



7 institutions joined the **ISN Spring 2023 Gulf Expo**. There were almost **3,000 registrations** for the Student Fairs in Casablanca, Cairo, and Dubai and from these, close to **1,000 students** attended. The group also visited **6 international schools** in Doha and Muscat and attended a Career Fair in Dubai, where more than 30 institutions from all over the world met with prospective students.

On behalf of ISN, we want to thank all the exhibitors for their professionalism and hard work. The group of university representatives contributed to making the Gulf Tour a great success and an enjoyable experience. Their passion and drive made this event one of the most productive of the season.





### STUDENT FAIR

Radisson Blu Hotel Casablanca City Center

**919**  
Registrations

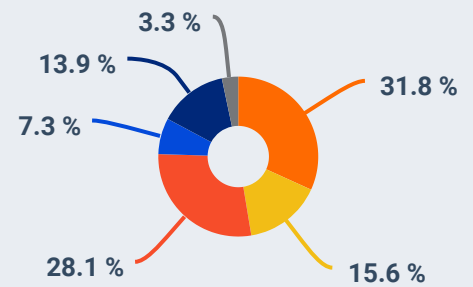
**440**  
Attendees

The event had a steady flow of students who were mostly accompanied by their parents. Admissions Representatives had a busy time speaking with them. There were many inquiries regarding post-graduate programs and a good number of people who were interested in undergraduate degrees.

The majority of the students were interested in Engineering, Business, Cybersecurity, & Medicine.

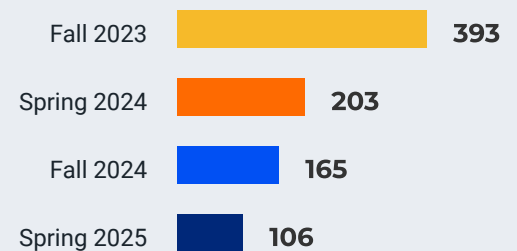


### INTENDED LEVEL OF STUDY



- 4-Year Bachelor's Degree
- 2-Year Community College
- Master's Degree
- PhD Degree
- ESL/Online Program/HS Program
- Others

### WHEN DO STUDENTS PLAN TO ENROLL



### TOP 10 MAJORS STUDENTS ARE INTERESTED IN

- Engineering
- Business
- Cyber Security or Information Security
- Medicine
- Marketing
- Economics
- Architecture
- Law
- Finance
- Technology

### STUDENT FAIR

JW Marriott Hotel Cairo

**1,226**  
Registrations

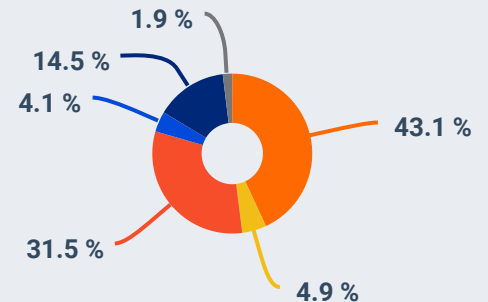
**257**  
Attendees

The event started with an Education Briefing led by representatives from Education USA, AbouElenain & Maria. They gave the university representatives a clear and concise presentation about the education system in Egypt.

The Student Fair followed immediately after the Education Briefing. More than 250 prospective students came to the event. Many of the attendees had questions about post-graduate programs.

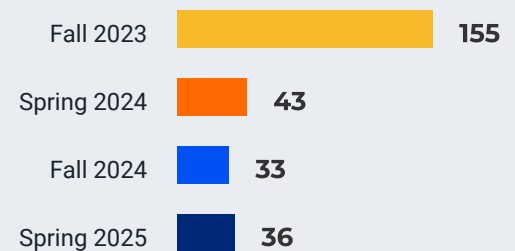


### INTENDED LEVEL OF STUDY



- 4-Year Bachelor's Degree
- 2-Year Community College
- Master's Degree
- PhD Degree
- ESL/Online Program/HS Program
- Others

### WHEN DO STUDENTS PLAN TO ENROLL



### TOP 10 MAJORS STUDENTS ARE INTERESTED IN

- Engineering
- Medicine
- Business
- Cyber Security or Information Security
- Accounting
- Health & Medical Care
- Economics
- Finance
- Architecture & Design
- Information Science





STUDY ABROAD EXPO

# Spring 2023 Gulf Expo

## POST-SHOW REPORT

Doha, Qatar  
February 13, 2023

### SCHOOL VISIT

Park House English School

120  
Attendees

Park House English School is one of the oldest schools in Doha and is known for its rich history, long-standing reputation, and high quality of education offered. The Admissions Representatives were able to meet over 120 students from the school. The Representatives were able to share information about their institution with the attendees and many of them were very engaging and genuinely interested in studying in the USA.



### SCHOOL VISIT

Middle East International School

160  
Attendees

Middle East International School is a private, co-educational, college preparatory PK-12 school using the American curriculum based on the Common Core Standards. The 160 students whom the Admissions Representatives spoke with at MIS were very engaging. They asked great questions about the application process, the different programs available for them, and other relevant questions regarding studying abroad.



### SCHOOL VISIT

American School of Doha

80  
Attendees

Established in 1988 by the U.S. Embassy, the American School of Doha has become one of the premier American international schools in the world. The school visit at ASD had fewer attendees.



### SCHOOL VISIT

Muscat International School

70  
Attendees

MIS is a private, co-educational school, that delivers the English national curriculum to students of all nationalities in the KG to Grade 12 age range. The Admissions Representatives were able to connect with Muscat International School's guidance counselor, Ms. Jamela Al Qadh. She gave a briefing about the school and was very enthusiastic and knowledgeable about her students. She was eager to understand the university offerings and how to match them to her students' interests.



### SCHOOL VISIT

ABA Oman International School

120  
Attendees

ABA Oman International School is a leading International School in Muscat offering a K-12 English-language curriculum to expatriate students. The group was welcomed by the school's guidance counselor, Ms. Janine Helou. She was very engaging and took the time to make connections with each representative. Not long after, interested students came in and spoke with the representatives. They were a great group who were genuinely planning on studying abroad.



### SCHOOL VISIT

The American International School of Muscat (TAISM)

50  
Attendees

The American International School Muscat is an American curriculum international school, serving early childhood through high school. Unfortunately, the Guidance Counselor of TAISM was not present that day due to personal reasons. The school's Administrative Assitant served as her proxy and gave the group a short briefing about the school. There wasn't a lot of student engagement during this visit.





### CAREER FAIR

Westminster School Dubai

**1,100**  
Registrations

**275**  
Attendees

More than 30 institutions – local universities, international universities, and education agents from all over the world were present at the annual career fair at Westminster School Dubai. The event had a good number of student attendees and some even brought their parents. The majority of the students were interested in STEM programs.



### STUDENT FAIR

Sheraton Mall of the Emirates Hotel

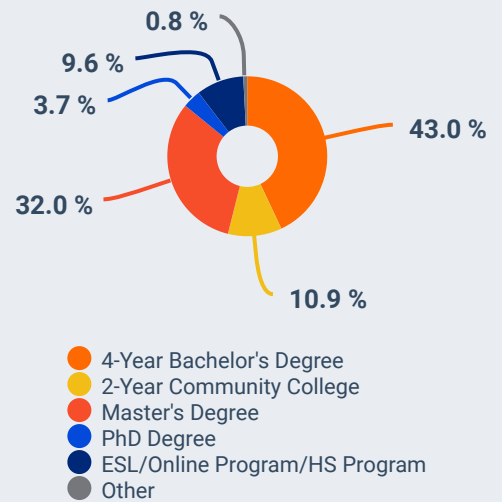
**734**  
Registrations

**325**  
Attendees

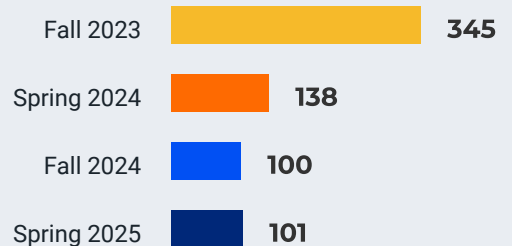
All the Admissions Representatives were very busy connecting with students at the Student Fair in Dubai. As expected, Dubai is one of the cities where representatives could meet with a lot of excellent prospective students.



### INTENDED LEVEL OF STUDY



### WHEN DO STUDENTS PLAN TO ENROLL



### TOP 10 MAJORS STUDENTS ARE INTERESTED IN

- Engineering
- Business
- Medicine
- Cybersecurity / Information Security
- Biology & Life Sciences
- Accounting
- Health & Medical Care
- Finance
- Aviation
- Marketing