



Study USA Fairs in Egypt
Cairo: Friday, October 11, 2013; Alexandria: Saturday, October 12
Registration Deadline: July 17th, 2013
Registration Fee: \$950 for both fairs; \$500 for a single fair
Late Registration Fee \$1200 for both fairs; \$650 for a single fair

“Egypt welcomes you to help our students prepare for a bright future!”

Dear Colleagues,

We cordially invite you to attend the Study USA Fairs in Cairo and Alexandria, Egypt, organized by America-Mideast Educational and Training Services, Inc. (AMIDEAST). As Egyptian society opens up, many challenges remain, especially in preparing the over 40% of the Egyptian population under age 30 to contribute to the new democracy. With in-country universities still largely overcrowded and limited in their instruction, families look to the U.S. as the world leader for higher education, and seek to send their children there to study. Help them learn about and choose your institution by attending this year’s event.

Our fairs allow U.S. institutions to interact with a wide variety of well-qualified students, with promotion focusing on the leading schools and colleges in our cities: Cairo, with over 7 million people, and Alexandria, the country’s second largest city and an education hub. The student turnout in previous fairs has been around 55% graduate-level candidates and 45% undergraduate. Our fairs have received very positive feedback from university attendees for the audience they attract as well as for organization and planning.

The environment in Egypt remains safe and welcoming, with the enthusiasm of a new era making this a great time to visit. AMIDEAST has continuously operated offices on the ground in Egypt for over 50 years and our staff will provide you with expert support with logistics, promotion, and recommendations on how to make the most of your time here.

University admission officers and/or local alumni representatives from U.S. regionally accredited institutions are welcome to participate in StudyUSA fairs. To register please submit a completed 2013 Study USA Fair Registration Form (enclosed), registration fee, and a 100-word profile of your institution for the fair program before July 17th, 2013, to Lia Nigro at AMIDEAST/Washington D.C. or by email at lnigro@amideast.org for inclusion in the Study USA Fair brochure. To ensure fast and efficient processing of your participation in the fair, please copy Nancy Fanous in Cairo (nfanous@amideast.org) and/or Bassma Hamdy in Alexandria (bhamdy@amideast.org) on all fair applications and correspondence with AMIDEAST/Washington D.C.

If you have any questions, please do not hesitate to contact us at the e-mails above. We look forward to seeing you in Egypt.

Best regards,

Nancy Fanous and Bassma Hamdy

AMIDEAST/Egypt