

Create Awareness.
Recruit Excellence.
Deepen Cooperation.

KUBRI.

EuroArab Career & Education Fair

المعرض الأوروبي العربي للمهن و التعليم



www.kubri.eu

Munich · 23 - 24 April 2015
Technische Universität München

- Connecting Business and Education
- Bridging Europe and the Arab World
- Recruiting · Education · Information



Organised by



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Technische Universität München



Message of Greeting from the German Federal Minister for Economic Affairs and Energy.

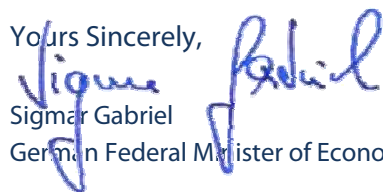
It is currently more than ever clear that Europe and the Arab world need to stand together as neighbours, friends and partners. Despite our cultural differences, we still share the desire for security, prosperity, justice and a positive outlook for ourselves and our children. We should further intensify the good relations and close cooperation that we have built up in the past in the political, economic and social arena. This Fair will help us along this road.

Good training offering young men and women the opportunity to play a part in social and economic development in our countries is one of the keys to achieving our common goals. This is true, also and in particular, in the context of the present crises and upheavals. I am therefore deeply grateful to the organisers of the KUBRI EuroArab Career and Education Fair that the gates to this important fair are now already being opened for the fifth time.

Through their daily work and offerings, the exhibitors from the Arab world, Europe and Germany are making a very tangible contribution to mutual understanding and the development of our economic, cultural and personal relations. And the German and European companies operating in the Arab region require well-trained employees, who are familiar with both cultures. They are not only very valuable pillars in their respective organisations, but also ambassadors of the other culture.

In this spirit, I wish all those taking part good and interesting talks and a successful fair.

Yours Sincerely,



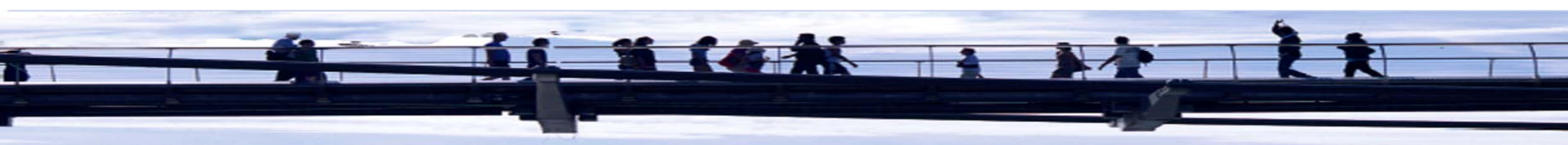
Sigmar Gabriel

German Federal Minister of Economic Affairs and Energy



Sigmar Gabriel

German Federal Minister for
Economic Affairs and Energy

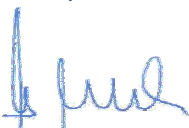


Message of Greeting from the Bavarian State Minister of Education, Science and the Arts.

2015 will be the fifth year that the KUBRI EuroArab Career and Education Fair has been held in Munich. This continuity is a sure sign of its success. The growing demand for the information and counselling offered at KUBRI underscores the undiminished interest in business and scientific relations between Europe and the Arab world especially among young people.

The Arab countries are a growth market for Bavaria. That is why many Bavarian companies are already actively engaged in this region and their number is rising from year to year – not only in the form of ‘Global Players’, but also as SMEs. Arab entrepreneurs are also becoming increasingly involved in operations in Bavaria. In order to further develop such cooperation projects, we need excellently trained human resources on both sides. What is more, communications and cooperation always require reciprocal knowledge and understanding of each other. Given this background, the EuroArab Career and Education Fair is more important than ever before as a networking platform. It is not without good reason that the Fair will this year again be based at the Technische Universität München, which attaches particular importance to networking with Arab partners, universities and scientific institutions as well as with the business community.

Academia and industry will be represented on a joint platform at KUBRI. The success of this fair format shows that the organisers are on the right track. I wish all the exhibitors brisk demand and the students, university graduates and scientists stimulating conversations and good contacts as a strong basis for a successful start to their professional careers.



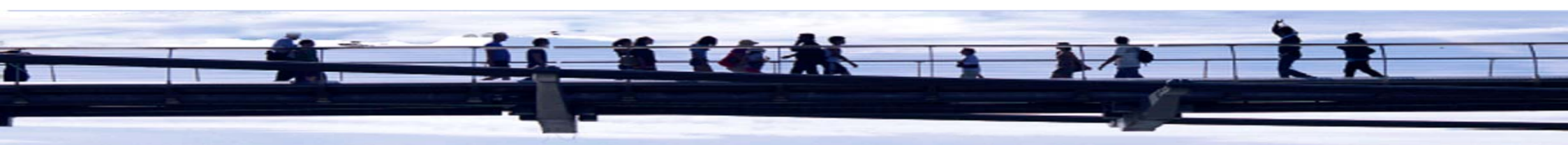
Dr. Ludwig Spaenle

Bavarian State Minister of Education, Science and the Arts



Dr. Ludwig Spaenle

Bavarian State Minister of
Education, Science and the Arts



Message of Greeting from the President of Technische Universität München.

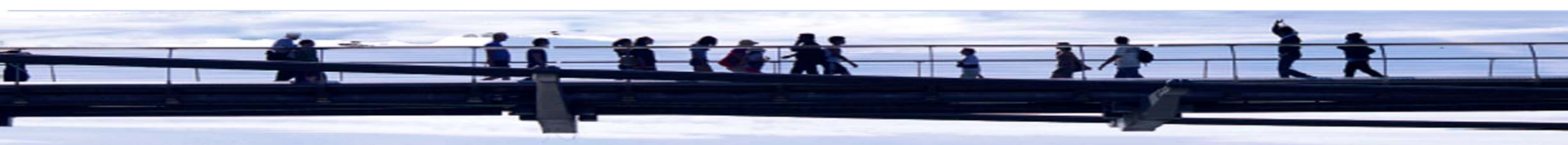
As one of the leading universities in Europe, TU München (TUM - Technical University of Munich) combines top performance in research and teaching, an interdisciplinary focus and the promotion of talent. But strong alliances with companies and scientific organisations outside Germany are also needed to train cosmopolitans for a global innovation and knowledge-based society. TUM does this with its lead project TUM.Global: encompassing network building on a global scale as well as branch units in Brussels (Europe), Mumbai (India), Beijing (China), São Paulo (Latin America) and Cairo (Middle East and Africa).

An important point of contact for TUM's cooperation programmes in the MENA region is the development of interdisciplinary approaches to current hot topics: energy, infrastructure, sources of raw materials and nutrition. TUM and its African partners address the upcoming challenges posed by limited resources with such DAAD [German Academic Exchange Programme] and BMBF [German Federal Ministry of Education and Research] projects as "Water, Energy and Food Security NeXus" or the sustainable afforestation of deserts.

The wide-ranging relations fostered by TUM in the Middle East bear the stamp of the "Special Academic Partnership Program" with the King Abdullah University of Science and Technology (KAUST). TUM is the only German university to conduct joint research on the "Virtual Arabia" projects, the 3D presentation of Saudi Arabia, as well as "High-Performance Visual Computing" – efficient data exploration and simulation control on super computers.



Prof. Dr. Wolfgang A. Herrmann
President
Technische Universität München



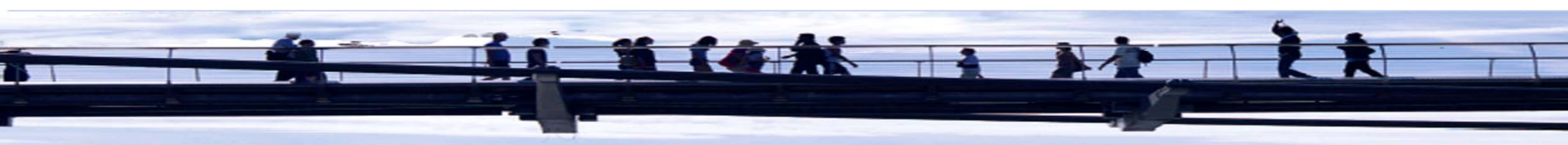
TU München is excellently networked and boasts a strong regional presence on the African continent through its "TUM.Cairo" liaison office in Egypt, in order to promote cooperation in research and industry, recruit outstanding talent and expand the Alumni Network in Egypt. TUM.Cairo is located in the German Science Centre (DWZ) and provides the TUM projects with local support, whether it be the first Egyptian project on the ISS International Space Station, namely the "Egypt Against Hepatitis C Virus" programme of two TUM scientists, or research into Gene-Environment Interaction in the Nile Delta in collaboration with 16 Egyptian universities. So TUM is steadily expanding its cooperations in the Arab region.

With this in mind, it is also essential to keep track of demand in the globalised employment market. KUBRI offers students, graduates and young professionals a bridge between the Arab and the European world. Take advantage of this platform for building networks between academia, industry and young talent! In this spirit, I cordially welcome you to the fifth KUBRI 2015 at TU München.



Prof. Dr. Dr. h.c. mult. Wolfgang A. Herrmann

President
Technische Universität München



Message of Greeting from the Organisers of KUBRI.

It is a great pleasure for us to herewith announce the date for fifth edition of the EuroArab Career and Education Fair KUBRI, taking place 23-24 April 2015 at Campus Garching of Technische Universität München (TUM).

KUBRI sees itself as the bridge connecting the Arab world and Europe. The MENA states are still one of the most interesting and fastest expanding regions in the world, offering enormous opportunities especially for well trained students, graduates and young professionals.

At KUBRI, exhibiting companies will find precisely the right employees for their businesses with connections to the Arab world and universities will find students interested in the region. Visitors can gather information about career openings in internationally oriented companies and also about study courses and further education opportunities with a special focus on the markets and culture of the MENA region.

Furthermore, KUBRI is also an outstanding platform for universities and companies to present themselves to an international audience and to network with each other. KUBRI offers the ideal framework for exchanging contacts, knowledge and know-how all about Europe and the Arab world.

Continue with us building the future of European-Arab relations! We look forward to welcoming you in Munich at KUBRI 2015!



Norbert Hoffmann



Ulrich Mayer



Norbert Hoffmann

Organiser of KUBRI



Ulrich Mayer

Organiser of KUBRI

The Fair.

KUBRI is the EuroArab Recruiting and Education Fair.

The fifth edition of KUBRI takes place in Munich in April 2015. European and Arab companies and educational organisations are given the opportunity to advertise their vacancies, especially on the Arab markets, present their organisations to an international public and make valuable contacts with students, recent graduates and young professionals, focusing on business, engineering and Arab studies. It provides both sides with unique opportunities to get to know each other personally, thus creates ideal conditions for the supra-regional exchange of knowledge and skilled workers.

It is one of the main objectives of KUBRI to set the basis for a deepened cooperation between Europe and the Arab World, in terms of economic development and academic as well as cultural exchange.

KUBRI facilitates this further integration by inviting European and Arab companies, educational organisations, public institutions and NGOs on the one hand, and students, recent graduates, young and skilled professionals on the other.



Exhibitors at KUBRI 2014

Companies and educational organisations from Europe and the Arab World exhibit at KUBRI, to present their vacancies and study programmes in the MENA region to an international public.



KUBRI

EuroArab Career & Education Fair

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Exhibitors



KUBRI 2015 Exhibitor Reception.

Deepening Cooperation across the Regions.

KUBRI not only connects companies and educational organisations with potential employees, respectively students, but also seeks to deepen cooperation between European and Arab economic and academic organisations themselves on an executive level. Therefore, on the evening of the first day of KUBRI, decision-makers of the respective companies and organisations will be provided with an ideal framework programme to make new contacts within and across the regions.

Exhibitor Reception | Wednesday, 22 April 2015 | Munich, Germany

19:00 hrs	Admission
19:30 hrs	Welcome Messages & Keynote
20:00 hrs	Reception



KUBRI Exhibitor Evening 2014

At Künstlerhaus München representatives of the exhibiting and supporting organisations of KUBRI gathered, to make contacts across the regions and get to know each other in person.



Exhibitor Information.

Exhibitor Registration.

Companies and educational organisations interested in exhibiting at KUBRI are required to complete the according KUBRI Exhibitor Registration Form. Upon submitting the completed application, the potential exhibitor will be provided with the according payment information in order to finalise the registration process.

Exhibition Space and Rates.

Exhibiting organisations at KUBRI may rent free exhibition space for the duration of KUBRI (23 - 24 April 2015) at a rate of 525.00 EUR per square metre (+VAT). Furthermore, a standard package of interior items, see next page, may be rented for 295.00 EUR (+VAT). The minimum exhibition area amounts to 9 m².

Booth Category	Standard Rate
Free Space	525.00 EUR / m ² * + VAT
Interior Items Package	295.00 EUR + VAT

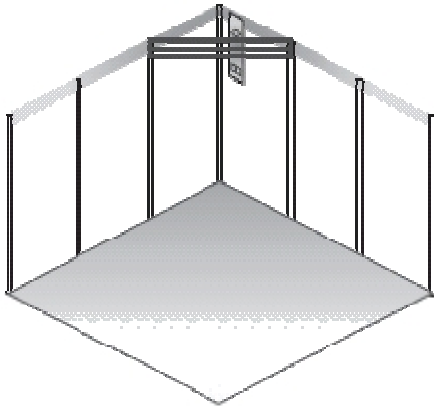
*Minimum Area 9 m²

For individual inquiries regarding the design of your booth at KUBRI, please contact us.



Exhibitor Information.

Standard Booth Model



- ✓ Exhibition Space at KUBRI 23-24 April 2015
- ✓ Booth Walls (Height: 2.50 metres)
- ✓ Free admission for 1 person to KUBRI Exhibitor Evening
- ✓ Catering Service according to booth size
- ✓ WiFi-Access at the KUBRI premises
- ✓ Exhibitor Listing online and in KUBRI Fair Guide incl. Profile
- ✓ Distribution of exhibitor information via KUBRI network incl. Facebook and Twitter
- ✓ Distribution of job posting and announcement via KUBRI network



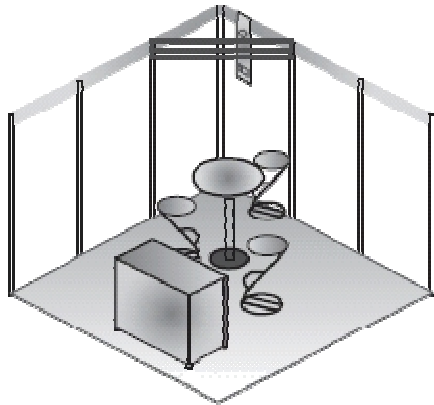
KUBRI 2015 Exhibitor Information

Off course, also individual stand designs are feasible, if requested.

Please do not hesitate to contact us, in case of questions regarding your individual booth.



Standard Booth Model + Interior Items Package



- ✓ Exhibition Space at KUBRI 23-24 April 2015
- ✓ Booth Walls (Height: 2.50 metres)
- ✓ Free admission for 1 person to KUBRI Exhibitor Evening
- ✓ Catering Service according to booth size
- ✓ WiFi-Access at the KUBRI premises
- ✓ Exhibitor Listing online and in KUBRI Fair Guide incl. Profile
- ✓ Distribution of exhibitor information via KUBRI network incl. Facebook and Twitter
- ✓ Distribution of job posting and announcement via KUBRI network
- ✓ **+ Interior Items Package**
1 connection for power supply, 1 stand-up table, 1 info-desk, 3 bar stools, 1 paper basket

KUBRI Exhibitors.

Selected exhibitors of previous KUBRI Fairs.



Represented Countries at KUBRI

Austria, Kingdom of Bahrain, Egypt, Germany, Jordan, Morocco, Sultanate of Oman, Kingdom of Saudi Arabia, Spain, Switzerland, Syria, Tunisia, United Arab Emirates



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Sponsorship Opportunities



Sponsorship Opportunities Overview.

KUBRI Main Sponsor

€ 25,000 + VAT

KUBRI Gold Sponsor

€ 17,500 + VAT

KUBRI Silver Sponsor

€ 12,500 + VAT

Maximize your visibility by taking advantage of the official KUBRI sponsorship listing, featuring your organisation's logo on all public activities of KUBRI, including marketing activities, website, Fair Guide, etc.

A5 full page colour advertisement in KUBRI Fair Guide

€ 750 + VAT

Your opportunity to dedicate more space to your organisation in the KUBRI Fair Guide.

A5 full page colour advertisement inside front / last page

€ 1,250 + VAT

Raise awareness for your organisation at the inside front / last page of the KUBRI Fair Guide.

Hosting of a workshop / presentation of 45 Minutes at KUBRI

€ 1,250 + VAT

Draw the public's attention to your company / organisation by hosting a workshop or a presentation at KUBRI.

KUBRI Pen

€ 5,000 + VAT

Show your presence at KUBRI and position your logo on the official KUBRI Pen.

KUBRI Folder

€ 5,000 + VAT

Place your logo on the KUBRI Fair Folder, containing the most important visitor information.

KUBRI Notepad

€ 7,000 + VAT

The KUBRI Notepad carries the logos of KUBRI and your organisation.

KUBRI Tote Bag

€ 12,500 + VAT

Stay with the participants of KUBRI even after the end of the fair by placing your logo on the KUBRI Tote Bag.



KUBRI Sponsorship

KUBRI provides potential sponsors with manifold opportunities to appear prominently at and around the fair. Additionally to the displayed Sponsorship Packages, also your individual sponsorship requests are highly welcome.



KUBRI 2015 Sponsorship Opportunities.

As an official sponsor of KUBRI, your organisation enjoys the highest visibility possible throughout KUBRI's public activities and the fair itself, including:

Exhibitor Marketing Activities

Enjoy the status of an official sponsor of KUBRI, earning the highest visibility possible from the very beginning by being represented on all KUBRI sales activities, reaching out to companies, universities and international organisations throughout Europe and the Arab countries.

Appearance on KUBRI posters, flyers and announcements

Optimize the impact of your presence and become part of the widespread advertisement campaign accompanying KUBRI, going out to all universities, students, graduates and young professionals with a focus on the Arab World, across Europe.

Presence at the Fair

Draw the public's attention to your organisation by becoming an integral part of all public KUBRI information materials (hang-outs, roll-ups,...) at and around the actual fair at the Technische Universität München (TUM).

KUBRI Fair Guide

Attract the interest of visitors and exhibitors of KUBRI alike, by displaying your presence as an official sponsor of KUBRI.

Website Listing on www.kubri.eu

Maximize your visibility on the official website of KUBRI, reaching out to the participants of KUBRI as well as website visitors.



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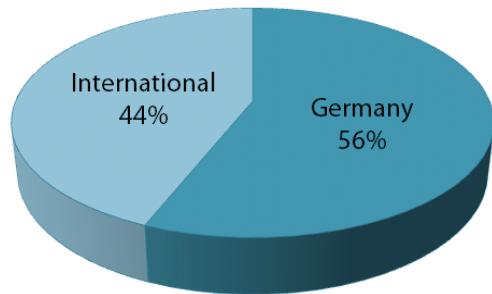
Visitors



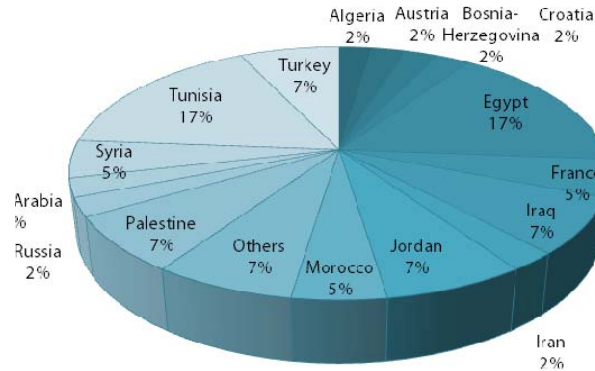
The Visitors of KUBRI.

Answers based on a visitor query, conducted at KUBRI (sample = 100).

Share of National and International Visitors



Allocation of Int'l Visitors



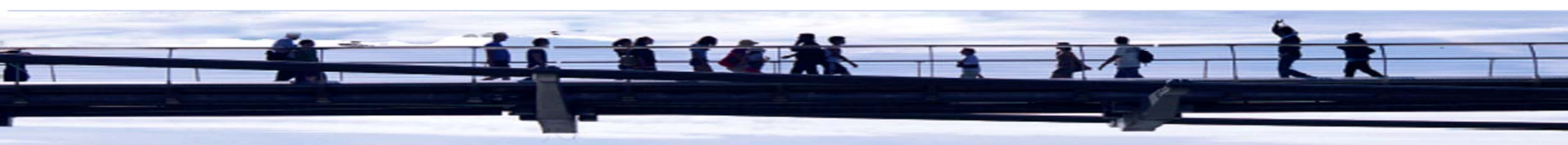
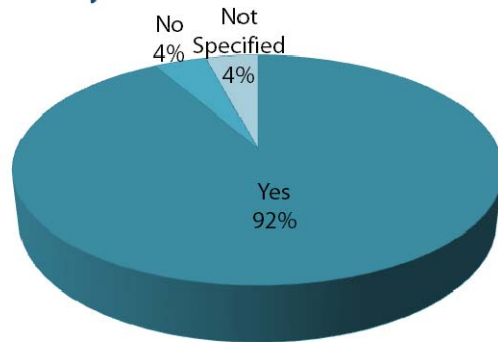
Average age: 26.48 years

Nationalities of Visitors: 17

Algeria, Austria, Bosnia-Herzegovina, Croatia, Egypt, France, Germany, Iran, Iraq, Jordan, Morocco, Palestine, Tunisia, Turkey, Russia, Saudi-Arabia, Syria

Share of visitors who would recommend KUBRI to others : >90 %

Would you recommend KUBRI to others?



Visitor Programme.

Additional Visitor Programme. More than Fair.

Besides interesting contacts and attractive career and education opportunities KUBRI provides its visitors with an appealing additional programme, where supplementary activities related to EuroArab business, education and culture receive a wider stage. Exhibitors will have the opportunity to host workshops, panels and discussion rounds, emphasizing once more on their objectives and attracting increased attention among visitors through their exposed position.

Furthermore, workshops and exhibitions related to Arab culture, supporting an improved understanding between Europe and the Arab World will form an integral part of the additional programme of KUBRI. Finally, experts from the European and Arab educational sector as well as personalities of the economic and cultural scene help to create a well-balanced additional offer for all participants of KUBRI.



Selected Speakers of KUBRI



Eyad El-Khouly
Siemens AG



Daniel Gerlach
Editor-in-chief of zenith



Dr. Wafaa El Saddik
Former Director Egyptian Museum Cairo



Dr. Werner Thaller
ALLWEILER AG



Prof. Dr. Matthias Weiter
Chair of DAFG Expert Committee on Education and Science



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