



## Facts and Figures 2014

Number of participating countries.....	34
Total number of exhibitors: .....	451
Total number of International universities and other Higher Education Institutions .....	388
Total number of Local Universities and other Education Institutions .....	63
Total exhibition area .....	14,693 m <sup>2</sup>
Local exhibitor's area .....	6,255 m <sup>2</sup>
International exhibitor's area .....	8,438 m <sup>2</sup>

# IECHE 2015

## Planned Activities at the IECHE 2015

### Main Theme and Workshops

Every year IECHE is held in Riyadh, as one of the greatest congregation on Higher Education. A main theme for discussions and lectures is chosen by MOHE after contacting and consulting with the academic experts in the Kingdom and the famous global experts in the field of higher education. Most of the discussions will revolve around such theme. For example, in 2013 the theme was about the "Social Responsibility of universities", while in the last 5th Edition the theme was about "Innovation in Higher Education". Of course, you will be informed in advance about the theme chosen for 2015, giving you enough time to reflect on the subject.

During the 4 days of IECHE numerous workshops will be organized to discuss all matters and topics related to higher education, problems, new challenges, innovations, university new role, the new concepts in teaching and learning, e-learning, MOOCs and the like. It will be a very busy schedule. In 2014, IECHE 5th Edition witnessed 75 general workshops and 9 specialized workshops were organized, 17 lectures were given, 20 world Higher Education experts presented their research papers and 40 speakers presented their ideas and concepts to the Conference or discussed them in the workshops. Actually, most of the workshops, symposium and lectures will discuss all subjects related to higher education and its advancement. Any participating university, whether local or international, may suggest a topic of interest to higher education to be scheduled within the workshops program. Such proposal can be discussed with the organizing committee for its inclusion in the topics to be discussed. However, it is expected from the participants to bring the essence of their experience in the field of higher education for the benefit of other universities and institutions.

### IECHE Conference: The global platform of higher education

Understanding the implications of the 21st century education towards a globally competitive advantage is an important element in the contemporary world of learning and teaching. Because organizers understand this necessity, the IECHE offers a platform for participants to benefit from the experiences of historical, current, and emerging university systems.

### Workshops: Introducing new trends and concepts

Symposiums and workshops organized during the IECHE event has presented many opportunities to participants to connect with international and local universities, institutions, and higher education organizations.

Some of the main topics covered were university selection, how to decide on the right major, terms of admission, scholarships, practices and experiences, studying abroad, academic cooperation, technology research in higher education, development of specialties, determination of standards, virtual learning, and many other topics.

### Service Agreements: Fostering relations among Saudi and International Universities

IECHE is the best opportunity for Saudi universities to meet with other world famous universities face to face and to conclude cultural exchange agreements. To enhance cultural and educational relations among Saudi Universities and International Universities, a number of agreements were signed. During the IECHE 1st to 4th Edition the number of agreements signed attained 102 agreements, while during the 5th Edition alone 60 new agreements were signed at MOHE headquarters in the presence of H.E. the Minister of Higher Education, as shown in the table below:

Agreements are indicators of IECHE Success (2010 - 2014)

Number of agreements signed between Saudi universities & International Universities

IECHE EDITION	Number of Agreements	Year
1st Edition	45	2010
2nd Edition	25	2011
3rd Edition	14	2012
4th Edition	18	2013
5th Edition	50	2014
<b>Total Agreements</b>	<b>152</b>	<b>2010 - 2014</b>

The above figures reflect the significance of the event and opportunities for international cooperation to achieve the desired objectives at the Higher Education sector.

## The 6th International Exhibition & Conference on Higher Education



15 - 18 April 2015  
Riyadh International Convention & Exhibition Center

# IECHE 2015

## Introduction

As it embarks on a countrywide path to further socioeconomic development, Saudi Arabia realizes today the growing importance of a strategic investment in its Human Capital. In light of this, promoting higher education is the most important means to guarantee the success of such a development initiative.

The ambitious plan put forward by the Saudi Government for the support, expansion and enhancement of its citizens' education has been enforced by a steady increase in the budget of the educational sector year-on-year, bringing the Kingdom closer to successfully achieving its goal.

## Vision

A short time from now, the IECHE will become a globally influential event both by facilitating exchanges among local, regional, and international Higher Education Institutions and organizations, and by developing the country's economy through nurturing knowledge based society.

## Mission

The IECHE's purpose is to act as a liaison between foreign and local Higher Education Institutions, providing them with an excellent networking venue for exchanging knowledge and forging solid alliances; creating a cooperative environment where ample opportunities for seekers of overseas higher education are gathered under one roof.

To develop a knowledge-based economy in Saudi Arabia, the Ministry of Higher Education is relying on building solid partnerships with some of the world's top higher education institutions. In such an environment, the International Exhibition & Conference on Higher Education (IECHE) is a key player in bringing together in one place educators, students, speakers, and leading universities from around the world to channel their energies and work towards a common goal of spreading knowledge and learning.

## Objectives of IECHE

- To provide Saudi students and universities with the opportunity to interact with international Higher Education Institutions.
- To give local universities exposure to international education standards and expertise.
- To establish academic agreements between local and international institutions.
- To encourage the development of the local Higher Education Sector through interaction and communication with International Institutions.
- To provide both international and Local Universities with a gateway through which they can meet to share and discuss their expertise and insights on the field of higher education.



## IECHE: A Unique Event in the Middle East

### IECHE: A Meeting Place of All Renowned Universities

Based on the unique success in its Five Annual Editions, the Sixth Session of the International Exhibition & Conference on Higher Education will be organized in Riyadh City, capital of Saudi Arabia, from 15 to 18 April 2015 as part of the ambitious plan of the government to expand and develop the Higher Education sector in the Kingdom of Saudi Arabia and to foster relations with the best universities abroad.

### IECHE is a Platform to present your point of view and Experience

The rapid advances in technology have brought additional pressure to Higher Education, at the same time they present new opportunities. Deeper understanding of the learning process has resulted in additional innovations. The static model of higher education imparting knowledge acquired in the past is changing. Today innovation is a key to the success and impact of higher education. University as a living entity is subject to many changes reflected by the world we live in. Actually we live in a world governed by change and characterized by speed. The university is living the same circumstances and experiencing the same challenges of a fast moving world. It is affected by the new trends of technology and the digital age, as well as the socio-economic events and changes. The advent of the digital age in the 21st century brought with it new implications for the higher education. With a global perspective on the academic world, we can perceive the fast developments coming in: New specializations, new curricula, new on-line courses, new systems of teaching and learning and the Massively Open Online Courses (MOOCs). At the IECHE we will deal with all such implications and benefit from the experience of other universities in facing challenges and overcoming them. IECHE is a platform for participants to present their point of view on the emerging higher education systems.

## MOHE: The Organizer Of IECHE

### The Ministry of Higher Education Role and Mission

In 1975 a segment of the Ministry of Education became a separate entity, and was renamed the Ministry of Higher Education, with the purpose of dealing exclusively with higher education. Among its responsibilities were:

- Proposing the establishment of higher educational institutions and authorizing them to offer special programs in accordance with the country's needs.

- Creating and administering universities and colleges in the Kingdom.
- Raising the level of communication and coordination between institutions of higher learning and coordinating with other governmental ministries and agencies in terms of their interests and needs in higher education.
- Representing the government abroad in all educational and cultural affairs, through various cultural and educational offices distributed over 32 countries.

### The Higher Education Council

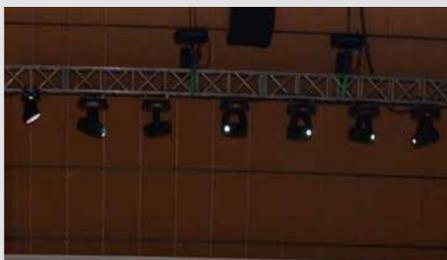
This is the supreme authority for post-secondary education affairs with the specific task of supervising and coordinating its institutions. Some of the Council's responsibilities are: directing university education in accordance with policy, supervising the development of university education in all sectors, coordinating among universities especially in the field of scientific departments and degrees, encouraging research, formulating rules and regulations for compliance by all institutions of higher learning.

In fact, the higher education had kept up with the Kingdom's large area, population growth and the increasing rate of youth at the university study age.

### Higher Education Tremendous Development

Higher Education in Saudi Arabia has undergone a tremendous growth over the last five decades. The number of public and private universities attained 38 with a total enrollment of 1.3 Million students, where female students represent 55% of this number. Moreover, 3 new universities will be established in different regions of the Kingdom according to a Royal Decree issued recently. Universities and colleges offer graduate studies programs which grant master and doctoral degrees in some fields. Like other elements of the educational system in the Kingdom, higher education is designed and evaluated in relation to the overall national development plan, and is considered essential for fulfilling the potential of the Kingdom's greatest resource - its people.

Government Universities	21
Primary Teacher's College for men	18
Primary Teacher's College for women	18
Colleges & Institutions for Health Science	37
Technical Colleges	12
Private Universities and Colleges	24



## Human Resources: The Most Valuable Asset in K.S.A.

### Importance of Planning Human Resources in the Kingdom

The Ninth Five-Year Plan includes increasing the capacity of primary, intermediate, and secondary schools to over 5.3 million students along with increasing the capacity of universities to 1.7 million students through 2014. A number of new facilities will be built, including 25 technology colleges, 28 technical institutes, and 50 industrial training institutes. The government will also expand and diversify the post-graduate programs offered within the Kingdom and seek to increase the amount of post-graduate students to 5 percent of all university students.

The plan also encourages innovation in science and technology by providing \$240 million (SR 900 million) in grants for research projects each year. Other initiatives include the establishment of 10 research centers, 15 universities and technological innovation centers in association with King Abdul Aziz City for Science and Technology (KACST), and at least eight technology incubators at KACST and other universities. The government will also continue to promote university collaboration with international institutions.

### Knowledge-based economy is top priority

The top priority for the last five decades was a permanent commitment of the Kingdom to build its citizens, upgrade the quality of their life and to care for their welfare. Thus by investing in its human capital the Kingdom ensures a lasting growth and knowledge-based economy.

### Huge Budget Allocations for Higher Education

The Kingdom's budget for 2014 is SAR 820 Billion (\$ 219 Billion). Currently the expenditure on education attains 24.6% of the total budget. The allocation of about 25% of the budget is one of the visionary and bold steps taken by the Saudi government. The budget allocation for Higher Education equals to 10% of the country's total budget, i.e. SAR 82 Billion (\$ 22 Billion). The huge spending on educational infrastructure projects will generate massive employment opportunities, as it will enhance the capabilities of educational sector in the Kingdom.



### FAQ: Prospects of a bright future

The contemporary global trends indicate that countries will depend in the future on the quality of their educational achievements and on the level of knowledge-based investment in their human resources. "Afaq" is a long-term Educational Plan approved by a Royal Decree. The plan strategy is based on three principal approaches to realize its mission and vision of the future for Higher Education in the Kingdom and to establish a knowledge-based society. The three pillar of the plan are: Expansion, Quality and Excellence. These three dimensions are tightly linked to each other and the impact of each one of them cannot be separated from the impact of the other two. Afaq, as a plan and strategy, is closely linked to the 5 years development plans.

Afaq plan is under the direct supervision and execution of the Ministry of Higher Education, with numerous teams and executive offices to conduct evaluation, follow-up, report and monitor the performance and achievements, not of every individual university alone, but the execution of the plan as a whole.

### Custodian of the Two Holy Mosques Foreign Scholarship Program promotes human resources development in the Kingdom

To promote a knowledge-based economy and move from oil to a worldwide center for high-technology research, and with great endeavor to solve the Kingdom's scientific workforce shortage, and to upgrade the graduates and post graduates skills to the highest level, the Foreign Scholarship Program of the Custodian of the Two Holy Mosques, King Abdullah Bin Abdul Aziz, one of the largest scholarship programs in the world, was created. Managed by the Ministry of Higher Education who dispatches Saudi male and female students to study abroad at the best universities in USA, Canada, European countries, Australia, New Zealand, Japan, China, South Korea, Singapore, India, Malaysia, and some other countries to continue their studies in the various stages of bachelor, master, PhD and medical fellowships.

### Specializations

The Program provides the students with the proper opportunity to study in the various disciplines such as:

**Medicine and Medical Science:** Medicine, Dentistry, Pharmacology, Nursing, Radiology, Clinical Laboratories, Medical Technology, Physiotherapy and Health Sciences.

**Engineering:** Civil, Architectural, Electrical, Atomic, Mechanical, Industrial, Chemical, Environmental, Telecommunications, Machinery and Heavy Equipment.

**Maritime Transportation:** Maritime Surveying, Sailing, Seaports, Marine Shipping, Marine Engineering.

**Computer:** Computer Engineering, Computer Science and networks.

### Nano Technology

**Fundamental Sciences:** Mathematics, Physics, Chemistry and Biology.

**Administrative Science:** Law, Accounting, Finance, Insurance and Marketing.

**Other disciplines:** Geology, Mining and Digital Media

### KASP: Great opportunity to recruit Saudi students

The program witnessed a great expansion in quantity and quality in consideration to the number of students and the variation of the renowned educational institutions where students study. The program comes in line with the Saudi labor market requirements and the development plans. It is worth to mention that female student percentage in the Program attains 30% of the total students estimated at 151,000 students. The Program will continue its achievements for many years to come, especially after the honorable royal approval to extend it for a third phase. Since 2007 an actual number of 47,000 students have been graduated from the best universities around the world and came back to serve their own country according to their specializations.

The specialization chosen by the scholarship students comprise science, technology and engineering, and it is worth to mention that these majors constitute 49.2 percent of the student's preference.



### Benefits of participation in IECHE 2015:

- IECHE is an active communication channel between Saudi Universities and International Universities.
- Direct interaction with a large segment of student who will join Higher Education.
- Enhance relations with the Ministry of Higher Education, Saudi Universities, Colleges, and Institutes.
- Introduce educational programs to wide population segment, as 50% of the Saudi Population is less than 20 years according to official statistics.
- Attract applicants who are willing to study abroad including those qualified for scholarships by both public and private sectors.

### Participants:

- International Universities, Colleges and Higher Education Institutions.
- Saudi Public and Private Universities and Colleges.
- Saudi Cultural Missions.

### Visitors:

- It is expected that more than 300,000 visitors of students and their parents from all around the Kingdom and Neighboring Countries will attend the exhibition.
- Senior officials of the Ministry of Higher Education in the Kingdom of Saudi Arabia.
- Elite speakers and experts in Higher Education field from all over the world.

### Exhibition and Conference Venue

IECHE will be held at the Riyadh International Convention & Exhibition Center on King Abdullah Road. The overall Exhibition area stretches over 15,000 square meters with 1,500 parking lots for cars and buses. Apart from the main Exhibition area, the Center also includes miscellaneous services, offices, and a food court.

**IECHE ...A great opportunity for your Institution Act now ... contact us to Reserve and Book Your Space**

**In order to reserve your exhibition space, kindly, fill up the enclosed form and return it via fax or email, to the addresses indicated below. You will receive all the necessary information and details at the earliest.**

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