



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ

ΓΕΝΙΚΗ Δ/ΝΣΗ ΕΥΡΩΠΑΪΚΩΝ ΚΑΙ ΔΙΕΘΝΩΝ
ΕΚΠΑΙΔΕΥΤΙΚΩΝ ΘΕΜΑΤΩΝ
Δ/ΝΣΗ ΔΙΕΘΝΩΝ ΕΚΠΑΙΔΕΥΤΙΚΩΝ
ΣΧΕΣΕΩΝ
ΤΜΗΜΑ Β'

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Δύο Ευρώ

26-6-14



ΕΚΠΑ Κεντ. Πρωτοκ/)

Πρ: 1314015206

Ημ: 26/06/14



1314015206

Μαρούσι, 25.6.2014
Αρ. Πρωτ. 98527/1

Προς: Α.Ε.Ι. και Τ.Ε.Ι
(δια των Πρυτάνεων και Προέδρων)
Κοιν.:
Πρεσβεία της Ελλάδος στο Πεκίνο
Ε1 Δ/ση Μορφωτικών &
Πολιτιστικών Υποθέσεων

Θέμα: «Ενημερωτικό υλικό για την 17^η Διεθνή Έκθεση Εκπαίδευσης στη Μογγολία»

Σχετ.: Έγγραφο Πρεσβείας της Ελλάδος στο Πεκίνο ΑΠΦ 417/39/ΑΣ844/12-6-2014

Σας επισυνάπτουμε προς ενημέρωσή σας ενημερωτικό υλικό που αφορά την 17^η Διεθνή Έκθεση Εκπαίδευσης, η οποία διοργανώνεται από την ΜΚΟ "OyunlagUils Intellectual Development Support Association" και θα πραγματοποιηθεί στην πόλη Ulaanbaatar της Μογγολίας στις 18-19 Οκτωβρίου 2014.



ΑΚΡΙΒΕΣ ΑΝΤΙΓΡΑΦΟ
Ο ΠΡΟΪΣΤΑΜΕΝΟΣ

Η ΑΝΑΠΛΗΡΩΤΡΙΑ ΠΡΟΪΣΤΑΜΕΝΗ
ΓΕΝΙΚΗΣ ΔΙΕΥΘΥΝΣΗΣ

ΑΘΗΝΑ ΠΛΕΣΣΑ-ΠΑΠΑΔΑΚΗ

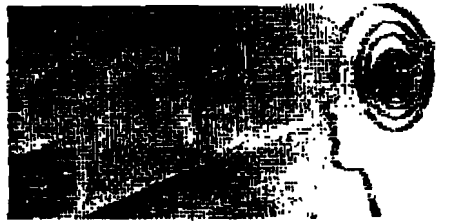
Εσωτερική Διανομή:
-Δ/ση Δ.Ε.Σ., Τμήμα Β

The most important study event in Mongolia

Organizer:

Intellectual Development Support Association

"Oyunlag – Uils" NGO Mongolia



Welcome to our 17th International education exhibition - 2014 - Mongolia

Nowadays, global networking can lead to success in the international student market. 17th International Education Exhibition 2014–Mongolia Mongolia organized by "Oyunlag-Uils"NGO.

The 16th International Education Exhibition 2014–Mongolia is a unique opportunity to learn everything about studies abroad first hand, choose a programmer and educational institutions for studies.

There is growth of interest from the sides of Mass Media and governmental organizations. The Exhibition has become an important event in the cultural life of Ulaanbaatar people are waiting for it, the whole family's visit it and students take part in all the activities during Exhibition days and, actually, spend all two days of the Exhibition together with us.

Our NGO has been a participant of lots of international exhibitions and workshops and we know how the best ones are organized. We have been working in our market for 2 Exhibitions years and we know the demands of our people and market. Taking into account our experience and the best trends in world Exhibition making we are able to create the most favorable conditions for your fruitful work.

Provides the most timely and relevant information to guide Mongolian Students in making the right decisions regarding their future careers and education As you might expect, being an exhibitor at this prestigious event offers you a wealth of advantages such as:

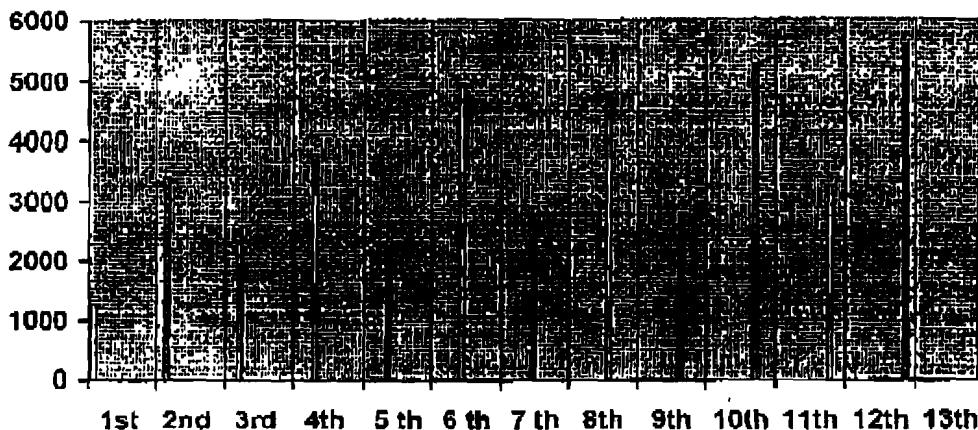
- Face-to-Face personal access and interaction to all the students, parents and top decisions makers in representatives from all over Mongolia.
- The opportunity to feature and demonstrate your new perspectives and new programs in a one to one environment.
- Meet and find local authorized partners and agents.
- Recruiting students to study at your campus abroad.

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Distribution of Mongolian Students abroad (2010) Number of Students

Number of Students	
7752	
7310	
10150	

Mongolian students visited international education exhibition



Visitors who will attend this year's event are principally targeted through the following means:

- PR Campaigns
- Internet
- Local / National Press
- Television / Radio
- Billboards / Posters / Flyers

Exhibitor's Profile

- Universities • Colleges • Institutes • Polytechnics
- Computer Schools • Business Schools
- Technical institutes • Management training centers
- Medical Schools • Tertiary institutions
- Hotel Management institutes • Schools of fine arts
- Language centers • Aviation Schools
- Professional examination bodies • Distance learning institutes
- Career guidance centers • Student publications
- International Schools • Polytechnics
- Vocational training institutions • Education associations
- Overseas educational institutions • Foreign Embassies

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Exhibiting Countries:

Germany, Poland, USA, Canada, UK, Singapore, Australia, Ukraine, France, Russia, Malaysia, The Netherlands, Switzerland, India, Taiwan, Creek, Cyprus, Korea, Japan, Lithuania, China, Thailand, Austria (any countries).

Exhibiting Dates:

18th-19th of October, 2014

If subject to change the dates and venue, Oyunlag-Uils NGO to acknowledge 2 months before from exhibition dates.

Cost of Participation:

One Person: *1285 Euro*

Accompanying Person: *430 Euro*

DEADLINE: 3 weeks before the date of the Exhibition

Participating fee includes:

The cost of participation at 17th International Education Exhibition-2014, Mongolia includes:

- Airport Pick-up and Drop off
- All promotions and advertisings fees;
- Translator and Interpreters costs;
- Detailed participants profile in the fair's guide A5; blue and white guide
- Working space; one desk and four chairs
- 2 nights' accommodation for 18th-19th of October 2014 will be included, by Chinggis Khaan hotel, Standard Single room
- Lunch 18th, 19th of October 2014
- Seminar sessions; each seminar session will last for 20 minutes on one day

Each additional representative will have accommodation, airport transfer and participation at the exhibition

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You will need a letter of invitation for visa Mongolia. Oyunlag-Uils will provide a letter of invitation for participants.

The Venue:

The 17th International Education Exhibition 2014 Mongolia will be held in the 1st Floor of 4* Hotel Chinggis Khaan on 18th – 19th October 2014

Date	Time	Event
12 nd - 18 th October, 2014 (Monday - Saturday)	-----	PICK UP SERVICE
	11:00 - 13:00	Exhibition Open to Public
18 th October, 2014 (Saturday)	13:00 - 14:00 (Lunch)	Lunch at "Temuujin" restaurant Chinggis Khaan Hotel
	14:00 - 18:00	Exhibition Open to Public
	11:00 - 13:00	Exhibition Open to Public
19 th October, 2014 (Sunday)	13:00 - 14:00 (Lunch)	Lunch at "Temuujin" restaurant Chinggis Khaan Hotel
	14:00 - 18:00	Exhibition Open to Public
20 th - 24 th October, 2014 (Monday - Friday)	-----	DROP OFF SERVICE

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Connect with Quality Students

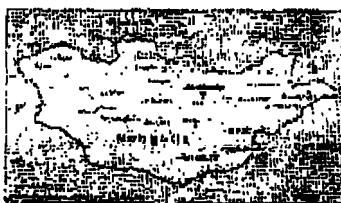
Exhibitors will gather to discover new possibilities at 17th International Education Exhibition 2014, Mongolia, which brings the quality students together in one location across Mongolia. The official statistics show that 2014 will witness about 48000 high school graduates in Ulaanbaatar.

About the Organizer:

The Oyunlag-Uils Intellectual Development Support Association (the meaning of which is "Intellectual Activities" NGO) based in Ulaanbaatar was established 2004. It is a non-governmental and non-profit making organization working to assist Mongolian youth in their development into active members of society, by providing social, educational, cultural activities. Since the late 90ties the authorities endeavor to reform and reorganize our educational system to meet the requirements of today market economy. We organize different kinds of events such as conferences, seminars. It is conducts its operation under authorization by Ministry of Justice and Home Affairs of Mongolia. The Certificate number is: 4492 and register number is: RD8048045



The Venue:



Mongolia is one of the most convenient and safest country in Asia with low crime rate and no threat of terrorism. Mongolia, Ulaanbaatar is highly accessible as it has an International Airport. It is very convenient as it has a sound public transportation system. It is a vast country covering an area not much less than the whole of Western Europe but contains the lowest population density in the world with only 2.7 million people calling it home. It is a captivating country with expansive natural landscapes of wide-open steppe, rugged snow-capped mountains and crystal-clear lakes. The land of Chinggis

Khan lives up to its enduring exotic images with wild horses roaming the steppe, camels wandering the Gobi desert and nomadic herders following practices barely altered through the passing centuries.

By contrast the energetic capital Ulaanbaatar is quickly developing into a thriving modern city, boasting many cultural sites and an ever-increasing number of popular entertainments, places to eat and shopping facilities. For more information of Mongolia please visit: <http://en.wikipedia.org/wiki/Mongolia>

The 17th International Education Exhibition 2014-Mongolia will be held in the 1st floor of Hotel Chinggis Khaan on 18th, 19th of October 2014.

The most important study event in Mongolia



CHINGGISKHAANHOTEL, MONGOLIA

Located less than 30 minutes drive away from Chinggis Khaan International Airport and 20 minutes from Ulaanbaatar Railway Station, it is fast and easy for guests to reach the hotel. Ideally located on the east side of city center, a few minutes from the UNDP office, Academic Theater of Classical Art, National Art Gallery, shopping and museums.



Tokyo street-10, Ulaanbaatar49, MONGOLIA
Tel:(97611)313380; Fax :(97611)313380, 312788

E-mail: chinggis-hotel@mongol.net

visit: <http://www.chinggis-hotel.com> for hotel and location information

Media Exposure to Get the Message Through

The exhibition is the country's most publicized educational showcase ever since its beginning. 17th International Education Exhibition 2014, Mongolia is no exception. Being the most trusted and acclaimed event, the publicity mechanism shall be extensive and effective with an appropriate blend of the newspaper ads and feature story in the leading print and online media, on-line presence and interviews in the leading portals, news broadcasts in the national and regional TV and radio stations, direct promotions on campus, strategic tie-ups with the top media.

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Shipment:

- Flag of your country and your institute:
- The Materials connected with seminar, CD or Power Point introduction:
- T-Shirt and hat with XL which including the logo of your Institute and organization:
- The brochure 150 pieces and other things in English:
- Poster of your Institute, organization etc...
- During our experience in the previous exhibition, we recommend you to use UPS United Parcel Service or (DHL) as your freight forwarding agent. UPS (DHL) will perform custom clearance, cultural permit and transport your shipment to us with their best services. To facilitate your participation, you should contact the UPS office in your country or DHL office.
- Please schedule your boxes of brochures arriving in Ulaanbaatar at least 2 weeks prior to the Fair.
- To avoid problems with Customs in Mongolia, it is essential that all materials are clearly stated as "NO COMMERCIAL VALUE"
- Do not forward your boxes directly to the venue. The hotel will be unable to deal with the import duty and perform custom clearance and handling. Please make sure that each box clearly marked for Ulaanbaatar and

Your shipments should be addressed as follows:

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"OYUNLAG-UILS" NGO
MN-210349 Ulaanbaatar
P.O.Box-370 Mongolia
Office address: Room 301, Chinggis Khaan Hotel, Tokyo
Street, Ulaanbaatar, Mongolia
Telephone Number: 00976-99122222,
00976-88759595**

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Contact us:

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Fax: +976-11-320523

Email: oyunlaguils@gmail.com

Web: www.oyunlaguils.mn

"The Exhibition is a great opportunity to find new quality contracts and to meet quality contacts and to meet students in a really professional and friendly atmosphere. I suggest everyone to attend"

(from Mr. Dr. Prof. Jer Ming Hu National Taiwan University)

"Pleased I participated this exhibition. I established communication with Mongolian universities and college. Also I admitted students in own institute. I wish well your organization"

(from Mrs. Enid Angelstadt Southern Alberta Institute Of Technology (SAIT))