

# WELCOME PACK MAY 2013



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DELHI HYDERABAD INDORE KOLKATA PUNE SURAT TRIVANDRUM VADODARA VIZAG

Dear Participant,

On behalf of the Edwise team we would like to wish you a warm welcome to the 16<sup>th</sup> World Education Fair India. We are pleased to have you with us and are grateful for the support which you are giving us.

We hope you truly enjoy your India experience and derive positive benefits for your esteemed Institution from your participation in our World Education Fair. Please do not hesitate to contact either of us or one of our Edwise team members, whose contact numbers are on the following pages.

The World Education Fair May '13 has over **80** institutions participating from over **8** countries. It is the largest education fair in India. The past fairs have had several satisfied participants and our feedback shows that students too have found it worthwhile to visit. Several institutions have made the World Education Fair an integral part of their annual marketing plan and have derived good results from the same.

We are sure your participation will prove to be beneficial to your Institution and look forward to a successful event.

With best wishes,

Sushil & Ajay Sukhwani

Directors

BRANCHES :

MUMBAI : MARINE LINES - 40813456				SANTACRUZ - 42764444		MALAD - 42176444		THANE - 43455555		VASHI - 2780 9020					
AHMEDABAD	BANGALORE	CHANDIGARH	CHENNAI	COCHIN	COIMBATORE	DELHI	HYDERABAD	INDORE	KOLKATA	PUNE	SURAT	TRIVANDRUM	UDAIPUR	VADODARA	VIZAG
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# World Education Fair Dates

Date	Day	City	Venue	Address
18 <sup>th</sup> May 2013	Saturday	Bangalore	Vivanta by Taj	M. G. Road, Bangalore
19 <sup>th</sup> May 2013	Sunday	Pune	Le Meridien	Sassoon Road, Pune
21 <sup>st</sup> May 2013	Tuesday	Hyderabad	Taj Deccan	Banjara Hills, Hyderabad
23 <sup>rd</sup> May 2013	Thursday	Kolkata	The Park	17 Park Street, Kolkata
25 <sup>th</sup> May 2013	Saturday	Chennai	Hyatt Regency	Anna Salai, Chennai
26 <sup>th</sup> May 2013	Sunday	Mumbai	J. W. Marriott	Juhu Beach, Juhu Tara Road, Juhu, Mumbai
28 <sup>th</sup> May 2013	Tuesday	Delhi	The Park	15, Parliament St, Delhi
30 <sup>th</sup> May 2013	Thursday	Ahmedabad	The Pride Hotel	Judges Bungalow Road, Ahmedabad
31 <sup>st</sup> May 2013	Friday	Vadodara	Surya Palace	Sayajigunj, Vadodara
1 <sup>st</sup> June 2013	Saturday	Surat	Taj Gateway	Athwalines, Surat

Sept 2013 World Education Fair will be starting from second week onwards.

Precise dates will be announced shortly.

## Emergency contact details

<b>Name</b>	<b>City</b>	<b>Mobile No.</b>	<b>Email</b>
Mr. Sushil Sukhwani Director	Mumbai	+91-9821097844	sushil@edwiseinternational.com
Mr. Ajay Sukhwani Director	Mumbai	+91-9821061778	ajay@edwiseinternational.com
Ms. Tina Bareto Sr. Mkt Executive	Mumbai	+91-9768312009	tina@edwiseinternational.com
Ms. Arlene D'Souza Event Co-ordinator	Mumbai	+91-9967439115	wef@edwiseinternational.com
Ms. Giselle Pires Asst. Event Co-ordinator	Mumbai	+91-9920314274	giselle@edwiseinternational.com
Ms. Jazz John Branch Manager	Bangalore	+91-8105680801	jazz@edwiseinternational.com
Ms. Meera Subramanyam Branch Manager	Pune	+91-9960408844	meera@edwiseinternational.com
Ms. Rathna Kandala Branch Manager	Hyderabad	+91-9959886353	rathna@edwiseinternational.com
Ms. Rumki Ghosh Branch Manager	Kolkata	+91-9830543637	rumki@edwiseinternational.com
Ms. Kavita Bhatt Branch Manager	Chennai	+91-9884033205	kavitab@edwiseinternational.com
Ms. Anu Kalhan Branch Manager	Delhi	+91-8826288670	anu@edwiseinternational.com
Mr. Nilesh Lal Branch Manager	Ahmedabad / Vadodara / Surat	+91-9825069630	nilesh@edwiseinternational.com

# Exhibition Schedule

Date	Day	Time	Particulars
<b>Bangalore: Vivanta by Taj</b>			
18 <sup>th</sup> May 2013	Saturday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Pune: Le Meridien</b>			
19 <sup>th</sup> May 2013	Sunday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Hyderabad: Taj Deccan</b>			
21 <sup>st</sup> May 2013	Tuesday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Kolkata: The Park</b>			
23 <sup>rd</sup> May 2013	Thursday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Chennai: Hyatt Regency</b>			
25 <sup>th</sup> May 2013	Saturday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Mumbai: J.W.Marriott</b>			
26 <sup>th</sup> May 2013	Sunday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes

<b>Delhi: The Park</b>			
28 <sup>th</sup> May 2013	Tuesday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Ahmedabad: The Pride</b>			
30 <sup>th</sup> May 2013	Thursday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Vadodara: Surya Palace</b>			
31 <sup>st</sup> May 2013	Friday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes
<b>Surat: Taj Gateway</b>			
1 <sup>st</sup> June 2013	Saturday	10.30am to 11am	Set up the stands, promotional material at the Exhibition Venue
		11am	World Education Fair open to public
		1.00pm to 1.30pm	Lunch
		3.30pm to 4.00pm	Afternoon Tea
		5:00 PM	World Education Fair closes

## Participating Institutions in the World Education Fair May'13

Aberystwyth University - UK  
Academy of Art University - USA  
American University of Antigua College of Medicine - USA  
Anglia Ruskin University - UK  
Birkbeck, University of London - UK  
Birmingham City University - UK  
Bond University - Australia  
Brunel University - UK  
Cardiff Metropolitan University - UK  
Cardiff University - UK  
Centennial College - Canada  
Central Queensland University - Australia  
City College Plymouth - UK  
City University London - UK  
Colorado State University - USA  
Coventry University - UK  
Curtin Singapore - Singapore  
De Mont Fort University - UK  
Edinburgh Napier University - UK  
Esigelec School of Engineering - France  
European University - Switzerland  
Fanshawe College - Canada  
Fleming College - Canada  
Fraser International College - Canada  
George Brown College - Canada  
Glasgow Caledonian University - UK  
Heriot-Watt University - UK  
Hotel & Tourism Mgmt Institute - Switzerland  
HULT International Business School – USA/UK/China/UAE  
International College of Manitoba - Canada  
James Cook University - Singapore  
Kaplan International College - UK  
Keele University - UK  
Kings College London - UK  
Lancaster University - UK  
Leeds Metropolitan University - UK  
Liverpool John Moores University - UK  
London South Bank University - UK  
Management Development Institute of Singapore - Singapore  
Manchester Metropolitan University - UK  
Marshall University - USA  
Middlesex University - UK

Murdoch University - Australia  
Nanyang Institute Management - Singapore  
New York Film Academy - USA  
Newcastle University - UK  
Northumbria University - UK  
Nottingham Trent University - UK  
Oregon State University - USA  
Pacific International Hotel Management School - New Zealand  
PSB Academy - Singapore  
Queens University Belfast - UK  
Robert Gordon University - UK  
Sheffield Hallam University - UK  
Singapore Institute of Management - Singapore  
Southampton Solent University - UK  
Southern Institute of Technology - New Zealand  
Southern New Hampshire University – USA  
St. George University - UK  
Study Group - UK/USA/CAN/AUS  
Swansea University - UK  
Swinburne University - Australia  
Swiss Hotel Management School - Switzerland  
University of Aberdeen - UK  
University of Bedfordshire - UK  
University of Bradford - UK  
University of Bristol - UK  
University of Central Lancashire - UK  
University of Chester - UK  
University of East London - UK  
University of Essex - UK  
University of Exeter - UK  
University of Glasgow - UK  
University of Hertfordshire - UK  
University of Kent - UK  
University of Leeds - UK  
University of Leicester - UK  
University of Lincoln - UK  
University of Liverpool - UK  
University of Manchester - UK  
University of Massachusetts (Boston) – USA  
University of Massachusetts (Dartmouth) – USA  
University of Massachusetts (Lowell) – USA  
University of Newcastle - Australia  
University of Nottingham - UK  
University of Plymouth - UK

University of Portsmouth - UK  
University of Queensland - Australia  
University of Reading - UK  
University of Salford - UK  
University of Sheffield - UK  
University of South Florida - USA  
University of South Wales - UK  
University of Southampton - UK  
University of Southern Queensland - Australia  
University of Strathclyde - UK  
University of Sunderland - UK  
University of Sussex - UK  
University of Technology Sydney - Australia  
University of West of England - UK  
University of West of Scotland - UK  
University of Western Sydney - Australia  
University of Western Kentucky – USA  
University of Westminster - UK  
University of York - UK  
UTS Insearch - Australia  
Vancouver Film School - Canada

# Media Promotion

- Press advertisements in English and local language dailies.
- Inserts in the newspapers
- Press article in leading English & language dailies
- Radio advertisement on popular English and regional language FM Radio
- Banners and cutouts at the colleges
- Ads on Buses, Mobile Vans, Cabs and Autos.
- Fliers distributed at malls and colleges
- Invitations to school/college principals and head of departments.
- Posters at colleges, gyms, cafe's, clubs, book stores, fast food and on the streets.
- SMS to several student databases approximately to 60,00,000
- Email to several student databases approximately to 60,00,000
- Website promotion on home page of our website.
- Advertisement on Cable TV and at many miscellaneous retail outlets.
- An independent site 'www.worldeducationfair.com'
- Several web based tools and media such as Google, Face Book etc.

# Process for the students

Student can get themselves registered at any of our Edwise offices or on the “[www.worldeducationfair.com](http://www.worldeducationfair.com)” website or can directly walk in to our fairs.

- **Registration Desk**

Students who walk-in at the registration desk will be given a student-id pass. Students would be requested to fill up the details on a registration card. He / She will be then provided with a student ID card which acts as a pass for him / her to move around the exhibition.

- **Application Desk and Counselor Guidance**

Students are given initial counseling by well-experienced counselors. Looking at their academics they would be guided about which University and country they should opt for at the fair. They will be encouraged to apply before they enter the exhibition area.

- **Visit the exhibition hall**

Once the student enters the hall they are guided by the coordinators who direct them to the university that has been selected for them.

# Facilities for Delegates during the Exhibition

- **Stand Assistants**

A stand assistant will be provided to each institution to help with basic enquiries and administrative duties. He / she will man your stall when you have to go for lunch/seminar.

- **Photocopying**

Each venue has been provided with a photocopier, no charges will be applicable.

- **Scanner**

Scanner facility is available for students and delegates to use at the venue.

- **Internet facilities**

Ask the Edwise IT desk at the fair and we will give you a USB connection to access internet subject to good network connection available in the hall.

- **Refreshments**

Complimentary lunch will be available at the coffee shop/restaurants and coupons will be given to you for the same. Tea / Coffee will be provided at your respective desk during the exhibition.

- **Stationery**

Stationery will be available at the Edwise Registration Desk.

- **Visitor admission**

Entry has been made free at all venues.

# The Edwise Network



**21 Branches across 16 cities**

**India's Leading Overseas Education Consultant**

# Contacts of Edwise Offices

## HEAD OFFICE METRO - MUMBAI

Jer Mahal, Gr. Flr., Dhobi Talao, Opp. Metro Cinema, Mumbai-400 002.  
Tel.: (022) 4081 3333 / 2200 3338 Fax : (022) 22003269  
ho@edwiseinternational.com

### MUMBAI MARINE LINES

2, Sethna Bldg., 1st Flr., 216, Princess Street, Near Parsi Dairy Farm,  
Marine Lines, Mumbai - 400 002. Tel.: (022) 40813456 / 22003339 Fax  
(022) 22011437 marinelines@edwiseinternational.com

### MUMBAI SANTACRUZ

512, Dheeraj Heritage, S. V. Road, Near Milan Subway (Junction),  
Santacruz (W), Mumbai - 400 054. Tel.: (022) 42764444 / 26603075  
Fax: (022) 42764499  
sw\_mumbai@edwiseinternational.com

### MUMBAI MALAD

302/303, Linkway Estate, Malad Link Road, Near Inorbit, Malad (W),  
Mumbai - 400 064 Tel.: (022) 42176444 Fax : (022) 42176499  
malad@edwiseinternational.com

### MUMBAI THANE

Navrang Arcade, 2nd Floor, Opp. Mc Donalds, Gokhale Road, Thane  
(W). Tel. : (022) 43455555 / 25425731 Fax : (022) 43455599  
thane@edwiseinternational.com

### MUMBAI VASHI

2<sup>nd</sup> Flr., 38, Mahavir Centre, Above Golden Punjab Restaurant, Plot no.  
77, Sector 17, Vashi, Navi Mumbai – 400 703.  
Tel.: (022) 27809020 vashi@edwiseinternational.com

### AHMEDABAD

304, Campus Corner, Nr. Som Lalit College, St. Xaviers College Char  
Rasta, Navrangpura, Ahmedabad - 380 009. Tel.: (079) 40243333 /  
26441141 Fax: (079) 40243399 ahmedabad@edwiseinternational.com

### BANGALORE

N-305,3rd Floor, North Block, Rear Wing, Manipal Centre, 47, Dickenson  
Road, Off. M.G. Road, Bangalore - 560 042. Tel.: (080) 43503333 /  
25590355 Fax: (080) 43503399 bangalore@edwiseinternational.com

### CHANDIGARH

2nd Floor, SCO 59-60, Above HDFC Bank, Sector - 9 - D, Madhya Marg,  
Chandigarh -160 009. Tel.: (0172) 5002722 Fax: (0172) 5002738  
chandigarh@edwiseinternational.com

### CHENNAI

1st Floor, Pioneer Sudarshan Plaza, Above Pizza Corner, 9 Mohan  
Kumaramangalam Street, Nungambakkam, Chennai – 600034  
Tel.: (044) 42928200 / 42068985 Fax : (044) 42928299  
chennai@edwiseinternational.com

### COCHIN

Thoufeeq Complex, Ground Floor, M. G. Road, Opp. Deepa Theatre,  
Ravipuram, Cochin - 682016 Tel.: (0484) 2373347 Fax : (0484) 2364860  
cochin@edwiseinternational.com

### COIMBATORE

4th Floor, Ashirwadh, D. B. Road, R.S. Puram, Coimbatore-641002 Tel.:  
(0422) 4500474 Fax : (0422) 4500475  
coimbatore@edwiseinternational.com

### DELHI

2<sup>nd</sup> Flr., N-13, Opp. South Extension Flyover, South Extension Part – 1,  
New Delhi – 110049 Tel. : (011) 47005333 Fax : (011) 47005399  
delhi@edwiseinternational.com

### HYDERABAD

4th Floor, Babukhan Mall, Somajiguda Circle, Opp. Kala Niketan,  
Hyderabad, 500016. Tel.: (040) 44663333 / 23401200 Fax: (040)  
44663399 hyderabad@edwiseinternational.com

### INDORE

210, Bansi Trade Centre, 581, M G Road, Indore 452001 Tel.: (0731)  
4066446 / 9893011233 Fax: (0731) 4066440  
indore@edwiseinternational.com

### KOLKATA

South Block, 206, 2nd Floor, Ideal Plaza, 11/1 Sarath Bose Road, Near  
Minto Park, Kolkata - 700020. Tel.: (033) 40122333 / 22896334 Fax :  
(033) 22896335 kolkata@edwiseinternational.com

### PUNE

321, Sohrab Hall, 3rd Floor, Sassoon Road, Pune - 411 001.  
Tel.: (020) 41045333 Fax: (020) 26059093  
pune@edwiseinternational.com

### SURAT

531, 5th Floor, International Trade Centre, Majura Gate, Char Rasta,  
Near Swaminarayan Complex, Ring Road, Surat - 395002 Tel.: (0261)  
2461511/12 Fax : (0261) 2461513 surat@edwiseinternational.com

### TRIVANDRUM

5th Floor, Pan African Plaza, M. G. Road, Puthenanthai,  
Thiruvananthapuram – 695001 Tel.: (0471) 4061601 Fax: (0471)  
4061603 trivandrum@edwiseinternational.com

### VADODARA

National Plaza, S-19 , 4th Floor, R. C. Dutt Road, Alkapuri, Vadodara -  
390 005. Tel.: (0265) 2323828 Fax: (0265) 2324504  
vadodara@edwiseinternational.com

### VIZAG

203, 1st Floor, Eshwar Plaza, Dwarkanagar, Vishkapatnam 530016. Tel.  
(0891) 2730601 / 9394076002 Fax : (0891) 2598181  
vizag@edwiseinternational.com