



## **ISN India/Gulf Expo Spring 2010** **February 15<sup>th</sup>-February 28<sup>th</sup>**

### **Mumbai-Ahmedabad-Chennai** **Kuwait-Abu Dhabi-Dubai –Manama**

ISN invites you to join us for our India/Gulf Expo Spring 2010. We are again offering some of our most successful Expos. In 2010, we would like to present our Expos in a growing student market, starting with four expos in India in **Mumbai, Ahmedabad, and Chennai**. Then our university representatives will meet with students from the Gulf region in **Kuwait, Abu Dhabi, Dubai and Manama**.

These are countries where demand for American educations grows annually. The American Education Expos are successful year after year, with strong attendance, excellent media coverage, and prestigious recognition by the American and local government during the Expo.

### **Why these markets?**

#### **Mumbai-India**

This trip to India could not come at a better time for recruiters. India is mainly a higher education market with 30% of the population interested in undergraduate studies and 70% interested in postgraduate studies. India remains the leading country of origin for students in the U.S. The rising need for skills in a more service sector driven economy has increased the need in higher education. We will host an Expo in Mumbai, one of the great cities in the world. This is a great market to recruit qualified undergraduate and graduate students.

#### **Ahmedabad-India**

As the seventh largest urban agglomeration in India, Ahmedabad is also a great place to meet enthusiastic college students. The market potential cannot be ignored by recruiters in search of the brightest, hardest-working and ambitious students. In Ahmadabad, the number of students who want to study in the U.S. has increased gradually through the past few years.

#### **Chennai-India**

Chennai is one of the largest metropolitan cities in India. Students are looking for studying abroad, especially in the U.S., where they can receive the best education at both undergraduate and graduate levels. The education market in Chennai has huge potential for growth, as there is an increasing need for skills in a more service sector-driven economy related to the booming economy.



International Student Network Inc.

Tel. 1- (215) 246-3432

1- (800) 476-5568

Fax. 1- (212) 937-3557

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Centre Square, East Tower 1500 Market Street, 12<sup>th</sup> Floor, Philadelphia, PA 19102

### **Abu Dhabi & Dubai-U.A.E.**

This is one of ISN's strongest markets. Our nine Dubai Expos attracted thousands of students, along with excellent media coverage. Dubai has emerged as one of the most important cities in the world, with a great amount of Western influence. Much of the country's inhabitants are international businesspeople who wish to send their children to American universities. The United Arab Emirates is a booming country with strengthening ties to the American government, improving access to student visas. The Emirates send approximately 3,000 students annually to the United States.

### **Kuwait City-Kuwait**

This country is one of the most consistent performers in the Gulf region. For years, the United States have been a top destination for Kuwaiti students. The Americans maintain robust ties with the Kuwaiti government, making the market ideal for American institutions. This is a market recruiters **MUST NOT** ignore!

### **Manama-Bahrain**

This is an opportunity to recruit two countries of students at one Expo! Bahrain is connected to Saudi Arabia by a causeway, and many Saudi students will attend the Bahrain Expo. These are qualified students who are very interested in attending American universities, and are aided by generous scholarships and endowments from the Saudi Ministry of Higher Education. Last year saw an eight-fold increase in undergrad applications from Saudi students. This is an excellent opportunity for schools to take advantage of this resurgence.



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## Details for India/Gulf Spring 2010

### *What is the cost of registration? \**

#### *• India/ Gulf*

\$9,950 before June 1<sup>st</sup>, 2009

\$10,450 after June 1<sup>st</sup>, 2009

- Price does not include airfare or lodging.

### *What does the price include?*

Registration includes participation in India/Gulf expos, set-up for each Expo (one booth with three chairs); coffee breaks during the exhibition; visits to the local high schools; internal ground transportation with the group; database of attendees after the fair; education briefing in each city.

### *What are the approximate hotel costs?*

#### **India/Gulf 2010 EXPO Dates - What are the approximate hotel costs?**

Mumbai, India: February 15<sup>th</sup>, 2010 -February 14<sup>th</sup> - February 16<sup>th</sup> ( 3 nights )

5 Star Hotel - **\$280/night**

Ahmadabad, India: February 17<sup>th</sup>, 2010 February 16<sup>th</sup> –18<sup>th</sup> ( 2 night )

5 Star Hotel - **\$160/night**

Chennai, India: February 19<sup>th</sup>, 2010 February 18<sup>th</sup>-20<sup>th</sup> (2 nights)

5 star Hotel- **\$250/night**

Kuwait City, Kuwait: February 22<sup>nd</sup>, 2010 February 21<sup>st</sup>-23<sup>rd</sup> (2 nights)

5 star Hotel- **\$230/night**

Abu Dhabi, UAE: February 23<sup>rd</sup>, 2010 February 23<sup>rd</sup>-24<sup>th</sup> (1 night)

5 star Hotel- **\$270/night**

Dubai, UAE: February 24<sup>th</sup>, 2010 February 24<sup>th</sup>-February 26<sup>th</sup> (2 nights)

5 star Hotel- **\$400/night**

Manama, Bahrain: February 28<sup>th</sup>, 2010 February 26<sup>th</sup> – February 29<sup>th</sup> ( 3 nights )

5 Star Hotel - **\$230/night**

Prior to the expo, ISN will send you the hotel reservation form for each city in India/Gulf countries to complete with detailed information including contact, credit card, stay information etc. The reservation forms will be sent to each hotel to book your rooms in each city. The fees are payable to the hotel at check out with your institution's credit card.

### *What are the approximate airline costs?*

The approximate airline costs are \$1,500 within all the cities in India and \$1,500 within all the cities in the Gulf region.

ISN will forward to the registered universities suggested internal flights 6- 5 weeks prior to the expo. Advantages of the suggested internal flights include ground transportation between the hotel and the airport in the cities. However, ISN do not have any suggested international flights due to multiple departure cities.