

PRESS NOTE

THE FIRST 'INDIA EDUCATION FAIR 2009' IN KUALA LUMPUR IN ALMOST A DECADE

The Confederation of Indian Industry (CII), with the support of the High Commission of India, and together with EdCIL (from India) and EduIndia (from Malaysia), are organizing the INDIA EDUCATION FAIR 2009 from 20 to 21 June 2009. The last India Education Fair was held in Kuala Lumpur in 2001. The India Education Fair held in conjunction with the 17th Conference of Commonwealth Education Ministers to be held in Kuala Lumpur is a testimony of India's commitment to further cooperation among Commonwealth countries in the field of education.

HIGHLIGHTS OF FAIR

- The India Education Fair is a unique education exhibition showcasing about 25 prominent universities, colleges and educational institutions from India. This Fair would feature salient aspects of Indian education system and would be a reliable platform for students to know about education in India.
- The Fair ensures productive interface between participating Indian universities & colleges and Malaysian student-parent community seeking information on various options available in the Indian education arena.
- The Fair is backed by comprehensive advertising & publicity campaign which is expected to attract a large number of visitors at the Fair.

EVENT PROFILE

The India Education Fair 2009 is an important education event being supported by the High Commission of India, and jointly organised by Confederation of Indian Industry (CII), EdCIL (India) Ltd. and EduIndia Sdn Bhd. The event will be held at Mid Valley Mega Mall on two days namely 20 and 21 June 2009. This is a unique attempt to connect education institutions in India and aspiring students from Malaysia. The Fair is managed by Access Hunt Solutions.

EXHIBITOR'S PROFILE

Engineering Colleges, Medical Colleges, B-Schools, International Education Consultants, E-Learning, Online Courses and Distance

Learning Universities, and institutions offering Healthcare and Beauty courses.

INDIAN UNIVERSITIES, COLLEGES AND HIGHER EDUCATION SECTION:

The Indian Universities, Colleges and Higher Education Section of the Fair, will cater to the academic concerns of adult students in the age group of 18 to 25 years. Conceived to meet a growing demand for education in India, the Fair will exhibit some of India's prominent Universities and Colleges. This segment, will offer students from science, commerce & humanities streams, a choice of undergraduate, postgraduate, professional & vocational courses which can be pursued in India.

SPECIAL FEATURES:

The Fair will offer quality education at affordable rates. Parents will be able to collect accurate information and make 'informed decisions. 'Spot Counselling' offers will be additional value adders at the fair. The Fair will provide information on a host of new-age career programs. Representatives of institutions from different parts of India will attend to students' queries and will enlighten them on the stringent admission procedures at their institutions. A series of Seminars on Studying in India will run concurrently which will provide information on studying in India.

HOW THE FAIR WILL BENEFIT STUDENTS...

In totality, the Education Fair will enable people to gather greater knowledge about the Indian education system and allow greater interaction between institution representatives, parents and students, here. Finally, it will offer students and parents, the rare platform and opportunity, to connect with multiple Indian residential schools, colleges and universities.

The High Commission of India is hopeful that the India Education Fair 2009 would fulfil the long felt demand to have an exclusive education fair showcasing Indian education system. This Fair is expected to provide a boost to the growing bilateral cooperation in the field of education. CII and EdCIL welcomes Malaysian parent-student community to visit the India Education Fair at Mid Valley Mega Mall for an on the spot assessment of what the Indian educational institutions have to offer.

H.E. Mr. Ashok K Kantha, High Commissioner of India, will be addressing the Press Conference together with the organisers represented by Ms. Neerja Bhatia, Director & Head, Southeast Asia, CII and a representative of the EduIndia.

ABOUT THE ORGANISERS

CONFEDERATION OF INDIAN INDUSTRY (CII)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations. Complementing this vision, CII's theme "India@75: The Emerging Agenda", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, USA and institutional partnerships with 211 counterpart organisations in 87 countries, CII serves as a reference point for Indian industry and the international business community.

EdCIL(INDIA) LIMITED

EdCIL(India) Limited, formerly known as Educational Consultants India Limited, is a Government of India Enterprise under the Ministry of Human Resource Development, and was established in 1981. It is actively involved in promotion of Indian education abroad and have operated well over 30 countries including Malaysia. It has been doing so for the last 27 years. EdCIL's spectrum of services is in the field of education and human resource consultancy and ranges from conceptualizing educational institutions to commissioning them complete in all respects (both hardware and software) depending on the need of our clients.
