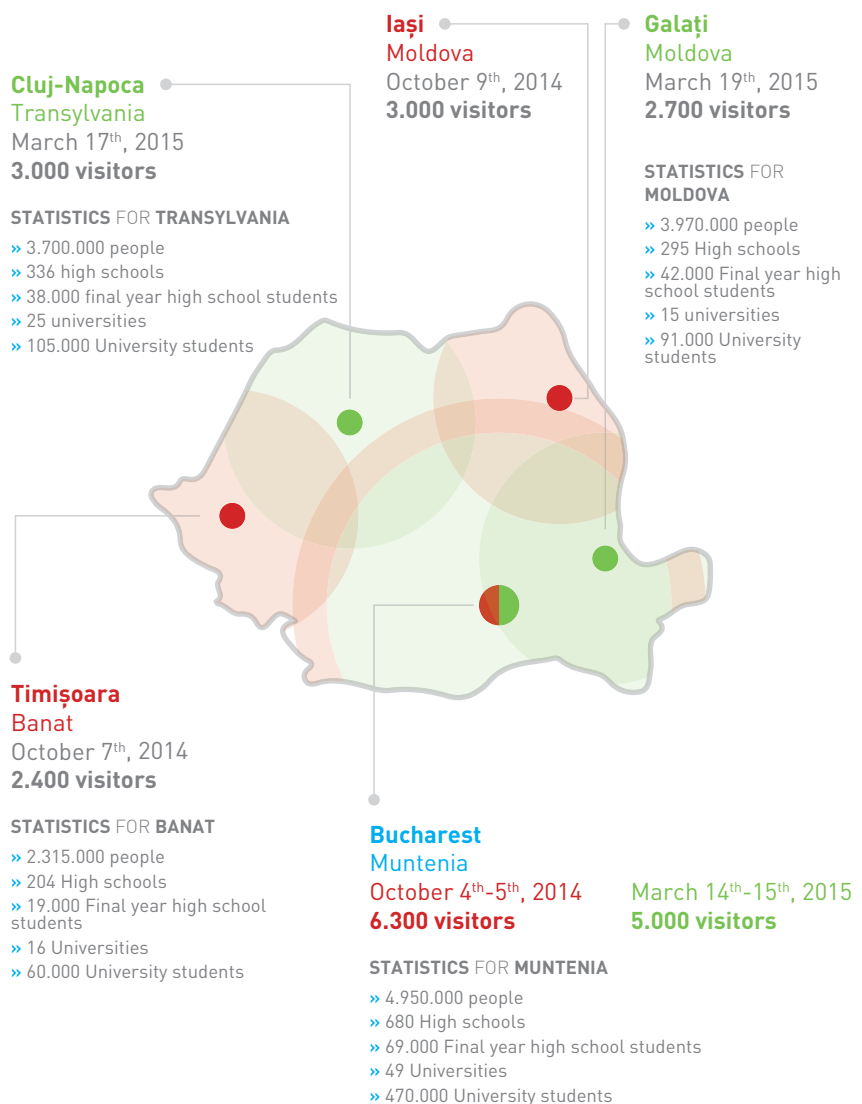


2015 SPRING EDITION

	4 FAIR DAYS
	3 CITIES
	106 EXHIBITORS
	10.700 VISITORS

LOCATIONS

The 5 cities where RIUF takes place **cover all the Romanian student market** with more than 95% of all the medium and large urban areas strategically being within 200 km of at least one of them.





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

The substantial number of students who attend the fair: **more than 22.000 students** have attended RIUF during the 2014 – 2015 academic year.

The quality of the visitors attending the fair: we specifically invest in educating the market about the essentials of studying abroad before the event.

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“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,
United Kingdom



The institutional industry endorsement from British Council, CampusFrance, DAAD, The Fulbright Commission with a 100% return rate since their first participation.

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“I would say that RIUF, compared to other fairs, is in the higher level.”

Andreas Mai
Deutscher Akademischer Austauschdienst,
Germany

The quality of support services provided pre, during and post event (we especially take pride in our efficient and enthusiastic support team) and proactive volunteers.

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„The organization is really good, we really like it. Every time we send an email, I got a reply almost instantly. We are really impressed!”

Laya Zindel
TU Delft, the Netherlands

The ratio of international exhibitors compared to other similar events: **more than 80% of RIUF's exhibitors are international.**

The participation in RIUF of representatives from Top Universities and the Top Universities Lounge attracts visitors from all over the country:

Universities like Imperial College London, University of Nottingham, TU Delft, University of Bristol, and others joined RIUF in its two editions this year.

Top Universities Lounge: a new concept implemented this year, which attracts top students from all of Romania's regions. Current or former top university students share their thoughts and experience with visitors in a designated lounge.

SPECIAL DESTINATION PAVILIONS



These have been organized with the help of national agencies which recognize the high recruitment potential of the Romanian student market:

- » **German language pavilion** – 12 German institutions joined the fairs with the support of the DAAD and 3 from Austria.
- » **UK pavilion** – 32 institutions together with British Council took part in the event.
- » **Dutch pavilion** – consisted of 18 academic institutions.
- » **Hotel Management Schools** – 10 institutions from France, the Netherlands and Switzerland chose RIUF as their primary marketing tool for the Romanian student market.

PRIVATE PRESENTATIONS



103 presentations, seminars and workshops of 45 minutes were held during the 2014 – 2015 academic year.

The Autumn Edition 2014 hosted 48 sessions

- » **29** in Bucharest
- » **14** in Timisoara
- » **9** in Iasi

The Spring Edition 2015 hosted 56 sessions

- » **32** in Bucharest
- » **12** in Cluj-Napoca
- » **12** in Galați

The number of students attending a presentation differ from 10 and can climb up to 300, depending on the topics of the presentations. After these presentations, exhibitors and lecturers remain in touch with all of the visitors that attend the seminar, having all their contact details.



SMART LEAD GATHERING

All visitors register with their contact details, academic background and study preferences. Visitors receive a badge with a barcode containing all the information about them, which can be scanned easily.



**NO MORE
HAND WRITTEN
CONTACTS**



**MORE TIME
TO INTERACT
WITH VISITORS**



**QUICK
AND TARGETED
FOLLOW-UP**



**LEADS CAN BE
DOWNLOADED ONLINE
FROM YOUR ACCOUNT
WHEN YOU GET
BACK IN THE OFFICE**

MEASURE YOUR FAIR INVESTMENT VERY EASY

EXHIBITORS

Over 140 international and Romanian exhibitors, among which universities, business schools and hotel management schools, language schools, international summer schools, professional educational agents, financing institutions, governmental and non-governmental organizations have chosen RIUF as their main marketing tool on the Romanian student market during the 2014-2015 academic year.



2014 AUTUMN EDITION



CITIES



EXHIBITORS



INTERNATIONAL



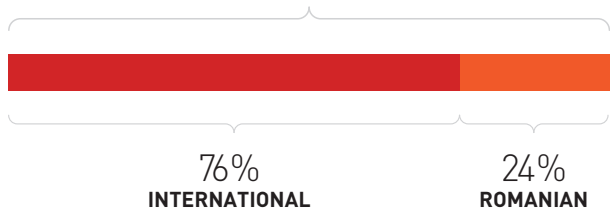
ROMANIAN



COUNTRIES

BUCHAREST	70	51	19	13
TIMIȘOARA	36	21	15	8
IAȘI	28	18	10	8
UNIQUE INSTITUTIONS	83	63	20	13

INTERNATIONAL DISTRIBUTION



2015 SPRING EDITION



CITIES



EXHIBITORS



INTERNATIONAL



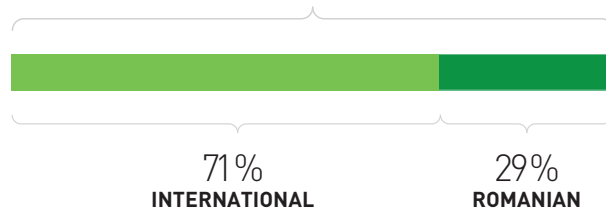
ROMANIAN



COUNTRIES

BUCHAREST	94	72	22	16
CLUJ-NAPOCA	60	42	18	11
GALAȚI	41	28	13	10
UNIQUE INSTITUTIONS	106	75	31	16

INTERNATIONAL DISTRIBUTION

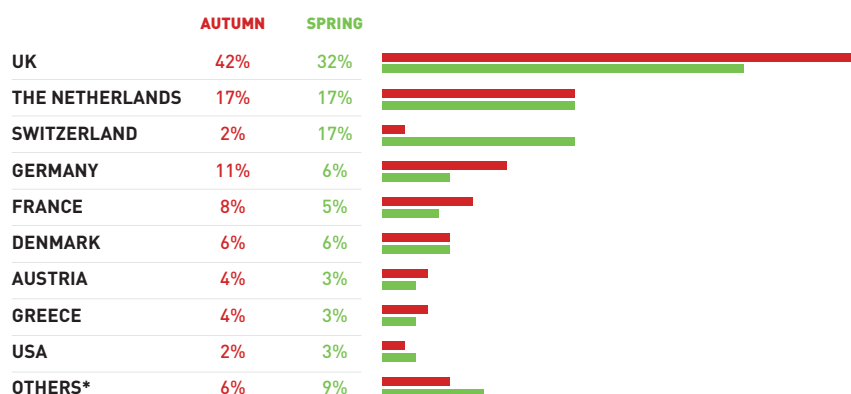


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This is the fifth time we participated in RIUF and it's getting better and better every year! There are more and more students every year and their profiles are getting better and better! The team is professional, open-minded and friendly!

Ludovic Glorieux
VATEL Bordeaux

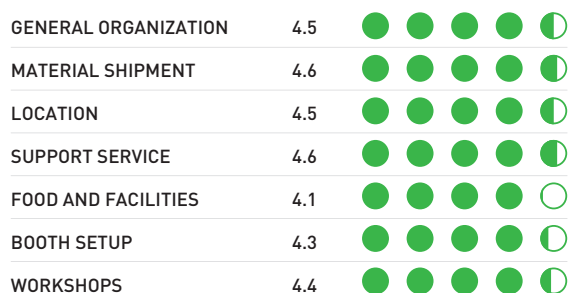
INTERNATIONAL EXHIBITORS DISTRIBUTION



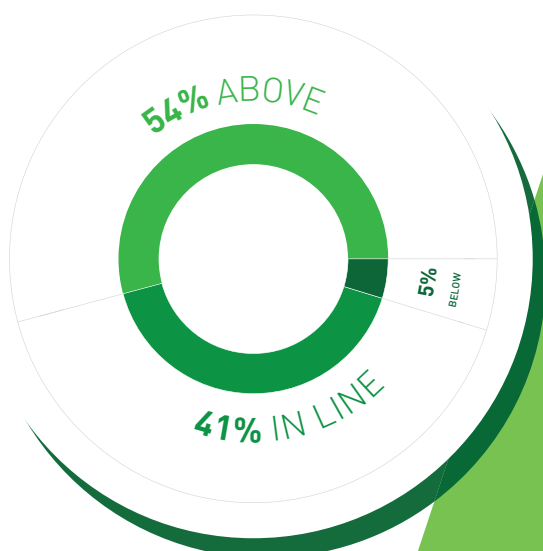
OTHERS*: NORWAY, CZECH REPUBLIC, HUNGARY, ITALY, SPAIN, BELGIUM, SAUDI ARABIA, LIECHTENSTEIN

EXHIBITORS SATISFACTION LEVELS

More than 90% of the exhibitors expressed their feedback at the end of the events, sharing their satisfaction level.



MEETING EXPECTATIONS



In order to maximize the efficiency of the recruitment on one of the most dynamic and competitive markets in Eastern Europe, exhibitors carefully plan their RIUF attendance and choose to invest in the services offered by EDUCATIVA (the exhibition organizers), thus creating a complete and productive marketing mix.

The main marketing tools offered by EDUCATIVA:

» **45' Private Presentations** during the events

» **Advertisements** in the RIUF Fair Catalogue

» **Reliable agents such as EDMUNDO**, also managed by EDUCATIVA. By being an EDMUNDO partner, institutions can also benefit from additional events: **private presentations and seminars in high schools before and after RIUF and other marketing activities that facilitate recruitment opportunities.**

» **Collaborating with alumni and creating a resourceful network** that can develop the brand awareness on the market.



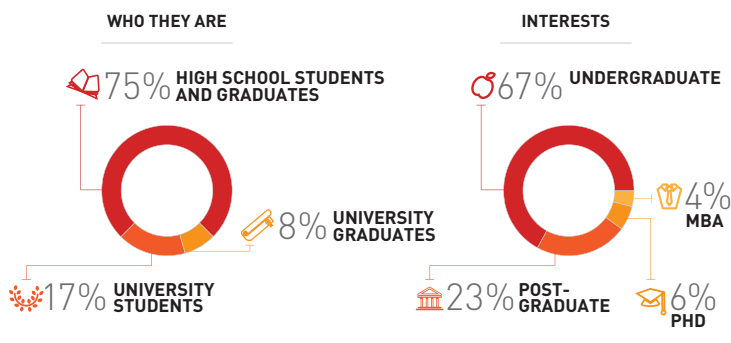
VISITORS

More than 22.000 high school, university students, graduates and young professionals from all over the country attended RIUF during the 2014-2015 academic year.

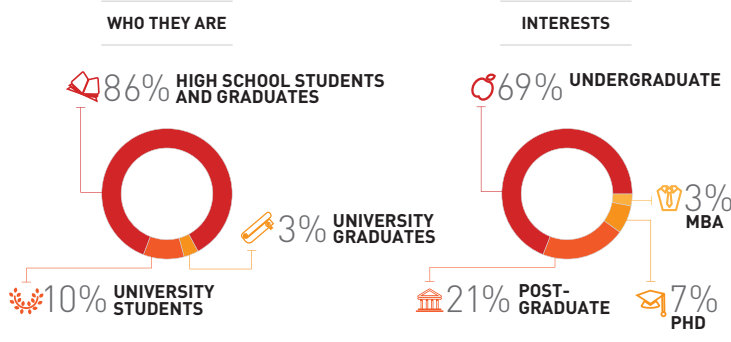
WHO ARE THE REGISTERED VISITORS AND WHAT ARE THEY INTERESTED IN

2014 AUTUMN EDITION

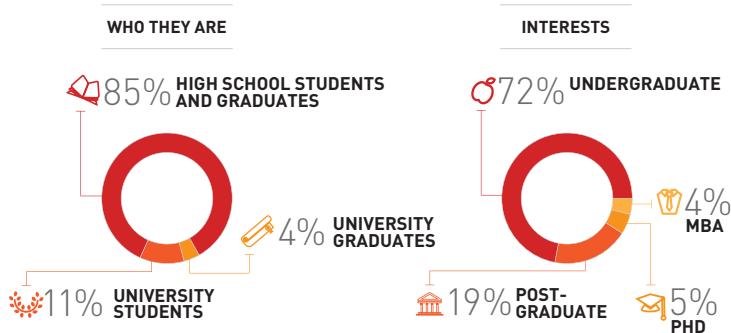
BUCHAREST 6.300



TIMIȘOARA 2.400

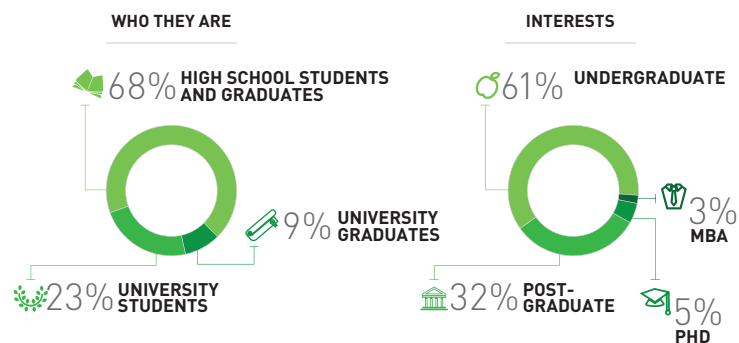


IAȘI 3.000

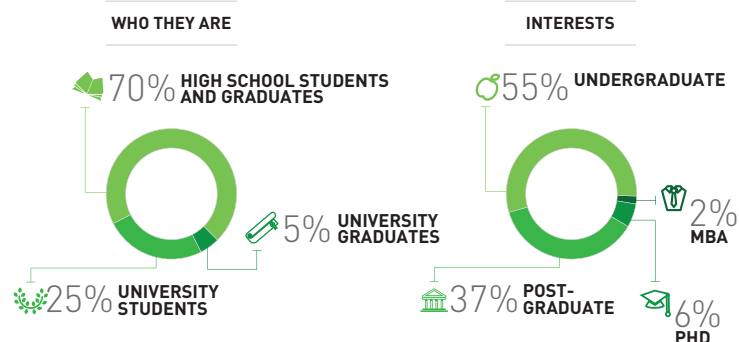


2015 SPRING EDITION

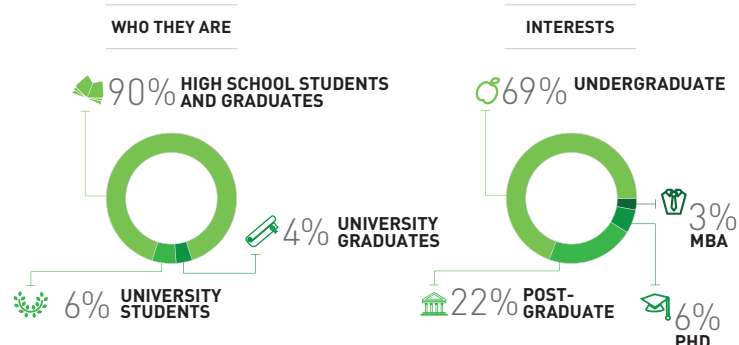
BUCHAREST 5.000



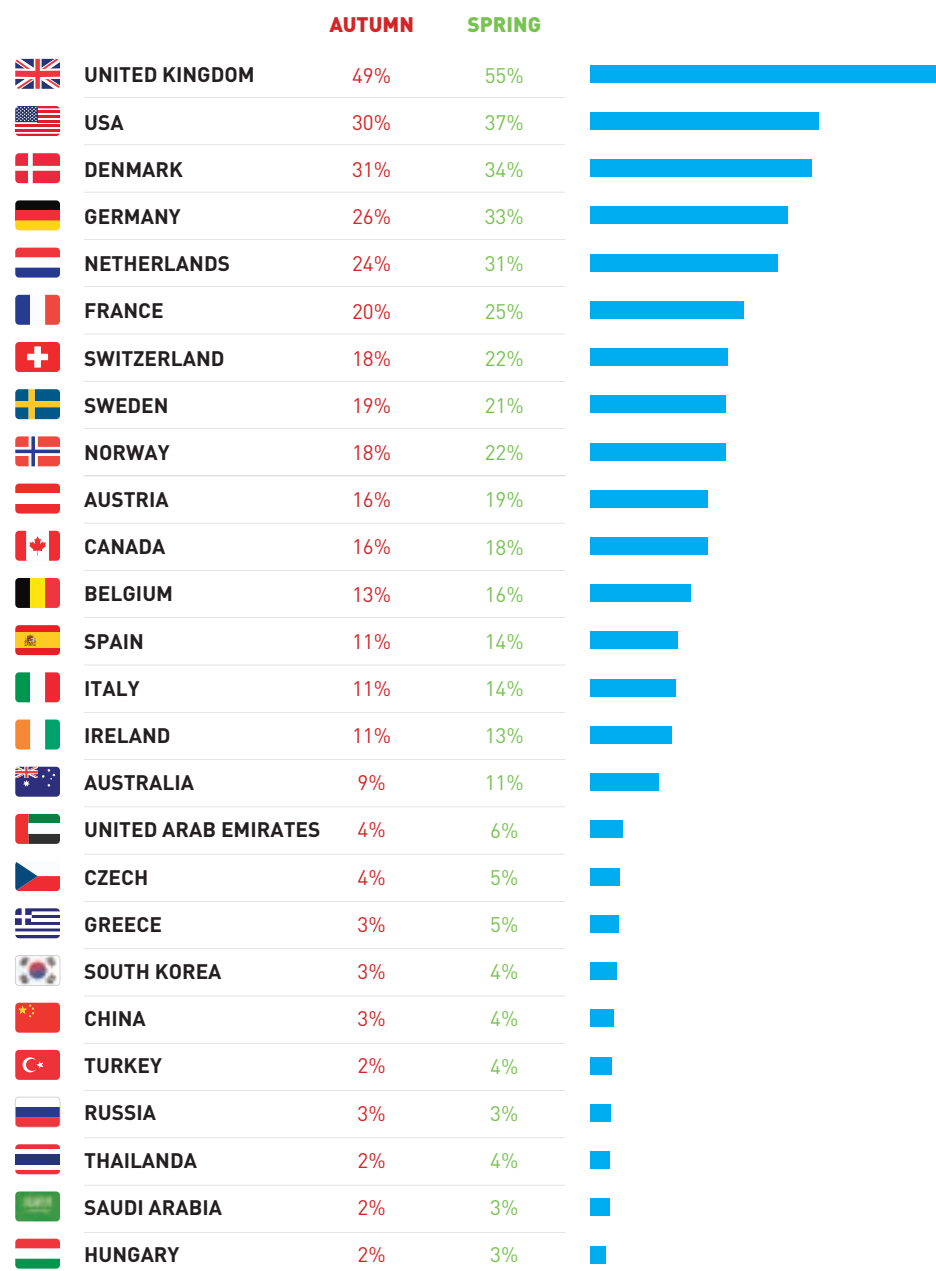
CLUJ-NAPOCA 3.000



GALAȚI 2.700



VISITORS' COUNTRIES OF INTEREST (INTERNATIONAL)*



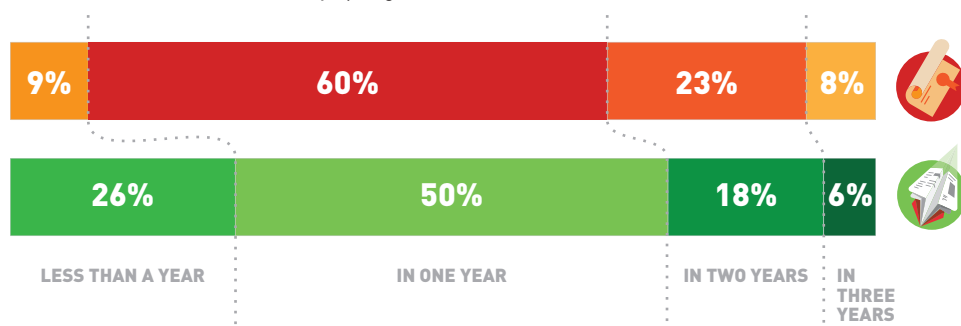
* MULTIPLE SELECTION

APPLICATION TIMELINE



Romanian student market has started shifting in the last few years. Students start their research earlier in autumn as the need for information is higher 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 visitors intend to start their studies.



STUDIES & CAREER OPTIONS*

[AUTUMN / SPRING]



BUSINESS, MANAGEMENT, ECONOMICS AND FINANCE
35% 37%



MARKETING, ADVERTISING AND MULTIMEDIA
24% 28%



FOREIGN LANGUAGES
22% 25%



TECHNOLOGY AND COMPUTER SCIENCE
18% 23%



COMMUNICATION AND JOURNALISM
19% 21%



POLITICAL SCIENCES AND INTERNATIONAL RELATIONS
21% 21%



LEGAL STUDIES
21% 17%



SOCIAL SCIENCES
14% 23%



HOSPITALITY AND TOURISM
16% 18%



ENGINEERING
15% 19%



MEDICAL AND BIOMEDICAL STUDIES
16% 18%



PHYSICS, BIOLOGY, CHEMISTRY
12% 14%



ARTS AND DESIGN
17% 3%



ARCHITECTURE
9% 9%



ACCOUNTING
8% 8%



HISTORY AND GEOGRAPHY
7% 9%



INTERDISCIPLINARY PROGRAMS
5% 6%



SPORT AND PHYSICAL EDUCATION
3% 7%

* MULTIPLE SELECTION



WHAT RECOMMENDS ROMANIAN STUDENTS AS POTENTIAL APPLICANTS?

LEVEL OF INFORMATION ON STUDYING ABROAD

RIUF visitors are well and very well informed, according to 71% of the exhibitors attending the 2014-2015 RIUF editions

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The students are really well prepared and pose good questions, one could see that they were prepared before the exhibition, so it's been really good in terms of quality of students.

Chris Taylor
University of Worcester, United Kingdom

FOREIGN LANGUAGE PROFICIENCY

RIUF visitors are doing well and very well in terms of use of foreign languages, according to 68% of the RIUF exhibitors.

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The Romanian students are very good students. They have good English language, are enthusiastic and motivated to research their options.

Nicholas Cuthbert
Nottingham Trent University, United Kingdom

GREAT ACADEMIC AND SOCIAL IMPACT ON CAMPUS

RIUF visitors are considered to have a good and very good academic background by 78% of the RIUF exhibitors

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We love Romanian students because we know that they are motivated, well-educated, keen, everything you need from a good student.

Ray Powell
University of Greenwich, United Kingdom

INCREASING NUMBER OF ROMANIAN STUDENTS STUDYING ABROAD

2015 **40.115**

2014 **37.148**

2013 **33.966**

2012 **31.479**

2011 **28.174**

2010 **25.209**

2009 **23.392**

2008 **22.292**

2007 **22.194**

2006 **21.055**

2005 **20.784**

2004 **20.267**

2003 **18.385**

*SOURCE: UNESCO HIGHER EDUCATION
STATISTICS 2003-2012.
2013-2015 IS BASED ON ESTIMATES,
SINCE OFFICIAL DATA IS NOT AVAILABLE.

Like each year, there has been a growing trend of Romanians enrolling in international universities for full time academic study programs. We can safely assume that most of them have attended at least one of our RIUF editions.



VENUES AND SERVICES

FOR THE

2015-2016 ACADEMIC YEAR



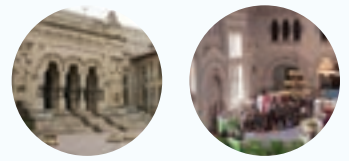
Cluj-Napoca
March 22nd
The Polyvalent Hall



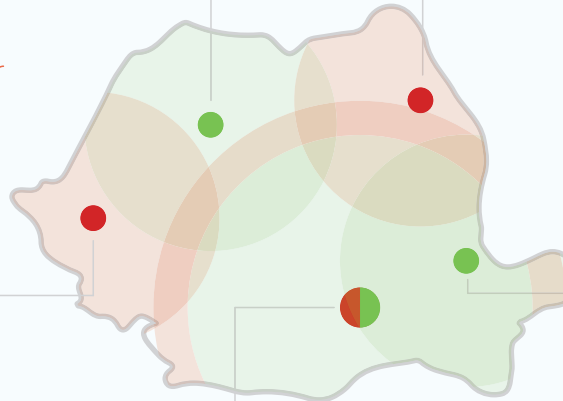
Iași
October 6th
Palas Congress Hall



Timișoara
October 8th
Continental Hotel



Galați
March 24th
The University of Galati

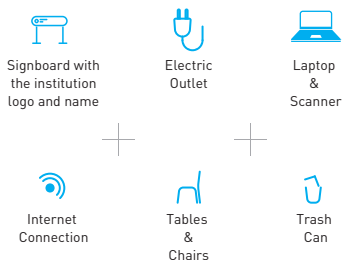


Bucharest
October 3rd-4th
Palace Hall

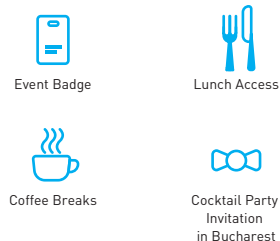
March 19th-20th
NEW VENUE Romanian National Library



FULLY EQUIPPED BOOTHS



SERVICES FOR REPRESENTATIVES



WE CAREFULLY CHOOSE OUR VENUES TO BE IN THE CENTRE OF THE CITY, WITH EASY ACCESS AND A COMFORTABLE ATMOSPHERE.





LOGISTICS SUPPORT FOR



HOTEL BOOKING,



**INTERNAL FLIGHTS
AND**



TRAINS



**FREIGHT
SERVICES**



PROACTIVE AND HELPFUL VOLUNTEERS



Saving you
time and energy



Full support
from setting up
your booth
until the fair ends



SPECIAL NETWORKING EVENT

The Bucharest event provides a networking event within RIUF for exhibitors. Between traditional food and drinks hosted at a traditional Romanian restaurant, you may engage in fruitful conversations in order to expand your recruitment opportunities. Each party is hosted after the first day of the event and allows exhibitors to relax in an authentic atmosphere.





BUDGET FOR 2015-2016 EVENTS

**BOOK
YOUR EARLY BIRD
REGISTRATION!**

AUTUMN 2015 EDITION

BUCHAREST OCTOBER 3RD – 4TH
IAȘI OCTOBER 6TH
TIMIȘOARA OCTOBER 8TH

**BOOK AND PAY BY JULY 31ST AND
RECEIVE THE 10% EARLY BIRD DISCOUNT.**

REGULAR REGISTRATION DEADLINE:
SEPTEMBER 1ST, 2015









SPRING 2016 EDITION

BUCHAREST MARCH 19TH-20TH
CLUJ-NAPOCA MARCH 22ND
GALAȚI MARCH 24TH

**BOOK AND PAY BY DECEMBER 31ST AND
RECEIVE THE 10% EARLY BIRD DISCOUNT**

REGULAR REGISTRATION DEADLINE:
FEBRUARY 15TH, 2016

SERVICES AND BUDGET

 BUCHAREST	BASIC	CLASSIC	MAXIMUM IMPACT
 FULLY EQUIPPED BOOTH	4 SQM 1 TABLE, 1 CHAIR	6 SQM 2 TABLES, 2 CHAIRS	8 SQM 2 TABLES, 3 CHAIRS
 REPRESENTATIVES	1	2	3
 CATALOGUE PRESENTATION: ONLINE AND HARD COPY	✓	✓	✓
 LAPTOP AND SCANNING SYSTEM	✓	✓	✓
 PRE FAIR ONLINE ARTICLE ON WWW.RIUF.RO		✓	✓
 45' PRIVATE SESSION			✓
 10% DISCOUNT FOR ADDITIONAL SERVICES*			✓
	1.550 EUR	1.650 EUR	2.050 EUR

REGIONAL EDITIONS








 IAȘI / CLUJ-NAPOCA	BASIC	CLASSIC	MAXIMUM IMPACT
 FULLY EQUIPPED BOOTH	4 SQM 1 TABLE, 1 CHAIR	6 SQM 1 TABLE, 2 CHAIRS	8 SQM 2 TABLES, 3 CHAIRS
 REPRESENTATIVES	1	2	3
 45' PRIVATE SESSION			✓
  	✓	✓	✓
	1.050 EUR	1.150 EUR	1.450 EUR

 TIMIȘOARA / GALAȚI	STANDARD		
 FULLY EQUIPPED BOOTH	TABLE BOOTH		
 REPRESENTATIVES	2		
  	✓	✓	✓
	1.050 EUR		

SPECIAL PACKAGES

	BASIC	CLASSIC	MAXIMUM IMPACT
BUCHAREST + TIMIȘOARA/CLUJ-NAPOCA	2.350 EUR ; 2.600 YOU SAVE 250 EUR	2.550 EUR ; 2.800 YOU SAVE 250 EUR	3.150 EUR ; 3.500 YOU SAVE 350 EUR
BUCHAREST + IAȘI/GALAȚI	2.350 EUR ; 2.600 YOU SAVE 250 EUR	2.450 EUR ; 2.700 YOU SAVE 250 EUR	2.750 EUR ; 3.100 YOU SAVE 350 EUR
BUCHAREST + BOTH REGIONAL EDITIONS	3.150 EUR ; 3.650 YOU SAVE 500 EUR	3.300 EUR ; 3.850 YOU SAVE 550 EUR	3.850 EUR ; 4.550 YOU SAVE 700 EUR

*ADDITIONAL SERVICES

	CORNER BOOTH	BETTER VISIBILITY IN THE FAIR VENUE	300 EUR
	45' PRIVATE SESSION	PRIVATE ROOM, LAPTOP, PROJECTOR AND THE LEADS OF THE AUDIENCE	400 EUR
	ADDITIONAL ADVERTISING IN THE FAIR BOOKLET	INSIDE FRONT COVER INSIDE BACK COVER OUTSIDE BACK COVER SIZE A (1 WHOLE PAGE) SIZE B (1/2 PAGE)	900 EUR 800 EUR 1.100 EUR 500 EUR 300 EUR
	ADDITIONAL REPRESENTATIVE	EVENT BADGE, LUNCH, COFFEE BREAK, COCKTAIL PARTY IN BUCHAREST	40 EUR/DAY
	MATERIALS SHIPMENT	STORAGE, HANDLING AND DELIVERY TO THE BOOTH	50 EUR/100 KGS
	BOOTH ASSISTANT		FREE
	PRINTING SERVICES	WE CAN PRINT BROCHURES, FLYERS AND BANNERS, JUST ASK FOR HELP	

YOU CAN EASILY REGISTER AT **EN.RIUF.RO/MY-RIUF.**

Drop us an email at events@educativa.ro or
call +40.746.165.399 and we'll help you
maximize your recruitment impact in Romania!

LIST OF EXHIBITORS

AUTUMN 2014

AUSTRIA

Carinthia University of Applied Sciences
Webster Vienna Private University

CZECH REPUBLIC

Charles University in Prague, Faculty of Social Sciences

DENMARK

Dania - Danish Academy
IBA - International Business Academy
Via Teko Design & Business
Zealand Institute of Business and Technology

FRANCE

CampusFrance
VATEL Bordeaux
VATEL Nimes

GERMANY

DAAD - Study in Germany

GREECE

American College of Thessaloniki
International Hellenic University

NETHERLANDS

HAN University of Applied Sciences
Hotelschool the Hague, Hospitality Business School
HU University of Applied Sciences Utrecht
HZ University of Applied Sciences
Inholland University
NHTV Breda University of Applied Sciences
Radboud University Nijmegen
Tilburg University
University of Twente

NORWAY

BI Norwegian Business School

ROMANIA

4CAREER
AIESEC
AMERICAN EDUCATION
Board of European Students of Technology
Debate @British
EDMUNDO
Gheorghe Asachi Technical University
ISIC
Lumina - University of South-East Europe
REVIRO
Romanian-American University
The University of Bucharest
UNIVERSALIO
Victor Babeş University of Medicine and Pharmacy
West University of Timișoara

SWITZERLAND

BHMS Business & Hotel Management School
Ecole Hôtelière de Lausanne
HTMi Switzerland
IMI University Centre Switzerland
Swiss Hotel Management Schools (SHMS, HIM & CAA)
VATEL Switzerland

HUNGARY

Central European University

UNITED KINGDOM

Anglia Ruskin University
Birmingham City University
British Council
Brunel University London
Cambridge English Language Assessment
Canterbury Christ Church University
Churchill House School of English
Coventry University
Imperial College London
Northumbria University Newcastle
Sheffield Hallam University
Southampton Solent University
University Campus Suffolk (UCS)
University of Bristol
University of Essex
University of Greenwich (London)
University of Hull
University of Salford
University of Southampton
University of West London
University of Winchester
University of Worcester

USA

The Fulbright Commission

SPRING 2015

AUSTRIA

Carinthia University of Applied Sciences
University of Applied Sciences Upper Austria

BELGIUM

Vrije Universiteit Brussel (VUB)

DENMARK

Dania - Danish Academy
Lillebaelt Academy
StudyinDenmark
Zealand Institute of Business and Technology

FRANCE

CampusFrance
ISEN Toulon
VATEL Bordeaux
VATEL Nimes

GERMANY

Bauhaus-Universität Weimar
DAAD - Study in Germany
Europa-Universität Viadrina Frankfurt (Oder)
Goethe Institut
Hochschule Esslingen
Hochschule Furtwangen
Hochschule Geisenheim University
Hochschule Reutlingen
Technische Hochschule Ingolstadt
TestDaF Institut
TU9 German Institutes of Technology
Universität Konstanz
Universität Passau

GREECE

American College of Thessaloniki
International Hellenic University

ITALY

John Cabot University

LIECHTENSTEIN

University of Liechtenstein

NETHERLANDS

Avans University of Applied Sciences
Fontys University
Hanze University of Applied Sciences
Inholland University
NHTV Breda University of Applied Sciences
Radboud University Nijmegen
Rotterdam Business School
Saxion University of Applied Sciences
Stenden University of Applied Sciences
TU Delft
University of Groningen
University of Twente
VU University Amsterdam

NORWAY

BI Norwegian Business School

ROMANIA

American Hotel Academy
Babeş-Bolyai University
Bucharest University of Economic Studies
Dunarea de Jos University of Galati
International Summer Schools Education
Iuliu Hatieganu University of Medicine and Pharmacy
Lumina - University of South-East Europe
National School of Political Science and Public
Administration
Polytechnic University of Bucharest
Romanian-American University
The Alternative University
The University of Bucharest
University of Sheffield Int. Faculty

SAUDI ARABIA

King Abdullah University of Science and Technology,
Saudi Arabia

SPAIN

European University
Universidad Europea de Madrid

SWITZERLAND

BHMS Business & Hotel Management School
HTMi Switzerland
IMI University Centre Switzerland
Swiss Education Group (SEG)
VATEL Switzerland

UNITED KINGDOM

Anglia Ruskin University
Bangor University
Birmingham City University
British Council
Brunel University London
Canterbury Christ Church University
Coventry University
De Montfort University
London Metropolitan University
Northumbria University
Nottingham Trent University
Oxford International Education Group
University Campus Suffolk (UCS)
University of Bristol
University of Essex
University of Greenwich (London)
University of Hull
University of Kent
University of Lincoln
University of Northampton
University of Nottingham
University of Portsmouth
University of the West of England
University of Worcester

USA

Mountbatten Institute
The Fulbright Commission