2016-17 Academic Year Report and 2017-18 Events
Maximize your EU recruitment potential by attending the largest student recruitment fair in Southern and Eastern Europe
Book the dates

AUTUMN 2017
Bucharest October 7th-8th
Timișoara October 10th
Iași October 12th

SPRING 2018
Bucharest March 17th-18th
Cluj-Napoca March 20th
Iași March 22nd
Brașov March 24th

www.riuf.ro
Hello,
this is what you’ll find in here.

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Every page (almost)

Chris Turner / University of Winchester
I go to a whole range of fairs across the world.
This is probably the biggest, liveliest and most enjoyable one I go to.
It’s absolutely terrific. We love it!
RIUF – The Romanian International University Fair celebrated its 20th successful edition in the 2016-17 academic year.

158 unique exhibitors of which 121 are international, have joined our countrywide recruitment journey. They interacted with over 23,500 academically valuable high school and university students, recent graduates and young professionals.

Locations

The 5 cities which RIUF visits cover all the Romanian student market. Over 95% of all medium and large urban areas are within a 200 km range of at least one of our venues.

**Transylvania and Banat Regions**
- 6.8 mil people
- 540 high schools
- 57,000 final year high school students
- 41 universities
- 165,000 university students

**Moldova Region**
- 4.2 mil people
- 295 high schools
- 42,000 final year high school students
- 15 universities
- 91,000 university students

**Iași**
- 4th of October
- 48 exhibitors
- 4,232 visitors

**Cluj-Napoca**
- 21st of March
- 73 exhibitors
- 3,617 visitors

**Brașov**
- 23rd of March
- 47 exhibitors
- 1,444 visitors

**Bucharest**
- 1st and 2nd of October
- 98 exhibitors
- 6,801 visitors

**Timișoara**
- 6th of October
- 40 exhibitors
- 3,021 visitors

**Iași**
- 4th of October
- 48 exhibitors
- 4,232 visitors

**Cluj-Napoca**
- 21st of March
- 73 exhibitors
- 3,617 visitors

**Brașov**
- 23rd of March
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**Bucharest**
- 1st and 2nd of October
- 98 exhibitors
- 6,801 visitors

**Timișoara**
- 6th of October
- 40 exhibitors
- 3,021 visitors
Why RIUF?
It’s the leading recruitment event in Southern and Eastern Europe.

23,558 prospective students
have passed through the RIUF doors in the 2016-17 academic year. The high quality of our visitors is the result of our continuing effort to educate the Romanian student market about studying abroad.

158 institutions
We are proud to have the highest number of international exhibitors in Southern and Eastern Europe and to record a return rate from 2015-16 to the 2016-17 academic year of 72% compared to previous year’s of 53%. This return rate refers to universities, business and hotel management schools, international summer schools, financing institutions and governmental and non-governmental organizations and excludes the exhibiting EDUCATIVA-owned projects.

The quality of support services
provided in preparation to, during and after the event makes your RIUF experience as easy and enjoyable as possible. We especially take pride in our efficient and enthusiastic support team, as well as in our proactive volunteers.

Chris Garrett / University of Suffolk
Great atmosphere and happy to see so many 12th grade students.

Tadas Lavickas / University of Worcester
You always demonstrate the highest level of customer service and professionalism. Always a pleasure to come back and see your enthusiastic team and students!

Alex Malley / London Metropolitan University
Thank you for all your support before and during the event.
Our smart lead gathering system

allows you to obtain the contact details and profile of the prospective students you interact with by simply scanning their badge. By sparing no time with writing down the contact details of visitors you maximize your conversation time. You are guaranteed to avoid lead aging since you can automatically download your leads database after the fair ends and contact them straight away.

- No more hand written contacts
- No more lost leads
- More time to interact with visitors
- Immediate targeted follow up
- Easy online access
- Quick upload to your CRM

The number of leads an exhibitor can obtain depends on the involvement of the team on site, on the appearance of the booth and on the ability of the representatives to engage shy students. Last academic year our exhibitors recorded an average of 181 scans/booth/day.

All leads are saved into a personal online account and are downloadable using any web browser starting the day after the event.

### Average leads

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucharest</td>
<td>Bucharest</td>
</tr>
<tr>
<td>221 leads</td>
<td>196 leads</td>
</tr>
<tr>
<td>Iasi</td>
<td>Cluj</td>
</tr>
<tr>
<td>197 leads</td>
<td>141 leads</td>
</tr>
<tr>
<td>Timisoara</td>
<td>Brasov</td>
</tr>
<tr>
<td>194 leads</td>
<td>82 leads</td>
</tr>
</tbody>
</table>

### Most leads

- Coventry University 2016 Spring Edition in Bucharest - **900 leads**!
Over 130 guest speakers

(University representatives, educational counsellors, celebrities, influencers, entrepreneurs and other inspiring professionals) conduct workshops and host various exciting sessions tailored to guide prospective students in making wise decisions about their future.

Having already reached its second edition and currently drawing great numbers of visitors to our events, the RIUF YouForum conference helps high school and university students discover career paths fitting their interests and motivation. RIUF YouForum opens visitors to the many opportunities arising during their studies, and helps them develop personally and professionally.

9,642 high school and university students attended at least one YouForum or private session last academic year. By educating our visitors we allow you to target specifics about your offer when talking to a prospective student, rather than carrying a conversation about very general matters and not being able to focus on the USP’s of your study proposal.

Join RIUF YouForum by booking a 40’ Private Session. During RIUF 2016-17 presentations attendances ranged from as little as 5 participants to as much as 272 interested students. The success of a Private Session depends on the subject debated, the catchiness of the title and description, and the level of audience engagement.

The institutional industry endorsement and support

DAAD, British Council, CampusFrance and The Fulbright Commission which attended RIUF every academic year recommend us as the benchmark in academic fairs in Romania.
Why recruit Romanian students?

Romania holds the 5th place in the top EU countries with the most students studying abroad.

Romanian students abroad, by year

The Romanian market has been growing rapidly over the past years as more and more Romanians enroll in international universities for full time academic study programs. We can safely assume that most of them have attended at least one edition of RIUF.

Source: UNESCO higher education statistics 1999–2015; 2016–17 is based on estimates, since official data is unavailable.

#5 Romania
CURRENT: 33,959
2017 EXPECTED: 35,394

#4 Greece
CURRENT: 38,636
2017 EXPECTED: 40,044

#3 Italy
CURRENT: 58,714
2017 EXPECTED: 61,956

#2 France
CURRENT: 85,855
2017 EXPECTED: 90,381

#1 Germany
CURRENT: 120,243
2017 EXPECTED: 124,362

Romania joins the EU. Students pay lower tuition fees and benefit from study finance.
Why recruit Romanian students? (cont’d)

Romanian students are high quality applicants

**97%** Great academic and social skills

More than 97% of RIUF exhibitors believe that Romanian students have a strong academic background and amazing social skills.

**96%** Foreign language proficiency

According to over 96% of the exhibitors, RIUF visitors have high and very high levels of foreign languages.

**83%** Strong motivation to study abroad

Over 83% of our visitors are interested in studying at an international institution.

**79%** Strong level of information about studying abroad

Close to 79% of the exhibitors consider that our visitors are well informed about studying outside their home country.

Richard Wild / University of Greenwich

I’m very happy to be here because Romanian students are some of my best students.

Chris Brennan / University of Groningen

The quality (of students) is consistently good. That’s why we keep coming back each year.

In the 2016-17 academic year RIUF welcomed 23,558 high school and university students, graduates and young professionals from all over the country.
### Countries of interest

**Countries of interest**

<table>
<thead>
<tr>
<th>Country</th>
<th>AUTUMN 2016</th>
<th>SPRING 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED KINGDOM</td>
<td>63%</td>
<td>50%</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>DENMARK</td>
<td>30%</td>
<td>29%</td>
</tr>
<tr>
<td>GERMANY</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>27%</td>
<td>38%</td>
</tr>
<tr>
<td>SWITZERLAND</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>FRANCE</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>NORWAY</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>CANADA</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>AUSTRIA</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>BELGIUM</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>IRELAND</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>SPAIN</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>ITALY</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>AUSTRALIA</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>UNITED ARAB EMIRATES</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>CZECH REPUBLIC</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>GREECE</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>SOUTH KOREA</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>HUNGARY</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>RUSSIA</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>CHINA</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>THAILAND</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>LIECHTENSTEIN</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>TURKEY</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>LATVIA</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>SAUDI ARABIA</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>BULGARIA</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Study and career options

**Study and career options**

<table>
<thead>
<tr>
<th>Field</th>
<th>AUTUMN 2016</th>
<th>SPRING 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business and Economics</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>IT and Computer Science</td>
<td>26%</td>
<td>24%</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Engineering and Technology</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Medicine and Medical Sciences</td>
<td>22%</td>
<td>21%</td>
</tr>
<tr>
<td>Humanities</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>Law</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Arts</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Tourism Management</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Natural Sciences</td>
<td>12%</td>
<td>16%</td>
</tr>
<tr>
<td>Mathematics and Physics</td>
<td>13%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Exhibitors’ profile

158 universities, business and hotel management schools, international summer schools, professional educational agents, financing institutions and governmental and non-governmental organizations have chosen RIUF as their main marketing tool for the Romanian student market.

97% of our exhibitors consider RIUF good value for money and would recommend attending the fair to a colleague.

The level to which our exhibitors are pleased with RIUF is expressed below (measured on a scale of 1 lowest to 4 highest)

How did the fair compare to exhibitors' expectations?

<table>
<thead>
<tr>
<th>Category</th>
<th>Above</th>
<th>In Line With</th>
<th>Below</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair Attendance</td>
<td>3.6</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>General Organization</td>
<td>3.8</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Pre-fair Assistance</td>
<td>3.9</td>
<td>3.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Food and Facilities</td>
<td>3.6</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Onsite Support Services</td>
<td>3.7</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Booth Organization</td>
<td>3.7</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Shipment of Materials</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sueli Brodin UNU-MERIT/ Maastricht Graduate School of Governance
Great series, great atmosphere and excellent assistance from the student assistants.
The Bucharest social events

**The Bucharest edition provides a social event within RIUF.**
A party is hosted after the first day of the Bucharest event where all exhibitors and organizing team are invited.

**Autumn**
Following a notably busy fair day on Saturday, you are invited to satisfy your culinary curiosity by attending our traditional Romanian dinner. Experience the Romanian cuisine, equally known for its amazingly tasty dishes and ignoring the basics of healthy eating, and a fine selection of traditional music and a special dance act.

**Spring**
Admiring a spectacular view of Bucharest by night from the 21st floor of the InterContinental in University Square, the very center of the city, you may engage in fruitful conversation in order to expand your recruitment opportunities while sampling select finger food and choosing from a variety of drinks.
Services we provide

Fully equipped booths
- Stand panels
- Tables and chairs
- Signboard with the exhibitor logo and name
- Electric outlet
- Tablet, scanner and smart lead gathering system
- Free WiFi connection

Services for your representatives
- Event badge
- Lunch access
- Coffee breaks
- Invitation to Bucharest networking event
- Sightseeing trip (Spring Edition)

Logistics support
- Hotel booking
- Transportation booking
- Brochure printing
- Freight services

Proactive and helpful volunteers
- Full support from booth set-up until the fair ends
- Very energetic and big time savers

Personalized booths
- Personalized banners
- Personalized desks
- Booth panel stickers
- PVC booths
- ...and many more!
### Additional services price

Additional info and pictures are available, just ask us!

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corner booth</strong></td>
<td>Better visibility in the fair venue with two sides access for public</td>
<td>200-300 €</td>
</tr>
<tr>
<td><strong>40 min. private session</strong></td>
<td>Private room, laptop, projector and the leads from everyone in the audience</td>
<td>450 €</td>
</tr>
<tr>
<td><strong>Visitors’ bag sponsorship</strong></td>
<td>Your logo on all visitors’ complimentary bags</td>
<td>Ask us for details - one deal only!</td>
</tr>
<tr>
<td><strong>Billboard advertising</strong></td>
<td>Co-branded outdoor billboards with split costs in all cities</td>
<td>700 € / billboard / month</td>
</tr>
<tr>
<td><strong>Additional advertising in the fair booklet</strong></td>
<td>Inside front cover, Inside back cover, Outside back cover, 1 whole page, ½ page</td>
<td>900 €, 800 €, 1,100 €, 500 €, 300 €</td>
</tr>
<tr>
<td><strong>Additional representative</strong></td>
<td>Event badge, lunch, coffee break, cocktail party in Bucharest</td>
<td>50 € / person / day</td>
</tr>
<tr>
<td><strong>Additional furniture</strong></td>
<td>Personalized Counter Desk, 100” Wide screen TV, Reusable Hanging Banners, Booth panel tickers, Personalized FOREX booth, Reusable Pop-up Canvas Spyder - 3m x 2,5m</td>
<td>50 € per piece, 75 € per day, 35 € per piece, 250 € per booth, 450 € per booth, 550 €</td>
</tr>
<tr>
<td><strong>Materials storage and transportation</strong></td>
<td>Storage, handling, transportation and delivery to your booth</td>
<td>50 € / 100 kg / edition</td>
</tr>
<tr>
<td><strong>Printing services</strong></td>
<td>We can print brochures, flyers, banners and create a bespoke booth</td>
<td>Ask us for details!</td>
</tr>
</tbody>
</table>
## 2017-18 events budget

### 2017 AUTUMN EDITION

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Bucharest price</th>
<th>Timișoara price</th>
<th>Iași price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucharest</td>
<td>October 7th-8th</td>
<td>1,600€</td>
<td>1,300€</td>
<td>Iași price</td>
</tr>
<tr>
<td>Timișoara</td>
<td>October 10th</td>
<td>1,900€</td>
<td>1,450€</td>
<td>1,450€</td>
</tr>
<tr>
<td>Iași</td>
<td>October 12th</td>
<td>2,400€</td>
<td>1,900€</td>
<td>1,900€</td>
</tr>
</tbody>
</table>

**Representatives**
- Bucharest: 1
- Timișoara: 2
- Cluj-Napoca: 3
- Iași: 2
- Brașov: 2

**Catalogue short presentation:**
- Online and hard copy

**Laptop and scanning system**

**Pre fair online article (on request)**

**40 min. private session**

**Bucharest price**
- 1,600€

**Timișoara price**
- 1,300€

**Cluj-Napoca price**
- 1,300€

### 2018 SPRING EDITION

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
<th>Bucharest price</th>
<th>Cluj-Napoca price</th>
<th>Iași price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucharest</td>
<td>March 17th-18th</td>
<td>1,600€</td>
<td>1,300€</td>
<td>Iași price</td>
</tr>
<tr>
<td>Cluj-Napoca</td>
<td>March 20th</td>
<td>1,900€</td>
<td>1,500€</td>
<td>1,450€</td>
</tr>
<tr>
<td>Iași</td>
<td>March 22nd</td>
<td>2,400€</td>
<td>2,000€</td>
<td>1,900€</td>
</tr>
</tbody>
</table>

**Bucharest price**
- 1,600€

**Cluj-Napoca price**
- 1,300€

### Bucharest, Timișoara and Cluj-Napoca

- **Fully Equipped Booth**
  - 4 sqm
    - 1 table, 1 chair
  - 6 sqm
    - 2 tables, 2 chairs
  - 8 sqm
    - 2 tables, 3 chairs
- **Table booth**
  - Iași and Brașov

**Book and pay Autumn 2017 and Spring 2018 by July 15th and receive a 10% early bird discount.**

**Early bird discount up to 15% and Multi-city package discount up to 30%!**
## Special packages

<table>
<thead>
<tr>
<th>Package</th>
<th>BASIC</th>
<th>CLASSIC</th>
<th>MAXIMUM IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucharest + Timișoara (Autumn)</td>
<td>2,900 €</td>
<td>3,350 €</td>
<td>4,300 €</td>
</tr>
<tr>
<td></td>
<td>2,610 €</td>
<td>3,015 €</td>
<td>3,870 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 290 €</td>
<td>SAVE 335 €</td>
<td>SAVE 430 €</td>
</tr>
<tr>
<td>Bucharest + Timișoara + Iași (Autumn)</td>
<td>4,360 €</td>
<td>4,800 €</td>
<td>5,750 €</td>
</tr>
<tr>
<td>15% DISCOUNT</td>
<td>2,780 €</td>
<td>2,900 €</td>
<td>4,910 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 652 €</td>
<td>SAVE 720 €</td>
<td>SAVE 862 €</td>
</tr>
<tr>
<td>Timișoara + Iași (Autumn)</td>
<td>2,475 €</td>
<td>2,610 €</td>
<td>3,350 €</td>
</tr>
<tr>
<td>10% DISCOUNT</td>
<td>2,900 €</td>
<td>3,015 €</td>
<td>3,015 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 275 €</td>
<td>SAVE 290 €</td>
<td>SAVE 335 €</td>
</tr>
<tr>
<td>Bucharest + Cluj (Spring)</td>
<td>2,610 €</td>
<td>3,015 €</td>
<td>4,300 €</td>
</tr>
<tr>
<td>10% DISCOUNT</td>
<td>4,350 €</td>
<td>4,800 €</td>
<td>4,300 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 290 €</td>
<td>SAVE 335 €</td>
<td>SAVE 430 €</td>
</tr>
<tr>
<td>Bucharest + Cluj + Iași (Spring)</td>
<td>3,720 €</td>
<td>4,103 €</td>
<td>5,750 €</td>
</tr>
<tr>
<td>15% DISCOUNT</td>
<td>5,550 €</td>
<td>6,100 €</td>
<td>5,910 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 652 €</td>
<td>SAVE 720 €</td>
<td>SAVE 862 €</td>
</tr>
<tr>
<td>Bucharest + Cluj + Iași + Brașov (Spring)</td>
<td>4,520 €</td>
<td>4,880 €</td>
<td>7,050 €</td>
</tr>
<tr>
<td>20% DISCOUNT</td>
<td>6,450 €</td>
<td>7,600 €</td>
<td>6,640 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 1,130 €</td>
<td>SAVE 1,220 €</td>
<td>SAVE 1,410 €</td>
</tr>
<tr>
<td>Cluj + Iași + Brașov (Spring)</td>
<td>3,443 €</td>
<td>4,200 €</td>
<td>4,650 €</td>
</tr>
<tr>
<td>15% DISCOUNT</td>
<td>2,750 €</td>
<td>3,571 €</td>
<td>3,953 €</td>
</tr>
<tr>
<td></td>
<td>SAVE 608 €</td>
<td>SAVE 630 €</td>
<td>SAVE 698 €</td>
</tr>
<tr>
<td>Cluj + Iași (Spring)</td>
<td>2,475 €</td>
<td>2,610 €</td>
<td>3,015 €</td>
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<tr>
<td>10% DISCOUNT</td>
<td></td>
<td>2,900 €</td>
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<td>SAVE 275 €</td>
<td>SAVE 290 €</td>
<td>SAVE 335 €</td>
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</tbody>
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