



Nairobi International Education Fair



NIEF 2019 REPORT



Event Summary



Theme – Linking training and Skills Development for the 21st Century Workforce

NIEF is the largest and longest running event of its kind in Africa having just marked its 21st edition in January, 2019. It offers extraordinary marketing and networking opportunities for institutions ready to showcase courses and services they offer. Over the years the organizers of the event have been confronted with the challenges many high school students and high school graduates face – the lack information and opportunities on career guidance and mentorship.

For this reason, the Fair has for the last 3 years, offered career counseling and mentorship services during the Annual Career guidance workshops where we have been privileged to have representatives from various organizations, institutions and Embassies, providing information to students to assist make informed Career choices. These have included: Kenya Private Sector Alliance, Kenya Private Schools Association, Kenya Universities and Colleges Central Placement Service,

Equity Group Foundation, Kenya Association of Manufacturers, Broad Horizon, Embassy of the Republic of Poland and the Brazilian Embassy.

The 21st NIEF took place between 17th – 20th January, 2019 at the Sarit Expo Centre and had Exhibitors. The Fair was officially opened on 18th January by Dr. Julius Jwan, CEO Kenya Institute of Curriculum Development (KICD). Besides a platform for institutions to market themselves, it also allows for students who are yet to decide on what and where to study as their education levels progress.

Close to 3,600 visitors were present at the NIEF from Nairobi and its environs to acquire essential knowledge from the 44 exhibitors who represented 9 countries.

Promotional Activities & Media Coverage

This campaign consisted of:

- TV Adverts- The advertisement ran for 5 days on KTN.
- Newspaper adverts- We advertised ¼ page in the daily Nation twice.
- Billboards - Erected along major roads Waiyaki Way, Jogoo Road and Langata Road
- Social Media- the fair was publicized on Facebook, Twitter and Instagram under the hash tag #Nairobiedufair. This sustained campaign on social media boosted the numbers at the Fair significantly.
- Posters- delivered to schools and put in often-frequented malls and shopping centres
- Flyers – we printed 10,000 pieces that were delivered to schools
- Direct mail- to principals of high schools to invite students who are in their final year of study



Facebook

Followers: 42,300
Ad Reach: 122,400



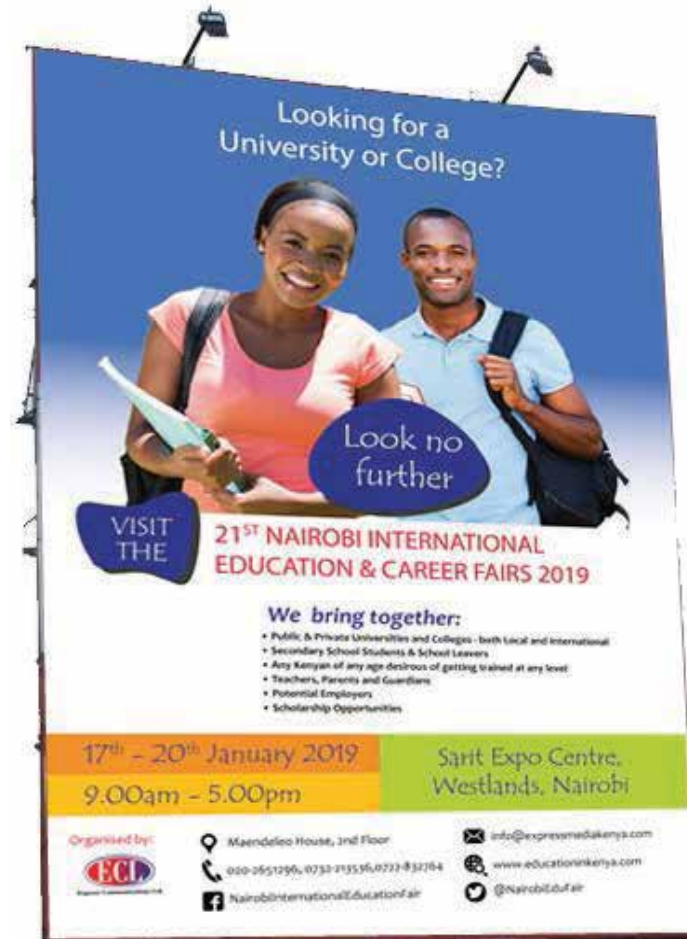
Twitter

Followers: 42,300
Ad Reach: 122,400



Instagram

Followers: 42,300
Ad Reach: 122,400



Exhibitors

The event has previously attracted participants from across the globe, including;

- Kenya
- Australia
- Austria
- Brazil
- Canada
- Cyprus
- Denmark
- France
- Germany
- India
- Korea
- Mauritius
- Malaysia
- Poland
- Russia
- South Africa
- Switzerland
- Tanzania
- Turkey
- Uganda
- United Arab Emirates
- United Kingdom (UK)
- United States of America (USA)
- HELB
- Kenya Skills Show
- Swiss Education Group
- Bada Education Centre
- Intergral University - India
- KUCCPS Kenya
- Umma University
- Boma Hospitality College
- Intel College (UK)
- Lukenya University
- USIU
- Campus France
- International Hotel and Tourism Institute
- Manipal Academy of Higher Education
- Credible Sounds Ltd
- Institute of Pension Mgmt
- Mount Kenya University
- Vishwakarma University
- Daystar University
- Kabarak University
- Nairobi Inst of Technology
- WSB University, Poland
- Edulink Malaysia
- KASNEB
- Nazareth Medical College
- Embassy of Brazil
- KCA University
- Oshwal College
- ACCA
- American Education Advising Centre
- Asia Pacific University
- Ritsumeikan Japan
- European Union
- Kenya Medical Training College
- Maseno University
- Moi University
- Middlesex University
- South African College of Applied Psychology
- Kenya Airways - Pride Centre
- University of Nicosia
- Nelson Mandela Metropolitan university
- Canadian High Commission
- Catholic University of Eastern Africa
- East Africa School of Aviation
- Limkokwing University
- Monash University
- St. Paul's University
- UNISA

Previous Exhibitors

- Africa Nazarene University
- Excel Group, India
- KAM
- Presbyterian University
- Aga Khan Academy, Mbs
- Ganatra Plant Institute
- KICD
- Qwetu Living
- Air Travel & Related Studies
- DAAD
- KPSA
- Strathmore University
- Amity Global Education

“ Evalyne Kirui
Student Visitor

It was good to find many options to choose from in terms of courses and institutions... and all at one venue

“ Mutheu Kasanga
Chairperson
KPSA

NIEF assists students and teachers access information on career guidance and interact with representatives from universities and colleges

“ Alex Mutuku
Head of Marketing
Daystar University

With the quality of exhibitors and the audiences it attracts, the Nairobi International Education Fair (NIEF) is so far the best harvesting floor for higher education recruitment drives in the region.

“ Aseka .J. Aswani
Dean, Students
Affairs & Public
Relations
Nairobi Institute of
Technology

In all the years N.I.T has participated in the Nairobi International Education Fair(N.I.E.F), we have gained an opportunity to interact with prospective students & enrolled a good number of students through the forum. Thank you for this excellent platform for mobilizing,empowering and educating young adults in the education industry.

Visitors

The foot count registered at the NIEF totaled to 6,605 people. These included high school students and their teachers, form- four leavers and their parents plus university graduates who were interested in postgraduate information and scholarship programs available.

From the analysis, more than half of the interested students have already completed their high school studies and acquired the Kenya Certificate of Secondary Education. The table below shows the current level attained by most of the visitors:

Education Qualification

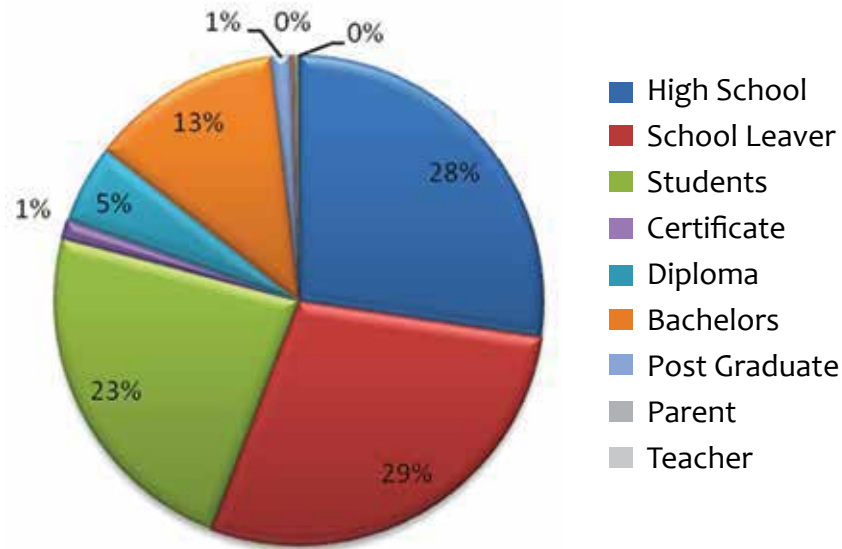
Below is the representation of the education qualifications of NIEF attendees.

Education Qualification	Frequency Distribution
High School	27.39%
School Leavers	28.42%
Students	23.26%
Certificate	1.29%
Diploma	5.17%
Bachelors	12.66%
Post Graduate Program	1.29%
Parent	0.26%
Teacher	0.26%

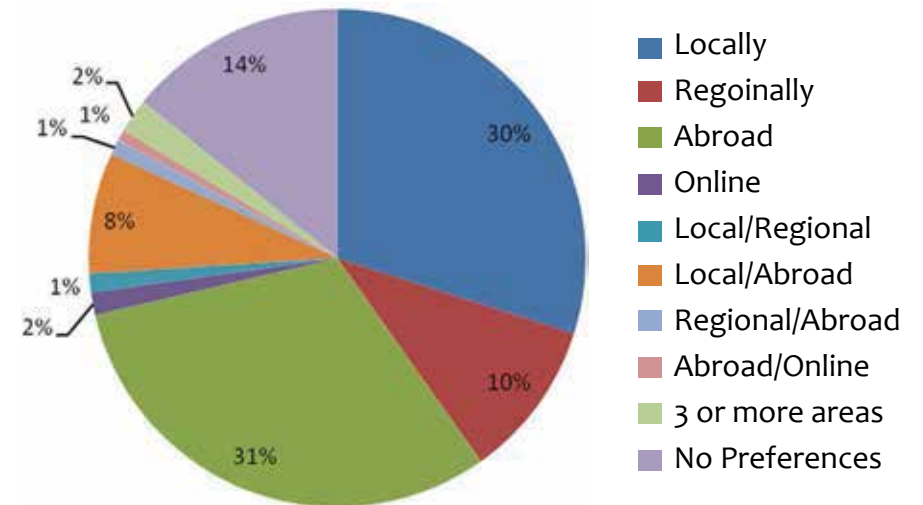


Visitor Demographic

Education Qualification of NIEF attendees



Destinations of interest for NIEF attendees



Destination of interest

The attendees were requested to state where they would like to pursue their further studies:

Destination	Fequency	Frequency Distribution
Locally	122	29.90%
Regionally	42	10.29%
Abroad	127	31.13%
Online	6	1.47%
Locally/Regionally	5	1.23%
Locally/Abroad	32	7.84%

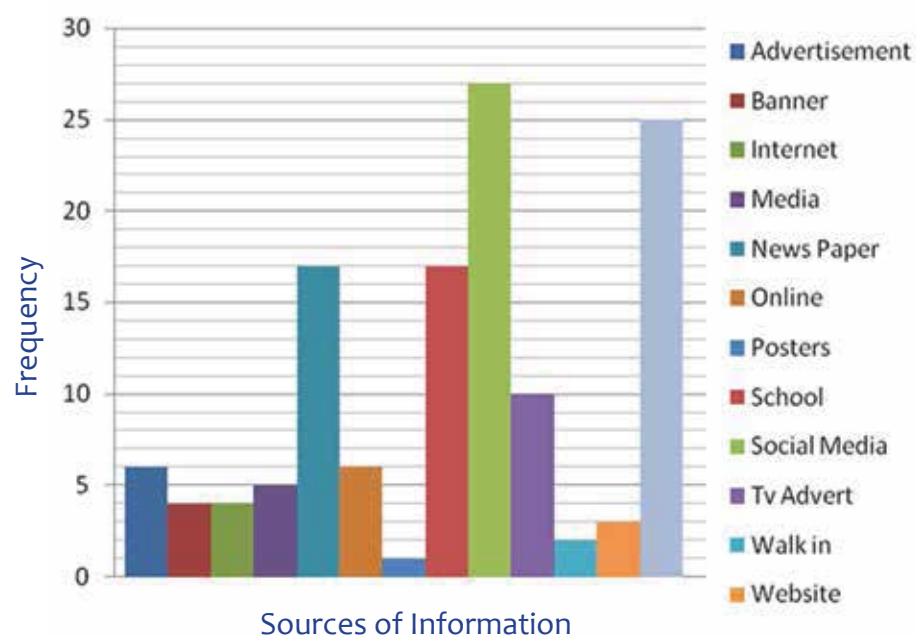
Destination	Fequency	Frequency Distribution
Regionally/Abroad	4	0.98%
Abroad/Online	3	0.74%
3 or more areas	9	2.21%
No Preferences	58	14.22%
Total	408	100.00%

Sources of Information

According to feedback of the people that specified their areas of interest, about 20% indicated that they had gotten the information from more than one source. Print Media and Online/ Banners and online.

Source of Information	Frequency	Frequency of Distribution
Advertisement	6	5%
Banner	4	3%
Internet	4	3%
Media	5	4%
Newspaper	17	13%
Online	6	5%
Posters	1	1%
School	17	13%
Social Media	27	21%
TV Advert	10	8%
Walk ins	2	2%
Website	3	2%
Word-of-mouth	25	20%
Total	127	100%

Graph 1.2:





NIEF 2020
JANUARY 16TH – 19TH
THE SARIT EXPO CENTRE
www.educationafricafairs.com

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