



NATIONAL APEX CHAMBER



Global Higher EDUCATION Virtual Expo 2020

Global Outreach-Expand Your Horizon

4-6 September 2020



PHD CHAMBER OF COMMERCE AND INDUSTRY

OVERVIEW

India stands next to China in the number of international student enrolment in schools across the globe. The Indian students studying abroad statistics of 2019, released by the Indian Ministry of External Affairs is an eye-opener, 753,000 Indian students were studying in universities abroad.

There is so much momentum, largely due to country's population of 1.26 billion, half of them at an average age of 25 years. More students are coming out of high school and with top grades. But getting enrolled into an Indian university has become more competitive than ever before.

STUDYING ABROAD EVEN IN COVID-19 LOCKDOWN

The pandemic of Covid-19 has not deterred Indian students to plan their studies overseas. Around 91% of Indian students who had planned to study abroad still want to continue due to the safety measures being put in place. With strict measures in place after the Covid-19 pandemic, universities abroad are enhancing other features and opportunities to make sure they are still attractive to Indian students and can offer them something more than the Indian education system is able to at the time. A study by edu-tech platform Leverage Edu on the Indian students who had registered on the platform for studying abroad in the next 6-10 months revealed their mindset during the pandemic which is making them take this decision.

- 76% students are planning to go ahead with their education abroad in the next 6-10 months.
- More than 70% of the students prefer an international healthcare system.
- 76% of the surveyed students are headed for post-graduate programmes, while the remaining 34% are in the undergraduate category.
- 16% students said that they will take a decision about studying abroad by the summer, while 8% are considering delaying the decision due to the Covid-19 outbreak.
- Numbers changed when students were informed about the steps being taken by international universities. Around 25% of the students weren't aware of the contingency measures taken by universities for the Sep '20 and Jan '21 intakes such as blended learning options.

(Source: India Today)



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WHY INDIAN STUDENTS LOOK FOR OVERSEAS EDUCATION

- More Study options
- Better curriculum of foreign universities
- Quality of Education
- Better Research Opportunities
- Better job prospects
- Opportunity of working while studying
- Emigration Pathway

There are many students from India who are currently studying in reputed global universities and many more are planning to join but are indecisive because of lack of first-hand information in the current pandemic.

In this context, PHD Chamber of Commerce and Industry is presenting a first of its kind, **Global Higher Education Virtual Expo from 4-6 September 2020 with the objective of connecting the prospective international students with Global universities and vice versa for exchanging first hand authentic information.**

The 3-days event will replicate a physical exhibition providing ample business networking opportunities to interact with the universities and students in a virtual environment, saving time and cost to travel.



EXHIBITOR'S PROFILE

- International Universities & Institutes
- Professional & Vocational Institutes
- Medical Colleges
- Distant Learning Institutes
- Banks & Financial Institutes
- Government Agencies Promoting Education
- Scholarship Consultants
- Immigration Consultants
- Educational Consultants
- Career Coaching Institutes

VISITOR'S PROFILE

- Students
- Parents
- Indian Institutes Looking for Tie ups
- Marketing Agencies
- Government Officials
- Media
- Consultants & Intermediaries



BENEFITS OF A VIRTUAL EXPO AND CONCLAVE

EXHIBITOR

- Connect with your target audience with no cost to travel or accommodation
- Interactive branding opportunities throughout the virtual portal
- Live lead generation over one-on-one chat with students & parents
- No cost for set up and no hassle for logistics management
- Detailed analytics and reports to measure event ROI
- Privacy and security maintained for meetings

VISITOR

- Network and connect with universities across the globe, save on time and cost to travel
- Download brochures and other exhibit materials at one go
- Trackable data for all the interactions and meetings
- Explore the alternatives available in the global market
- Career Counselling
- Visa Guidance

COMPLEMENTARY VISITOR REGISTRATION

**DOMESTIC EXHIBITOR STALL REGISTRATION
(20,000 INR + 18% GST)**

**INTERNATIONAL EXHIBITOR STALL REGISTRATION
(500 USD + 18% GST)**



NATIONAL APEX CHAMBER

About Us

PHDCCI, established in 1905, is a proactive and dynamic National Apex Chamber, working at the grass-root level across India and develop strong national and international linkages. Through policy interventions, it acts as a catalyst in the promotion of industry, trade and entrepreneurship.

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PHDCCI has special focus on the following thrust areas:

- Economic & Business Policy Advocacy
- Industry
- Infrastructure
- Housing
- Health
- Education & Skill Development
- Agriculture & Agri-business
- ICT
- International Trade

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