

# 22<sup>ND</sup> NAIROBI INTERNATIONAL EDUCATION & CAREER FAIR 2020



*Igniting Mindsets for the Evolving 21st Century Careers*

## Sponsorship Kit

[www.educationfairsafrica.com](http://www.educationfairsafrica.com)

**DATE** JANUARY 16TH – 19TH, 2020

**VENUE** Sarit Expo Centre, Westlands

 [www.facebook.com/NairobiEduFair](https://www.facebook.com/NairobiEduFair)

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# Executive Summary

The Nairobi International Education Fair is the premier education, training & careers Fair in Kenya. Held since 1999, NIEF is the leading platform for institutions of higher learning and education stakeholders to present career pathways and education opportunities to prospective learners, school leavers, parents/ guardians and members of the community who wish to develop their skills or improve their employment prospects.

The 22nd edition of NIEF will be held at the Sarit Expo Centre, on 16th -19th January, 2020. The event features representatives from local and international universities, colleges, relevant government agencies, employers and the private sector. The friendly and informal character of the event provides a welcome and unique environment for employers, career advisors, education and training providers to communicate directly with prospective learners, high school students, college and university graduates. Alongside the fair, NIEF hosts several other activities, including Career teacher and student seminars, an interactive zone and a mentorship camp.

NIEF is expertly put together by Express Communications Ltd, an organization dedicated and focused on addressing the issues of skills development, career pathways and assisting students make informed career choices.

# Participants and attendees Profiles

## Participants

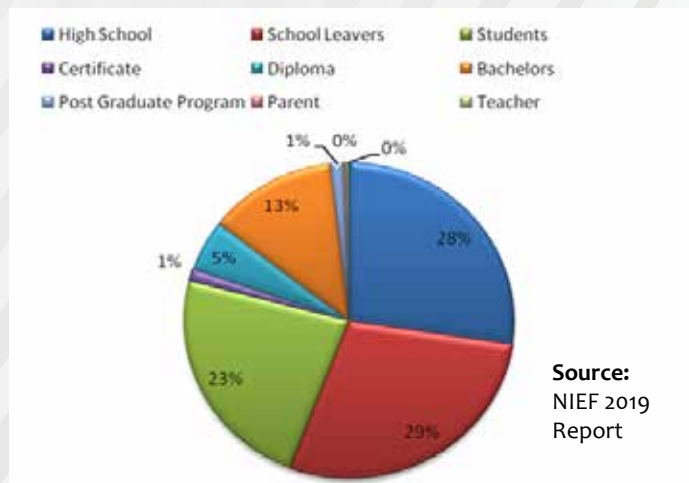
- Local Private & Public Universities and Colleges
- International universities
- Overseas Education consultants
- Professional Associations
- Private sector /industry Employers
- Government Agencies
- Institutions offering diverse career training opportunities in non-traditional sectors of human development.
- Career Advising agents
- Financial institutions – student loans and scholarship opportunities

## Attendees

The demographic profile of visitors include:

- High school graduates
- College & university graduates
- Current high school students
- Career Guidance Teachers
- Parents and educationists

## Who attends NIEF?



**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.

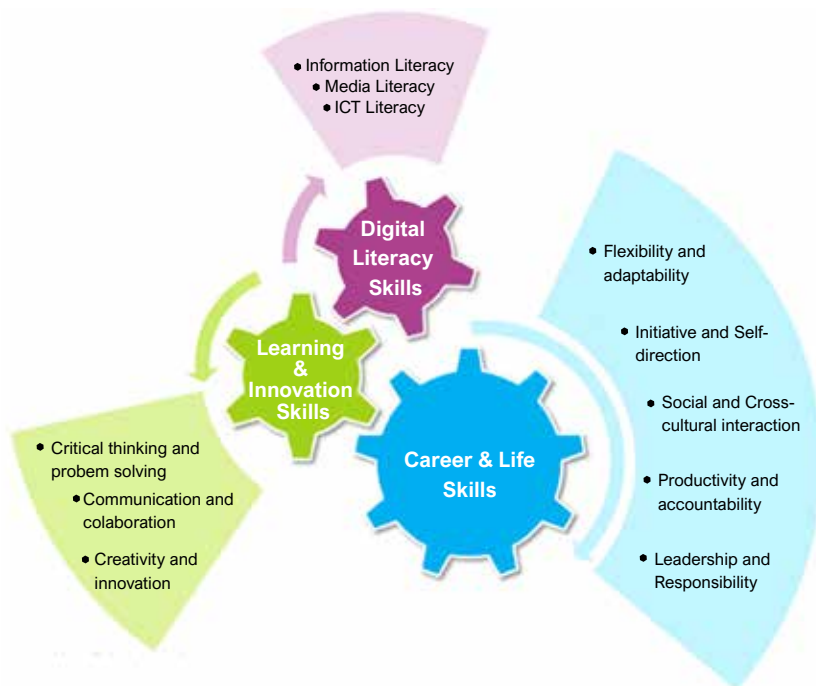


# Focus areas to be featured at the Fair

This is a multi-disciplinary Fair, discussing various post-secondary opportunities for young people. The program offers inspirational and exploitative avenues for young people by exposing them to the evolving 21st century skills & Careers.

The Fair provides opportunity for interaction for young people to explore their creativity and innovativeness regardless of the career pathways they will take for their skills development and training.

## 21st Century Skills



### INTERACTIVE ZONE



for TVET institutions, universities and organizations to interact with students and graduates and showcase **hands on training**

### EXHIBITION



Promotion and showcasing of various institutions and the courses they offer. Creating synergy across the higher education pipeline.

Career seminar for students, graduates career masters and mentorship, Internship opportunities for college and university students and graduates and Life & soft skills training.





Major Topics	Focus Areas
Entrepreneurship, intrapreneurship, innovation and financing	Start ups, financial literacy, social entrepreneurship, business incubation, how to manage your business
Digital & Online Career Opportunities	Content creation, IT (software development, cyber security, coding, data science, online research)
Career Opportunities in Manufacturing, Housing, Agriculture, Healthcare	Career presentations, demystifying the Big 4 careers & skills and training gaps
Building your personal brand	Why it's important, life skills -including; communications skills, soft skills, etiquette, interpersonal skills, etc.
Creative and Performing Arts	Fine art, Music (production, composition and performance, dance, concerts, comedy, art & tech, spoken word ,Film production, photography, creative writing, animation, radio etc.
Diversity & Inclusion – Opportunities for higher education for the underrepresented students	Special needs students – access, application, admission, enrollment and completion of tertiary education
Sports & Wellness	Nutrition, fitness, HIV & Sexual health, sports, athletics, basketball, biking, soccer, yoga, swimming etc.
Environment & Waste Management	Creating awareness for careers in environment & waste management, recycling, sustainable waste reduction.



**Services and programs featured at this highly impactful event:**

- Admission entry requirements
- On spot admission
- Career guidance and career pathways exploration
- Mentorship
- Qualification of credentials
- Career compatibility and proficiency testing
- Financial services – student loans and scholarships
- Student Housing and accommodation
- International student requirements



***LET'S COLLABORATE***

**Contact:**  
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***THANK YOU!***