

14 PAGES

ISSUE : NOV 2019

UNICA

Transforming the Global Student
Mobility World

International Higher Education Summit - Africa 2019

- CAPE TOWN
- HARARE
- NAIROBI

ASIA TOUR - 2020

(April 19 - April 29, 2020)

19 - 25th
April
INDIA
2020

Delhi, Ahmedabad,
Hyderabad, Bangalore

Mon, 27th
April
HANOI
2020

Wed, 29th
April
BANGKOK
2020

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Logos of Participants







International Higher Education Summit Africa 2019

Took Place in Cape Town, Harare & Nairobi



The First UNICA International Higher Education Summit - AFRICA (IHESA) November 19th-25th hosted 292 participants representing 164 organizations from 38 countries worldwide with focus participation of Certified Agents, High Schools and Universities from 20 African Countries and conducted 2,218 pre-scheduled business meetings.

African countries are amongst the fastest growing sourcing countries for students to study around the world. We were able to pull off this outstanding platform in Africa due to exceptional support from several African government bodies, Association of Common Wealth Universities, Association of African Universities and our sponsors (VIT- Vellore, America Texila University and)

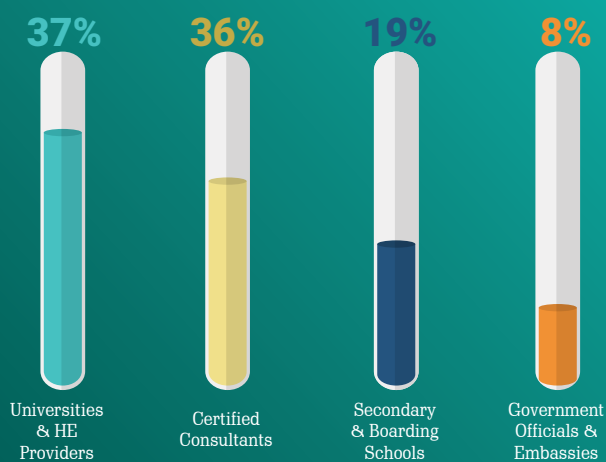
The week-long programme included registration day, Pre-booked meetings, Multi-country student fair in Harare and Nairobi, High school visits and some privately organised University campus visits.

The organizations represented at the event included Universities, Examination Boards, Regulatory Bodies, Embassies, Government Delegates, HE Certified Consultants, Technology Providers and the High Schools.

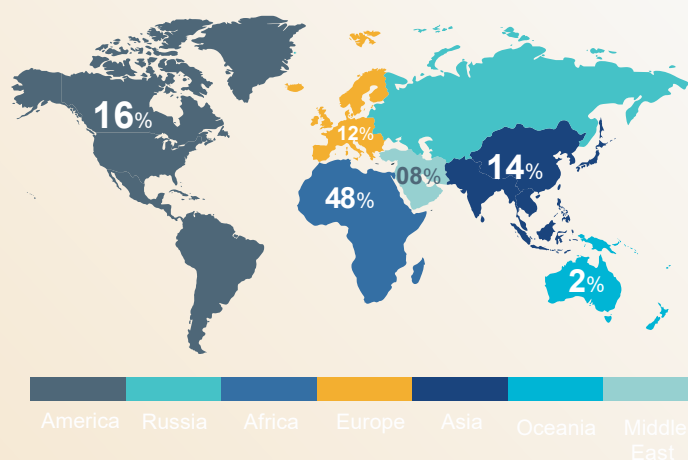
UNICA Mobile technology was used to implement to generate intelligent meeting reports and to execute the entire event.

Important Statistics for B2B Meetings

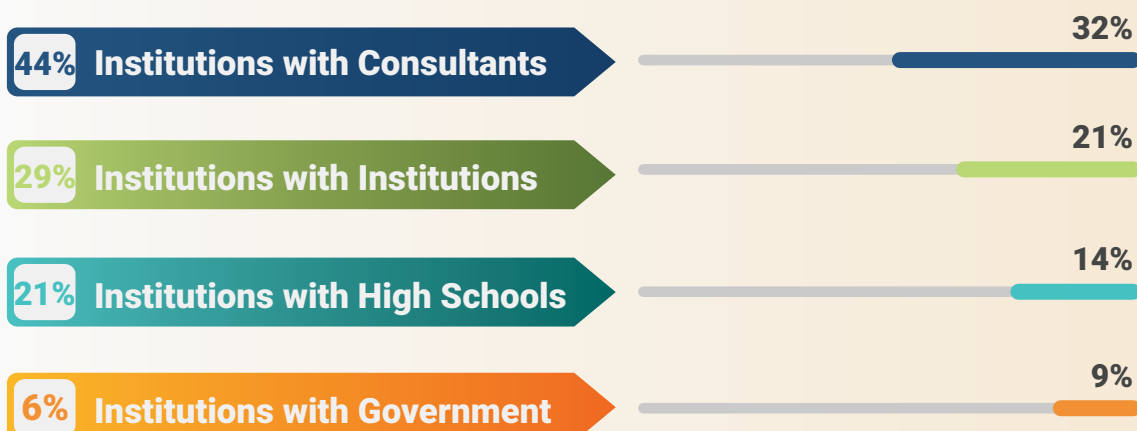
DELEGATES PROFILE



DEMOGRAPHY



MEETINGS STATISTICS



UNICA

UNIVERSITY COMMON
APPLICATION



The Future of Student
Recruitments Driven by
Sophisticated Technology,
AI and Machine Learning

AGENT MODEL WITH *Meaningful Impact, Quality and Diversity*

OUR PHILOSOPHY

Quality and Diversity is what every university needs from international applications, and apparently, that is precisely what even applicants wish for, high quality and diverse peer group in the course. This is the only sustainable growth model, and we focus on the same.

Our sophisticated technologies and abilities to offer scholarship grants enable us to be the most competitive and futuristic organisation in international student recruitments.

OUR ADVANTAGES

- Twelve years of experience in automation and technology for the student recruitment industry, we have built systems for Universities, Governments and other stakeholders
- 30 million USD scholarship grants, funding available to reward meritorious students
- 12 million students annual traffic
- 600,000 screened and verified applicants
- Traffic from 82 countries
- You can choose to focus on specific regions
- No Sales model - Students are motivated and focused
- Three-layered student screening

WHAT HAPPENS NEXT

STEP
01

We create a web profile for your institution and allow you to verify all the information.

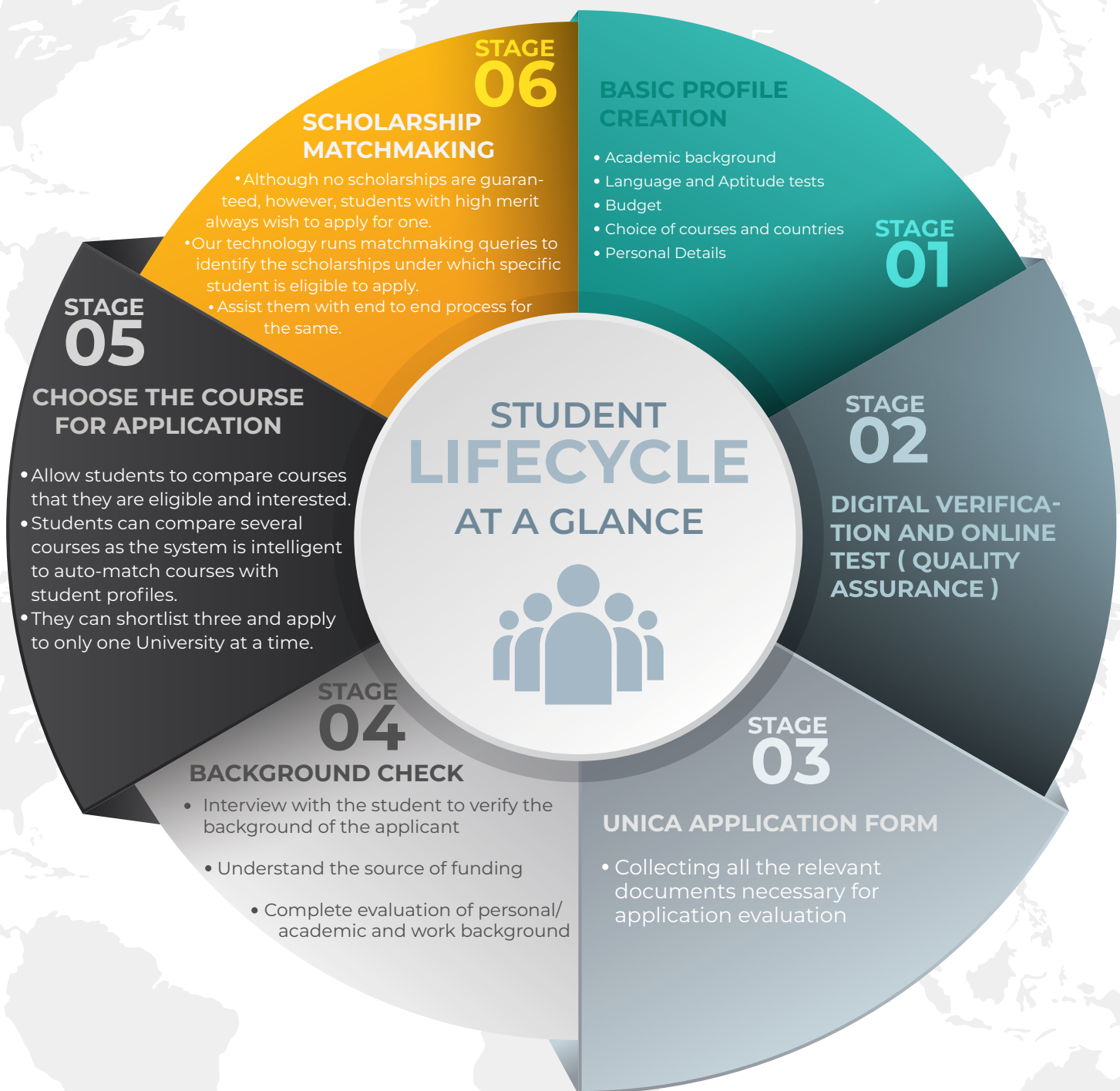
STEP
02

Request you to organise online training. So we can understand your entry requirements, preferred regions and design the algorithm to filter the student traffic accordingly.

STEP
03

Sign Institution's standard Representation/ Agent Contract or use UNICA digital contract for the use of the portal.

STUDENT LIFECYCLE AT A GLANCE



Three Layered Verification – Step 1,2 and 4 includes both automated and manual checks for students to clear before they can initiate expression of interest for any University/ Course.



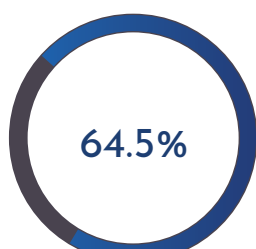
STATISTICS

AVERAGE DAILY TRAFFIC

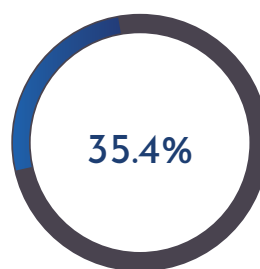


29,870 Students

SOURCES

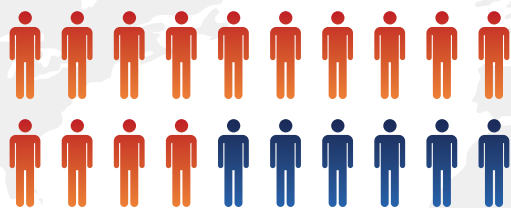


Portals



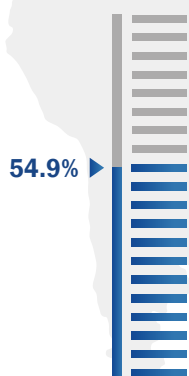
Channel Partners

QUALIFIED ANNUAL STUDENT PROFILES

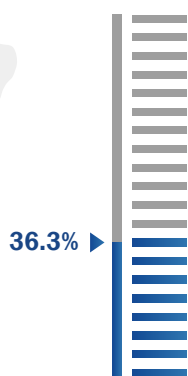


621,722

INTEREST LEVELS



Post Graduate



Under Graduate



P.hd



Short Term Courses



Others

Top 20 Countries on our Traffic Chart



India	Bangladesh	Nigeria	Vietnam	Thailand	Sri Lanka	Nepal	Indonesia
Ghana	Brazil	China	Japan	Russia	Kazakhstan	Malaysia	Ukraine
Taiwan	Mexico	Saudi Arabia	Pakistan				

Total Traffic from 82 Countries



Algeria	Angola	Argentina	Armenia	Azerbaijan	Bahrain	Bangladesh	Belarus
Bhutan	Bolivia	Brazil	Bulgaria	Burundi	Cambodia	Cameroon	Chile
China	Colombia	Costa Rica	Cuba	Cyprus	DR Congo	Ecuador	Egypt
Ethiopia	France	Gambia	Ghana	India	Indonesia	Iran	Israel
Italy	Jamaica	Japan	Jordan	Kazakhstan	Kenya	Kuwait	Kyrgyzstan
Malawi	Malaysia	Mauritius	Mexico	Moldova	Mongolia	Morocco	Mozambique
Myanmar	Nepal	Nigeria	Oman	Paraguay	Pakistan	Peru	Philippines
Qatar	Romania	Russia	Rwanda	Saudi Arabia	Senegal	South Africa	South Korea
Sri Lanka	Tajikistan	Tanzania	Thailand	Tunisia	Turkey	Turkmenistan	Uganda
Ukraine	United Kingdom	United States	Uruguay	Uzbekistan	Venezuela	Vietnam	West Indies
Zambia	Zimbabwe						

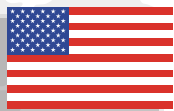
Top 20 searched Subject Areas



Business and Management (General)		Computer Science & Information Systems	
Accounting & Finance		Electrical & Electronic Engineering	
Medicine			
Economics & Econometrics		Law	Aeronautical & Manufacturing Engineering
Hospitality and Hotel Management		Communication & Media Studies	
Fashion and Design			
Art and Design	Politics & International Studies		Chemical Engineering
Civil Engineering		Entrepreneurship	Sports-related Subjects
Mechanical Engineering		Architecture / Built Environment	Language & Literature

TOP 10 DESTINATIONS IN DEMAND

United States



Canada



United Kingdom



Australia



Ireland



Netherlands



Spain



New Zealand



France

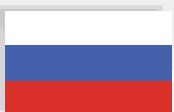


Germany



TOP 10 TRENDING DESTINATIONS

Russia



Malaysia



Arab Emirates



Singapore



Poland



Italy



India



Hungary



China



South Africa



TOP 3 SEARCHES BY REGION

STUDY IN
EUROPE

STUDY IN
ASIA

STUDY IN
THE
MIDDLE EAST

SEARCHES BY
REGION

APPLICATION TO ENROLMENT RATIO OF - 2.8:1

For every 2.8 application, there is an enrolment.



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