# ACADEMIC YEAR REPORT

DISCOVER THE ROMANIAN STUDENT MARKET AT

THE SMARTEST STUDENT RECRUITMENT EXHIBITION IN EASTERN EUROPE



www.riuf.ro

### **BOOK THE DATES:**

#### **AUTUMN 2016**

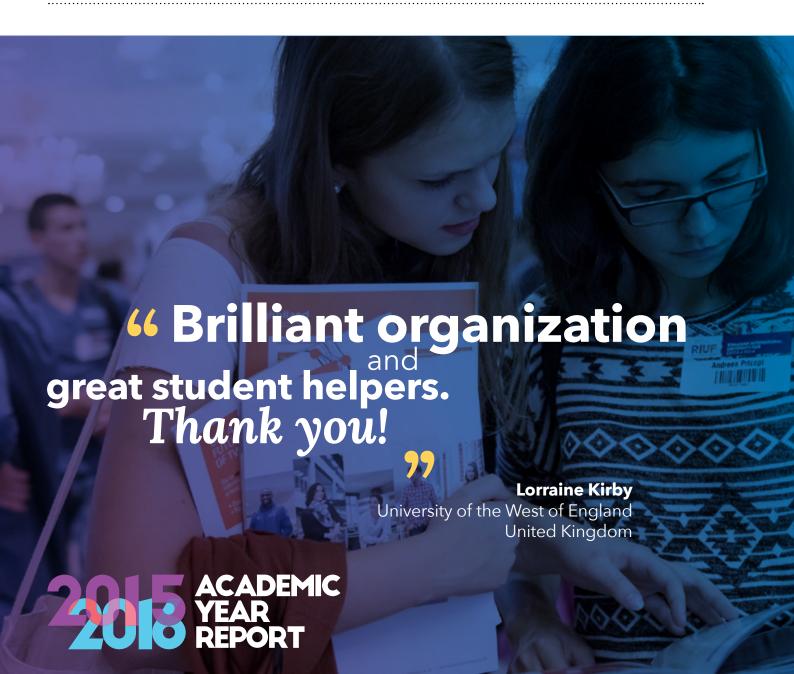
October 4<sup>th</sup> **Bucharest**October 6<sup>th</sup> **Iași** 

#### **SPRING 2017**

March 18<sup>th</sup>-19<sup>th</sup> **Bucharest**March 21<sup>st</sup> **Cluj-Napoca**March 23<sup>rd</sup> **Brașov** 

# THINGS YOU WILL LEARN ABOUT IN THIS REPORT

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EXHIBITORS' TESTIMONIALS	EVERY PAGE (ALMOST)



# 2015/2016 FAIRS OVERVIEW

RIUF - The Romanian International University Fair opened its gates for the 17th and 18th time in the 2015 - 2016 academic year.

During these editions, 154 exhibitors both international, from 18 countries, and Romanian have joined the recruitment journey throughout the country. More than 22.000 academically valuable high school and university students, recent graduates and young professionals challenged the exhibitors with their astute questions and overwhelming numbers.

#### **Autumn Edition 2015**

4 fair days 3 cities 103 exhibitors 12.726 visitors

#### **Spring Edition 2016**

5 fair days 3 cities 114 exhibitors 8.959 visitors

#### **LOCATIONS**

The 5 cities where RIUF takes place cover all the Romanian student market. Over 95% of all medium and large urban areas are within a 200 km range of at least one of our venues.

#### **CLUJ-NAPOCA BRAŞOV** 22<sup>ND</sup> OF MARCH 24<sup>TH</sup> OF MARCH 6TH OF OCTOBER **Transylvania Region** 3.700.000 people **Moldova Region** 336 high schools 3.970.000 people 38.000 final year high school students 105.000 University students **TIMISOARA** 8<sup>TH</sup> OF OCTOBER 2.238 VISITORS 41 EXHIBITORS **Banat Region** 204 High schools

19.000 Final year high school students

16 Universities

60.000 University students

42.000 Final year high school students

#### **BUCHAREST**

3<sup>RD</sup> & 4<sup>TH</sup> OF OCTOBER

18<sup>TH</sup>, 19<sup>TH</sup> & 20<sup>TH</sup> OF MARCH

#### **Muntenia Region**

4.950.000 people 69.000 Final year high school students 49 Universities

### WHAT RECOMMENDS RIUF AS THE LEADING RECRUITMENT EVENT?

# The high number of students attending the fair.

In the 2015-2016 academic year, more than 22.000 students have passed through the RIUF doors.

" Surprisingly busy! "

**Barbara Lung** UWE United Kingdom

#### This year over 150 institutions

have joined RIUF from the UK, Netherlands, France, Switzerland, Germany, Denmark, Austria and 11 other countries. With a return rate of 57 % from one edition to the other and 53 % from one year to the other, RIUF has the highest number of international exhibitors in Eastern Europe.

44 We love working with you and are looking forward to recruiting more Romanian students. 99

#### Simon Wood

Anglia Ruskin University United Kingdom

# The quality of support services provided pre, during and post event.

provided pre, during and post event.
We try to make the RIUF experience as easy and enjoyable as possible. We especially take pride in our efficient and enthusiastic support team, as well as in our proactive volunteers.

44 Another brilliant and successful event. "

#### **Hattie Boggis**

University of Essex United Kingdom

#### The high quality of students.

Apart from our marketing campaigns, **we invest in educating the Romanian student market** about studying abroad, thus making conversation with prospective students more effective.

44 Positively surprised with the number of students attending. It proves again that student recruitment doesn't only happen in Bucharest in Romania. ??

#### Monika Parzych

University of Westminster United Kingdom

### The institutional industry endorsement and support we have from

British Council, DAAD, The Fulbright Commission and the Ministry of Education with a 100% return rate since their first participation.

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

#### Andreas Mai

DAAD Germany

#### Smart lead gathering system

which enables you to obtain and add comments to the contact details and profile of the students you interact with.

44 Thanks, look forward to working together in the future. "

#### **Tony Flaherty**

Sheffield University United Kingdom



# olland.com

# Special pavilions



#### **DUTCH PAVILION**

22 Research and Applied Sciences Universities have joined RIUF in the past academic year.



### GERMAN LANGUAGE PAVILION

This year over 12 institutions from Germany, Austria and Liechtenstein have exhibited at RIUF.



#### **UK PAVILION**

We had an increase in UK universities this year with 46 institutions joining the fair. Over 40% of the UK universities have attended RIUF at least once.



### HOTEL MANAGEMENT SCHOOLS PAVILION

With an increasing demand in hospitality, 14 institutions from France, the Netherlands and Switzerland have joined the event.

### Private sessions

This year RIUF hosted 109 private sessions, workshops and seminars of 45 minutes each.

#### The Autumn Edition of 2015 hosted 50 sessions:

**Bucharest:** 30 - average attendance of 84 students **laşi:** 10 - average attendance of 110 students **Timişoara:** 10 - average attendance of 83 students

#### The Spring Edition of 2016 hosted 59 sessions:

**Bucharest:** 33 - average attendance of 38 students **Cluj-Napoca:** 14 - average attendance of 55 students **Braşov:** 12 - average attendance of 50 students

An average number of 50 students attend each presentation. The number can differ from 10 to 300 depending on the topic, short description of the session and the brand awareness of the institution. Latter to the session, institutions will receive the leads of the students present for immediate follow-up.

## Measure your fair investment!

Visitors register online prior to the event where they fill in their contact details, academic background, countries and programs of choice for study. On-site, they receive a badge with a bar code which exhibitors can scan in order to access their information and comment on the discussion for further follow-up.

The number of leads of the present students an exhibitor can reach depends on the envolment of the team on site, on the booth decoration and on the ability to start a conversation with a shy student. Last year there was **an average of 188 scans per exhibitor**, the numbers scailing from 40 to 1.285 scans.

All leads are saved into a personal online account and are downloadable one day after the event from any web browser, thus having access to them at all time.

#### **Average leads** 2015 Autumn Edition

Bucharest	298,3
ași	191,5
Timișoara	189,5

#### 2016 Spring Edition

Bucharest	1//,8
Cluj	143,4
Brașov	125,0

No hand written contacts

No more lost leads

More time to interact with visitors

Imediat targeted follow-up

Easy online access

Quick upload to your CRM

Most leads
Coventry University
2015 Autumn Edition

1.054

University of Bucharest 2015 Autumn Edition

1.285

### ROMANIAN STUDENT PROFILE

What recommends Romanian students as potential applicants?

73%

# Level of information about studying abroad

According to 73% of our Exhibitors, RIUF visitors are well and very well informed on studying abroad.

44 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

95%

# Great academic and social impact

More than 95% of RIUF Exhibitors, compared to 78% from the previous year, believe that Romanian students have a strong academic background and amazing social skills.

44 Thank you, it was very well organized and the visitors of good quality. ??

#### Lydia Greenhalgh

University of Kent United Kingdom 94%

# Foreign language proficiency

The RIUF visitors have a high and very high level of foreign languages, according to over 94% of our 2015-2016 exhibitors. This is a significant increase compared to the 68% we recieved in the previous year.

44 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

90%

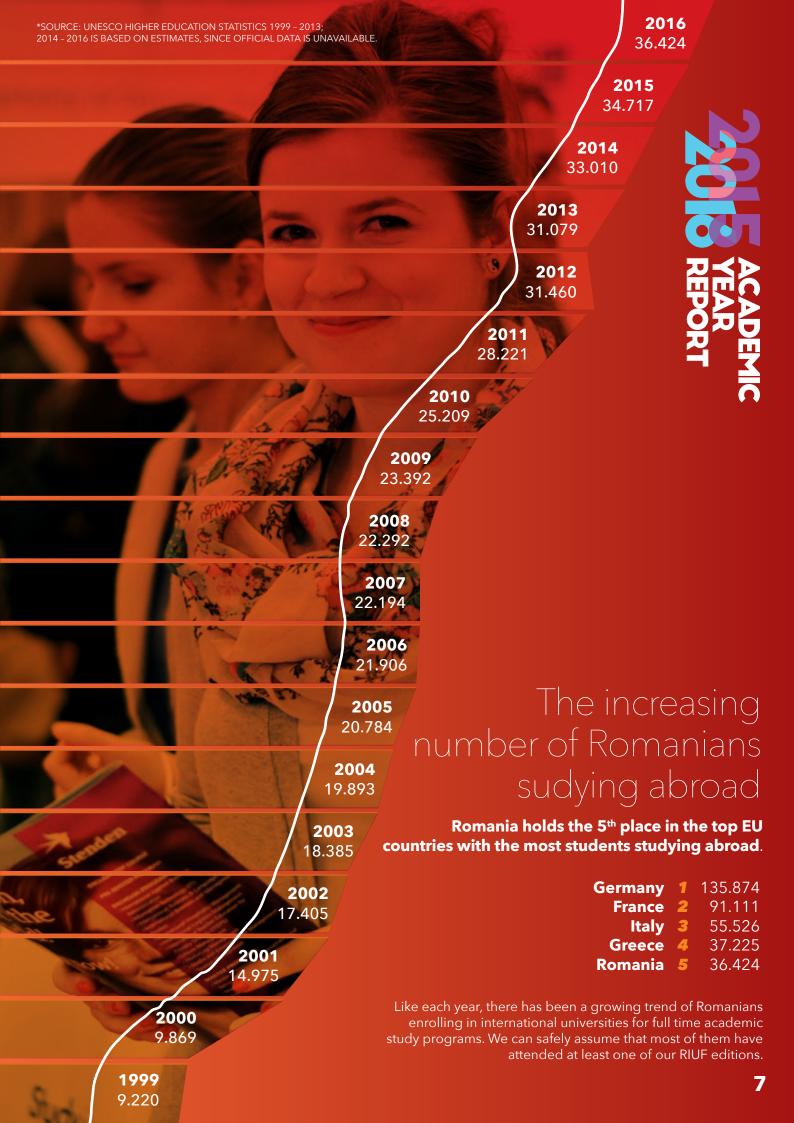
# Strong motivation to study abroad

Over 90% of our visitors are interested in studying at an international institution.

44 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

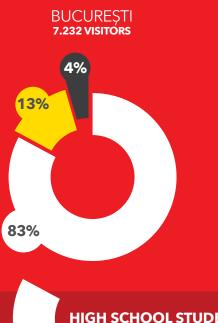


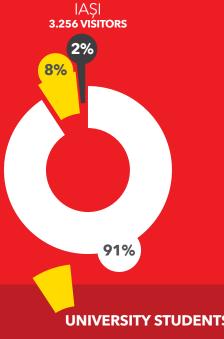
# STUDENTS AS FAIR VISITORS

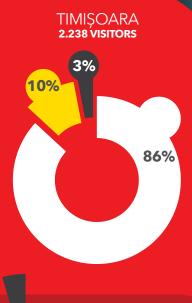
In the 2015-2016 academic year, RIUF welcomed over 22.000 high school and university students, graduates and young professionals from all over the country.

Who are the registered visitors...

#### **2015** AUTUMN EDITION



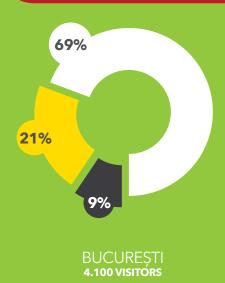




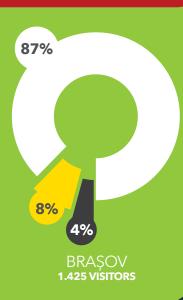




**UNIVERSITY GRADUATES** 

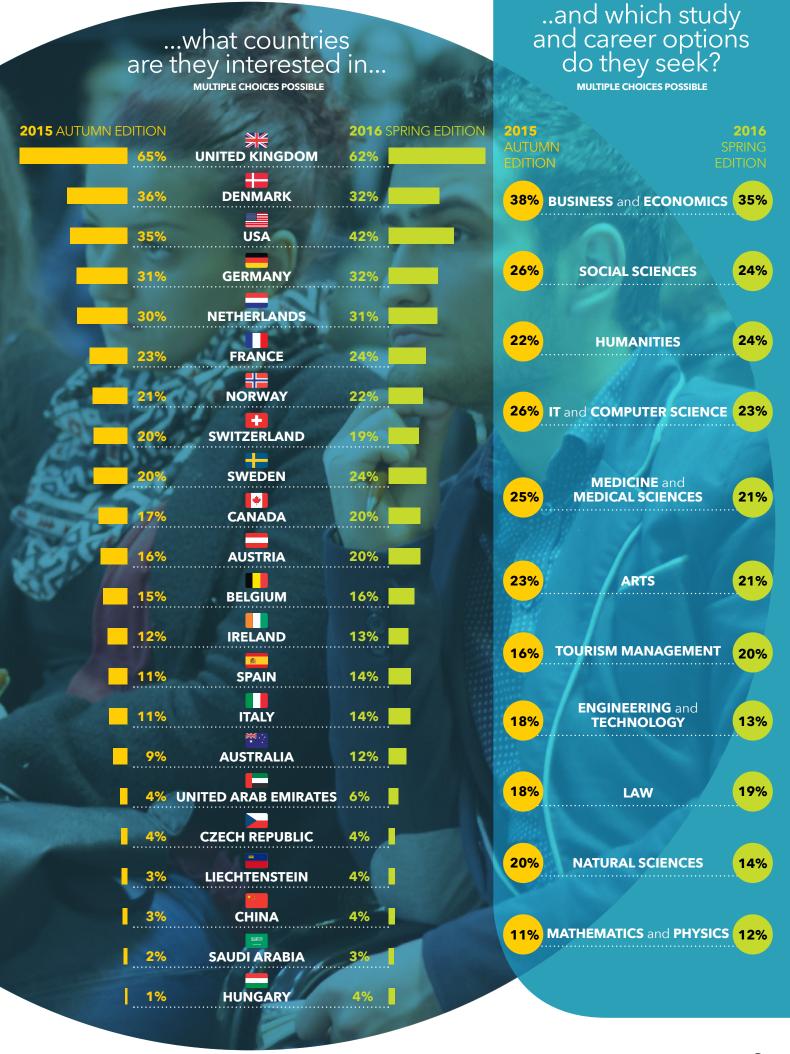






**2016 SPRING EDITION** 





# FAIR EXHIBITOR PROFILE

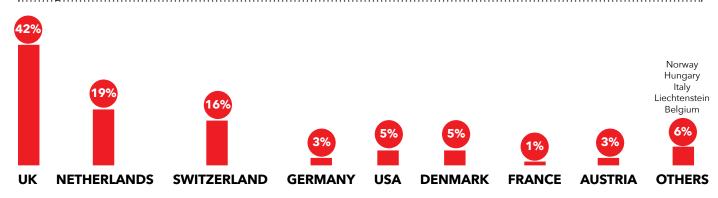
Over 150 universities, business and hotel management schools, international summer schools, professional educational agents, financing institutions, governmental and non-governmental organizations have chosen RIUF as their main marketing tool on the Romanian students market.

#### **2015** AUTUMN EDITION

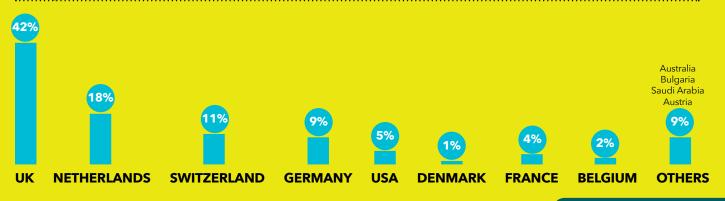
#### **76% International Exhibitors**

#### 24% Romanian Exhibitors

	<b>Exhibitors</b>	International	Romanian	Countries
Bucharest	92	70	22	14
lași	48	36	12	11
Timișoara	41	30	11	10
Unique Institutions	5 103	77	26	14



	Exhibitors	International	Romanian	Countries
Bucharest	105	82	23	14
Cluj-Napoca	65	48	17	11
Brașov	43	31	12	8
Unique Institutions	5 114	85	29	15



75% International Exhibitors

25% Romanian Exhibitors

# Exhibitors satisfaction



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

MATERIAL SHIPMENT 4.7

LOCATION 4.7

SUPPORT SERVICE 4.6

FOOD AND FACILITIES 4.5

WORKSHOPS 4.4

Meeting expectations

38% ABOVE

**55%** IN LINE

# MARKETING TOOLS OFFERED



The Romanian student market is one of the most dynamic in Europe, growing constantly from one year to the other. Recently, more and more international universities have turned their attention towards Romanian students, thus the market has become more competitive than ever before. In order to enhance the recruitment process for institutions, Educativa Group offers a variety of services in order to create a complete and productive marketing mix.

45' Private Presentations during the fairs

Advertisements in the RIUF Fair Brochure

Personalized booths

Outdoor Billboards advertising in all cities

The largest student recruitment agency in Romania: EDMUNDO

Private presentations in high-schools and seminars (Only for EDMUNDO Partners)

Conversion events (Only for EDMUNDO Partners)

Online marketing (Only for EDMUNDO Partners)

Collaborating with alumni and creating a resourceful network

in order to develop your brand awareness on the market.

# 2016-2017 ACADEMIC YEAR: VENUES, SERVICES, DATES

We carefully choose our venues to be in the centre of the city, with easy access and a comfortable atmosphere.

#### **2016** AUTUMN EDITION

#### **2017 SPRING EDITION**

#### CLUJ-NAPOCA 21<sup>ST</sup> OF MARCH POLYVALENT HALL

BRAŞOV 23<sup>RD</sup> OF MARCH ARO PALACE HOTEL

#### IAŞI 4<sup>TH</sup> OF OCTOBER PALAS MALL

#### **Transylvania Region**

3.700.000 people
336 high schools
38.000 final year high school students
25 universities
105.000 University students

#### **Moldova Region**

3.970.000 people
295 High schools
42.000 Final year high school students
15 universities
91.000 University students

#### TIMIŞOARA 6<sup>TH</sup> OF OCTOBER CONTINENTAL HOTEL

**Banat Region** 

204 High schools19.000 Final year high school students16 Universities60.000 University students

# BUCHAREST 1<sup>ST</sup> - 2<sup>ND</sup> OF OCTOBER PALACE HALL

BUCHAREST 18<sup>TH</sup> -19<sup>TH</sup> OF MARCH

PALACE HALL

#### Muntenia Region

4.950.000 people 680 High schools 69.000 Final year high school students 49 Universities 470.000 University students

2015 ACADEMIC YEAR REPORT

# Services we provide

#### **Fully equipped booths**

# Stand panels Signboard with the institution logo and name Electric outlet Laptop & scanner Internet connection Tables and chairs Trash can

#### **Logistics support**

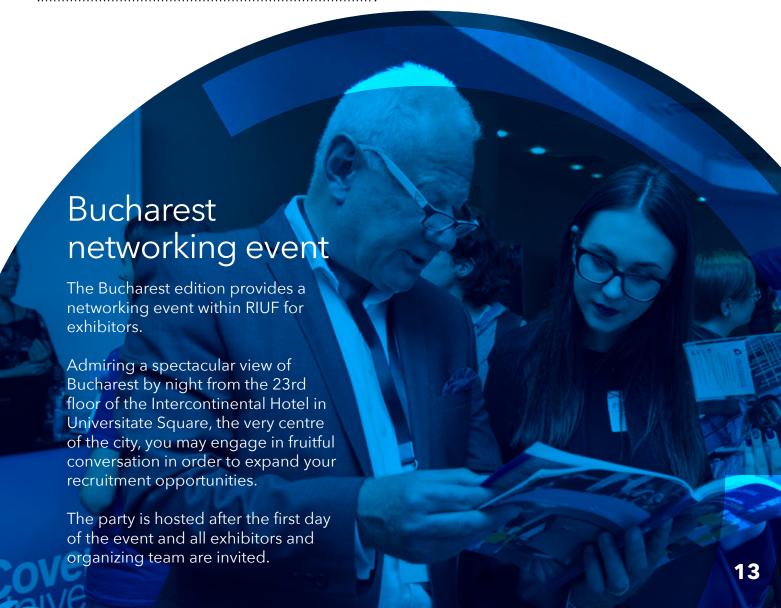
Hotel booking
Internal flights booking
Train tickets booking
Freight services

#### **Services for representatives**

Event badge
Lunch access
Coffee breaks
Networking party invitation (in Bucharest)

# Proactive and helpful volunteers

Full support from setting up your booth until the fair ends
Great energy and time savers



## 2016-2017 ACADEMIC YEAR:

FEES

All fees include VAT.

#### **2016** AUTUMN EDITION

Bucharest October 1st - 2nd laşi October 4th Timişoara October 6th

Book and pay by July 31st and receive a

10% early bird discount.

GET THE BEST FOR THE LEAST:
EARLY BIRD
and
PACKAGE
DISCOUNTS!

#### **2017 SPRING EDITION**

**Bucharest** March 18<sup>th</sup> - 19<sup>th</sup> **Cluj-Napoca** March 21<sup>st:</sup> **Brașov** March 23<sup>rd</sup>

Book and pay by December 31st and receive a

10% early bird discount.

Book Autumn 2016 and Spring 2017 and receive a **12% discount.**Book Autumn 2016, GIUF and Spring 2017 and receive a **15% discount.** 

### **Bucharest and Cluj-Napoca editions**

	BASIC	CLASSIC	MAXIMUM IMPACT
Fully Equipped Booth	<b>4 sqm</b> 1 table, 1 chair	<b>6 sqm</b> 2 tables, 2 chairs	<b>8 sqm</b> 2 tables, 3 chairs
Representatives	1	2	3
Catalogue short presentation: online and hard copy	•	•	•
Laptop and scanning system	•	•	
Pre fair online article (On request)	0	•	•
45' Private session	0	0	•
Bucharest Price	1600 EUR	1700 EUR	2100 EUR
Cluj-Napoca Price	1200 EUR	1300 EUR	1600 EUR

### Iași, Timișoara and Brașov editions

	Standard
Fully Equipped Booth	Table booth
Representatives	2
Catalogue short resentation: online and hard copy	•
Laptop and scanning system	•
Pre fair online article (On request)	•
	1200 EUR



# Special packages

	BASIC	CLASSIC	MAXIMUM IMPACT
Bucharest + Cluj	2800	3000	3700
	2500	2700	3200
	SAVE 300 EUR!	SAVE 300 EUR!	SAVE 500 EUR!
Bucharest + Iași / Timișoara / Brașov	2800	2900	3300
	2500	2600	3000
	SAVE 300 EUR!	SAVE 300 EUR!	SAVE 300 EUR!
Bucharest + Iași + Timișoara	4000	4100	<del>4500</del>
	3400	3500	3900
	SAVE 600 EUR!	SAVE 600 EUR!	SAVE 600 EUR!
Bucharest + Cluj + Brașov	4000	4200	4900
	3400	3600	4200
	SAVE 600 EUR!	SAVE 600 EUR!	SAVE 700 EUR!
laşi + Timişoara	N/A	2400 2250 SAVE 150 EUR!	N/A
Cluj + Brașov	2400	2500	2800
	2250	2400	2700
	SAVE 150 EUR!	SAVE 100 EUR!	SAVE 100 EUR!

# Additional Services

CORNER BOOTH	Better visibility in the fair venue, two sides acces for public	300 EUR
45' PRIVATE SESSION	Private room, laptop, projector and the leads from everyone in the audience	400 EUR
BILLBOARD ADVERTISING	Co-branded outdoor billboards with split costs in all cities	700 EUR
ADDITIONAL ADVERTISING IN THE FAIR BOOKLET	Inside front cover	900 EUR
	Inside back cover	800 EUR
	Outside back cover	1100 EUR
	Size A (1 whole page)	500 EUR
	Size B (1/2 page)	300 EUR
ADDITIONAL REPRESENTATIVE	Event badge, lunch, coffee break, cocktail party in Bucharest	50 EUR
MATERIALS STORAGE AND TRANSPORTATION	Storage, handling, transportation and delivery to your booth	50 EUR / 100 kg / edition
BOOTH ASSISTANT	At request, you can have a volunteer help you in your booth with the scanning system and talking to the public.	FREE
PRINTING SERVICES	We can print brochures, flyres, banners and event a personalized booth. Just ask us for details!	Ask us for details!

# Register easily at en.riuf.ro/exhibitor

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!

### COMPLETE **EXHIBITORS LIST**

#### **2015** AUTUMN EDITION

AUSTRIA Carinthia University of Applied Sciences Webster University, Vienna

Vrije Universiteit Brussel (VUB)

DENMARK
Dania - Danish Academy of Higher Education
IBA - International Business Academy
VIA School of Business, Technology and Creative Industries
Zealand Institute of Business and Technology

GERMANY DAAD - Study in Germany Central European University

ESCP Europe Torino Campus

LIECHTENSTEIN

University of Liechtenstein

BI Norwegian Business School

ROMANIA

AdmitereOnline

CLIO - Program Masteral in Valorizarea Patrimoniului

Debate British

EDMUNDO - A World of Education

EUROPA 2020 - Program Masteral in Diplomatie Publica

Goethe Institut

GRASP - Photo Booth

International Summer Schools Education

LSRS - Liga Studentilor Romani din Strainatate

Optiuni.re pemeserie.ro ROMANIA (cont'd)

Seytour Educational Group

The Entrepreneurship Academy - EA UNIVERSALIO

Universitatea Alternativa

Universitatea Bioterra - Education UK Universitatea de Medicină și Farmacie "Victor Babeș'

Universitatea de Vest din Timișoara Universitatea din București

Universitatea Romano-Americana Universitatea Spiru Haret

Universitatea Tehnica Gheorghe Asachi

SWITZERLAND
Swiss Education Group (SEG)
BHMS Business & Hotel Management School

César Ritz Colleges

Culinary Arts Academy Ecole Hôtelière de Lausanne

Hotel Institute Montreux

HTMi Switzerland

IHTTI School of Hotel Management IMI University Centre Switzerland

Swiss Hotel Management School

VATEL Martigny

THE NETHERLANDS
Avans University of Applied Sciences

Finds University of Applied Sciences
Eindhoven University of Technology (TU/e)
Fontys University of Applied Sciences
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 Rotterdam Business School

Stenden University Tilburg University

University of Groningen University of Twente

UNITED KINGDOM

Anglia Ruskin University Birmingham City University

Birmingham City University
British Council
Brunel University
Cambridge English Language Assessment
Canterbury Christ Church University
Coventry University
De Montfort University

Falmouth University Imperial College London King's College London London Metropolitan University

Northumbria University Nottingham Trent University

Plymouth University
Southampton Solent University
University Campus Suffolk (UCS)
University of Birmingham

University of Bristol University of East Anglia

University of Essex University of Greenwich

University of Hull University of Northampton

University of Roehampton

University of Sheffield University of Southampton University of Sunderland

University of Sussex University of the West of England, Bristol

University of Westminster

University of Winchester University of Worcester

The Fulbright Commission

EDMERICA: Expert Guidance for American Education Pepperdine University

#### **2016 SPRING EDITION**

**AUSTRALIA** Bridge Blue

**AUSTRIA**University of Applied Sciences Upper Austria

Artevelde University College Belgium Vrije Universiteit Brusel - Free University of Brussels

BULGARIA HRC Culinary Academy

**DENMARK**Zealand Institute of Business and Technology

FRANCE FIGS (France International Graduate Schools)

VATEL Bordeaux

VATEL Nimes

GERMANY Baden Württemberg International

DAAD - Study in Germany Goethe Institut Bukarest Hochschule Albstadt-Sigmaringen

Hochschule Bremen

Hochschule Reutlingen TU9 German Institutes of Technology

Universität zu Köln

MULTI-CAMPUS ESCP Europe

Academy Plus

AdmitereOnline American Hotel Academy

BCR City Card

Debate @British

DJ Workshop EA - The Entrepreneurship Academy

**EDMUNDO** 

International Summer Schools Education

#### ROMANIA (cont'd)

OKIAN

ONG Corner

Optiuni.ro

OsteoRe

Road Language Center

UMF Iuliu Hatieganu UNIVERSALIO

Universitatea Alternativa

Universitatea Babes-Bolyai Universitatea de Științe Ágricole și Medicină Veterinară

Cluj-Napoca

Universitatea din Bucuresti Universitatea Politehnica din Bucuresti

Universitatea Romano-Americana

**SAUDI ARABIA**King Abdullah University of Science and Technology

SPAIN Universidad Católica San Antonio de Murcia Universidad Europea de Madrid

Swirs Education Group (SEG)
BHMS - Business & Hotel Management School

César Ritz Colleges Culinary Arts Academy Switzerland

Hotel Institute Montreux (HIM) HTMi Switzerland

IHTTI School of Hotel Management Swiss Hotel Management School (SHMS)

**VATEL Martiany** 

THE NETHERLANDS
Fontys University of Applied Sciences

Hanze University of Applied Sciences HZ University of Applied Sciences Inholland University of Applied Sciences

Radboud University Rotterdam Business School

Rotterdam School of Management, Erasmus University

Saxion University
Stenden University of Applied Sciences University of Groningen

THE NETHERLANDS (cont'd) University of Twente
UNU-MERIT/Maastricht Graduate School of Governance

VU Amsterdam

Willem de Kooning Academy

UNITED KINGDOM

Anglia Ruskin University Bangor University

Birmingham City University British Council

Brunel University London Brucks New University
Cambridge English Language Assessment
Canterbury Christ Church University

Coventry University
De Montfort University

Falmouth University GSM London

Leeds Beckett University London Metropolitan University

Northumbria University Southampton Solent University

Swansea University UK Loans and Scholarships

University Campus Suffolk (UCS) University for the Creative Arts

University of Birmingham University of Bristol

University of Essex University of Greenwich

University of Hull University of Kent

University of Leicester University of Lincoln

University of Northampton University of Nottingham

University of Portsmouth University of Reading

University of Sheffield University of Sunderland University of Surrey University of Worcester

American Councils
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