

Create Awareness.
Recruit Excellence.
Deepen Cooperation.

KUBRI

EuroArab Career & Education Fair

المعرض الأوروبي العربي للمهن و التعليم



www.kubri.eu

Munich · 24 - 25 May 2013
Technische Universität München

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



Organised by



Supported by



Deutscher Akademischer Austausch Dienst
German Academic Exchange Service



جمعية الصداقة الألمانية
Deutsch-Arabisches
Freundschaftsgesellschaft e.V.



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Technische Universität München



Media Partner



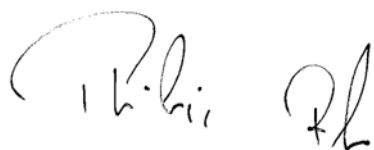
Message of Greeting from the German Federal Minister of Economics and Technology.

In the light of expanding globalisation, it is becoming increasingly important to gather training and professional experience from abroad as well and to develop international networks. KUBRI, the EuroArab Career and Education Fair offers many opportunities to do just this.

It serves as a platform for students and aspiring skilled staff and executives to discuss current developments in the labour and education market of the Arab world with competent and authoritative partners and to establish contacts with experts from both regions. At the same time, the Fair brings together the business and scientific communities from Europe and the countries of the MENA region. In this way, it supports a matter that we at the German Federal Ministry of Economics and Technology also consider to be very important: We want European-Arab relations to be further developed and for there to be a continuous exchange. Especially at times of upheaval, it is essential to boost dialogue between Europe and the Arab world.

Well trained and highly qualified young men and women are the key to growth, prosperity and progress not only in Europe but also in the Arab region. I therefore hope that KUBRI 2013 will help you to make a successful start in your future professional career and to win well-qualified skilled personnel and executive staff. I wish all visitors stimulating conversations and contacts.

Yours sincerely,



Dr. Philipp Rösler
Federal Minister of Economics and Technology



Dr. Philipp Rösler
Federal Minister of Economics
and Technology



Message of Greeting from the Bavarian State Minister of Sciences, Research and the Arts.

An Arab proverb says that you can't clap with just one hand. To obtain good results, we need to work together in a wise and meaningful manner. This is especially true in the academic sector and in our complex global working world.

That is why I am very pleased that a large number of Bavarian universities have been cooperating productively with Arab institutes of higher education for years. Scientists from both regions are networked in a wide variety of sectors. Our students prepared for working in an international environment. We want to further intensify our relations in industry, education and research and to offer new perspectives for young people – both in Bavaria and in the Arab world.

KUBRI, the EuroArab Career and Education Fair, brings together students and representatives of companies and organisations from the MENA region. The young men and women can establish initial contacts and thus set the course for their own careers. They get to know professional opportunities in another part of the world and find out about the advantages of cross-border cooperation. After all, KUBRI will benefit both sides, when the exhibitors talk with open-minded and motivated young talents.

I would like to thank the organisers for their commitment and wish the fair every success. And I wish all participants, in particular the young visitors, valuable encounters and stimulating conversations.



Dr. Wolfgang Heubisch
Bavarian State Minister for Sciences, Research and the Arts



Dr. Wolfgang Heubisch
Bavarian State Minister for
Sciences, Research and the Arts



Message of Greeting from the President of DAFG e.V.

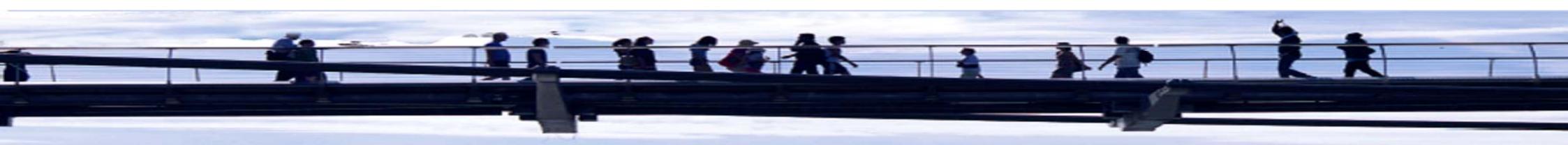
At the end of May 2013, KUBRI – the EuroArab Career and Education Fair – will be held in Munich for the third time and so is well on the way to establishing itself as a fixed institution in German-Arab relations.

DAFG – the German-Arab Friendship Association – has supported KUBRI right from the beginning, as it literally builds bridges between Germany, Europe and the Arab world and in doing so underscores the close bonds interlinking the various aspects of this relationship. KUBRI connects students and graduates with representatives of companies, educational establishments and organisations from Germany and the MENA region, thus further stimulating the already very good relations linking German universities, civil-society players and organisations and of course the German business community with the Arab countries. It is essential to continue exploiting the great potential for German-Arab cooperation in the field of education and business.

KUBRI offers excellent opportunities for achieving these goals and brings companies operating in the region together with skilled personnel. Career starters are given an insight into international career openings and companies get to know motivated young talent. In 2013, KUBRI will for the first time be held on the campus of Technische Universität München (TUM), which will certainly make it easier to meet the right people. Vital information about the Arab world will be communicated with an interesting supporting programme. Companies, educational institutions and civil-society organisations will be offered opportunities to establish contacts and build up networks.



Dr. Otto Wiesheu
President of DAFG e.V.
German-Arab Friendship Association



DAFG – the German-Arab Friendship Association – feels committed to a very similar understanding of German-Arab relations: we are convinced that the many different aspects of German-Arab relations should not be viewed in isolation, as they are often mutually dependent and influence each other. DAFG therefore pursues a holistic, integrated approach and its aim is to develop and promote understanding, trust and cooperation between Germany and the Arab world on a friendly basis in all its fields of work – policymaking, business, the media as well as culture, science and education.

I am sure that KUBRI is making a valuable contribution here, and on behalf of DAFG – the German-Arab Friendship Association – I would therefore like to cordially thank Mr. Norbert Hoffmann and Mr. Ulrich Mayer from the EuroArab Centre for Education for their dedication and commitment.

I wish all the exhibitors a successful fair with interesting contacts and I wish all the visitors – in particular the students and graduates – helpful information and guidance for their future professional careers along with inspiring meetings and new perspectives.



Dr. Otto Wiesheu - President

DAFG –Deutsch-Arabische Freundschaftsgesellschaft e.V.
German-Arab Friendship Association



Message of Greeting from the Organisers of KUBRI.

It is a great pleasure for us to herewith announce the third edition of the EuroArab Career and Education Fair KUBRI, taking place at the Technical University Munich (TUM) in May 2013.

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 at KUBRI in Munich in May 2013!



Norbert Hoffmann



Ulrich Mayer



Norbert Hoffmann
Organiser of KUBRI



Ulrich Mayer
Organiser of KUBRI



The Fair.

KUBRI is the EuroArab Recruiting Fair.

The third edition of KUBRI takes place at Technical University Munich (TUM) in May 2013. 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 2012

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

المعرض الأوروبي العربي للمهني والتعليم

Exhibitors



KUBRI 2013 Exhibitor Evening.

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, previously to the official opening 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 Evening | Thursday, 23 May 2013 | Munich, Germany

18:30 hrs	Admission / Reception
19:30 hrs	Welcome Messages
20:00 hrs	Dinner
22:00 hrs	Get-together



KUBRI Exhibitor Evening 2012

At the State Collection of Egyptian Arts in Munich, the 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.

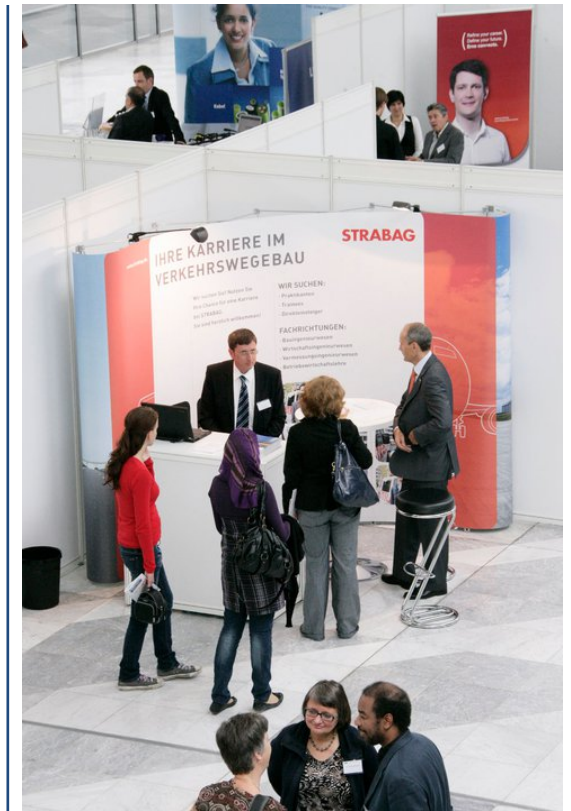
Exhibition Space and Rates.

Exhibiting organisations at KUBRI may rent free exhibition space for the duration of KUBRI (24 - 25 May 2013) 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

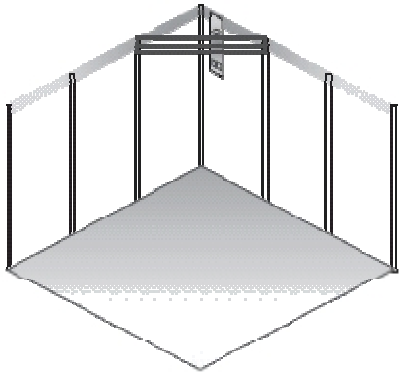
*Minimum Area 9 m²

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



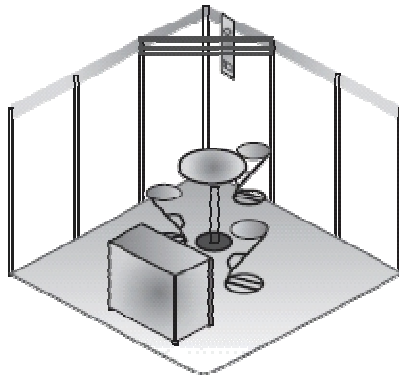
Exhibitor Information.

Standard Booth Model



- ✓ Exhibition Space at KUBRI 24-25 May 2013
- ✓ Booth Walls (Height: 2.50 metres)
- ✓ Free admission for 1 person to KUBRI Exhibitor Evening
- ✓ Catering Service according to booth size
- ✓ 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

Standard Booth Model + Interior Items Package



- ✓ Exhibition Space at KUBRI 24-25 May 2013
- ✓ Booth Walls (Height: 2.50 metres)
- ✓ Free admission for 1 person to KUBRI Exhibitor Evening
- ✓ Catering Service according to booth size
- ✓ 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 2013 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.



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



KUBRI.

EuroArab Career
& Education Fair

المعرض الأوروبي العربي للمهن و التعليم

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.



zenith Special Section.

Save up to 34% on usual advertisement prices.

Accompanying KUBRI 2013, a special section of zenith, provides featured organisations with the option of advertisements, or other editorial articles. zenith is the leading German magazine for the MENA region and provides interested organisations to appear prominently within a KUBRI special section , elaborating in particular on the topics of education and training in the MENA region.

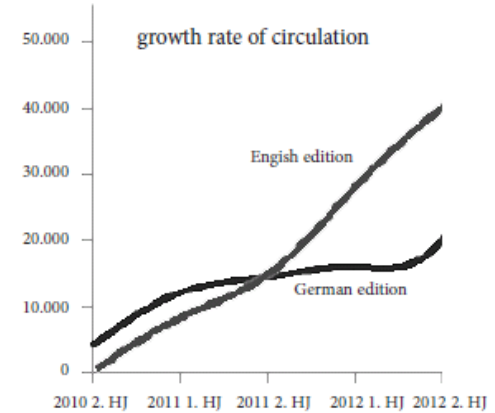
Save up to 34% on advertisements in the KUBRI Special Section of zenith

All prices are subject to 19% VAT

1/1 page	Normal Price	KUBRI Price	Discount
German Edition	3,000.00 EUR	1,990.00 EUR	- 34%

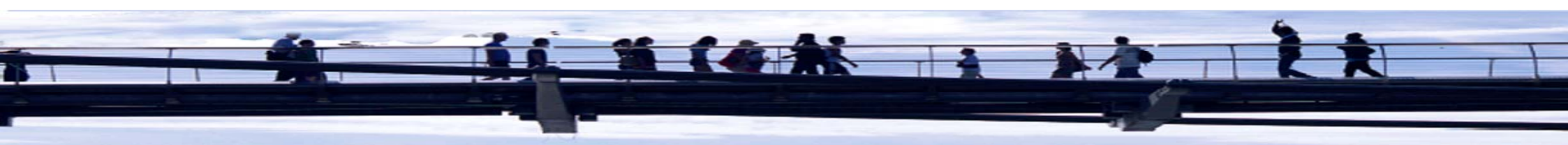
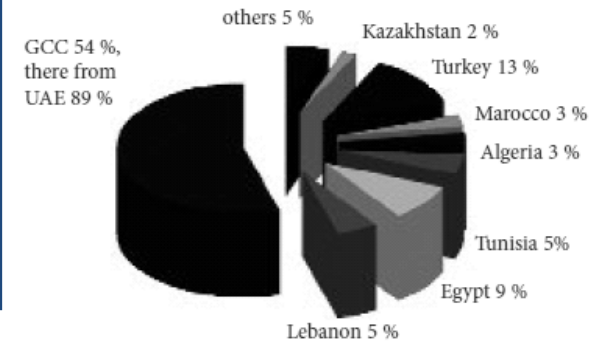


Page Format
214 x 276 mm



zenith Media Data

Est. distribution German Edition: > 20,000



KUBRI 2013 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 the the M,O,C, Event Center Munich.

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.



KUBRI 2013 Sponsorship Opportunities.

Benefits	Main	Gold	Silver
Display of Logo on all official KUBRI-Information e.g. Fair Guide, Exhibitor Mailings, Website, Roll-ups, Newsletter, Visitor Promotion,...	YES	YES	YES
Messages of Greeting (KUBRI Fair Guide, Website, KUBRI Opening)	YES	-	-
Advertisement Fair Guide (Pages)	2	1	-
Advertisement on KUBRI Website www.kubri.eu	YES	-	-
Advertisement Visitor Promotion	YES	-	-
zenith BusinessReport Special Section Advertisement German & English Edition (1 page each)	YES	YES	-
zenith BusinessReport Special Section Interview	YES	-	-
Participants Exhibitor Evening 23 May 2013	4	3	2
KUBRI Presentation	YES	YES	-
Available Sponsorships	1	3	5
Price (EUR) All prices are subject to 19% VAT	25,000	17,500	12,500



KUBRI Fair Guide Advertisement.



Wanted Branches of Study
Mechanical Engineers or Process Engineers with a focus on sales.

Additional Qualifications
European-Arab bi-cultural background of advantage.

Employment Opportunities
- Internship
- Bachelor / Master Thesis
- Direct Employment

Operational Areas
Sales and Distribution of Industrial Pumps in office and on field.

Contact Person:
Ms. Sabine Beeldsnijder

Mail Address:
ALLWEILER AG Personalabteilung
Allweilerstraße 1, 78315 Radolfzell, Germany

Telephone:
+49 (0) 7732 86 931

E-mail:
s.beeldsnijder@allweiler.de

Website:
www.allweiler.com



Workshop:
Saturday, 28 May 2011,
11:00 - 11:45 hrs

Industry:
Mechanical Engineering

Products:
Industrial Pumps

Corporate Language:
German, English

Number of Employees:
Germany: 970
Worldwide: ca. 2,100
(Colfax Corporation)

Locations:
Germany: Radolfzell,
Gottmadingen,
Bottrop, Hamburg

International:
Netherlands, Sweden,
Great Britain, France,
Italy, Finland, USA,
India, China, Bahrain

Joint Ventures:
Egypt, South Africa



www.kubri.eu

22





ALL FLUIDS. NO LIMITS.

>> ALLWEILER is the solution provider for all kind of fluid handling systems

>> ALLWEILER is characterised as single source for pumps of every style and type and high quality



ALLWEILER AG
78301 Radolfzell • Germany
E-mail: service@allweiler.de
www.allweiler.com

Market Leader through Customer Orientation



*Ihr Partner für
Krankenhaus-Know How und Bautechnik in
den arabischen Ländern. Bitte senden Sie Ihre
Bewerbung an info@hansemed.de*

KUBRI Fair Guide

The KUBRI Fair Guide includes all relevant information regarding the fair, including messages of greetings, detailed information on the exhibiting organisations, visitor programme etc., and is distributed as a free hand-out to all visitors of KUBRI.

Format

A5

Measures

148 x 210 millimetres

Pages

~ 100

Full page colour advertisement in KUBRI Fair Guide

€ 750 + VAT

Full page colour advertisement inside front / last page

€ 1,250 + VAT

Full page colour advertisement cover last page

€ 1,750 + VAT

Special conditions for exhibitors.
Please contact us for further information.

Hosting of a workshop / presentation of 45 Minutes at KUBRI



KUBRI Visitor Programme

KUBRI's Visitor Programme consists of a series of workshops, presentations, panel discussions and a cultural programme, aiming to improve the understanding between Europe and the Arab World.

Furthermore, it provides exhibitors with further opportunities to present themselves to the fair audience and gain increased visibility through workshops / company presentations.

Workshop / presentation-slots of 45 minutes may be rented by interested organisations for **€ 1,250 + VAT**.

Special conditions for exhibitors.
Please contact us for further information.

KUBRI Folder.



KUBRI Folder

The KUBRI Folder serves as the cover for the information materials, given away to visitors of KUBRI and is distributed as a free give-away to all visitors of KUBRI.

Format

A4

Advertisement Print Space

190 x 250 millimetres

Print run

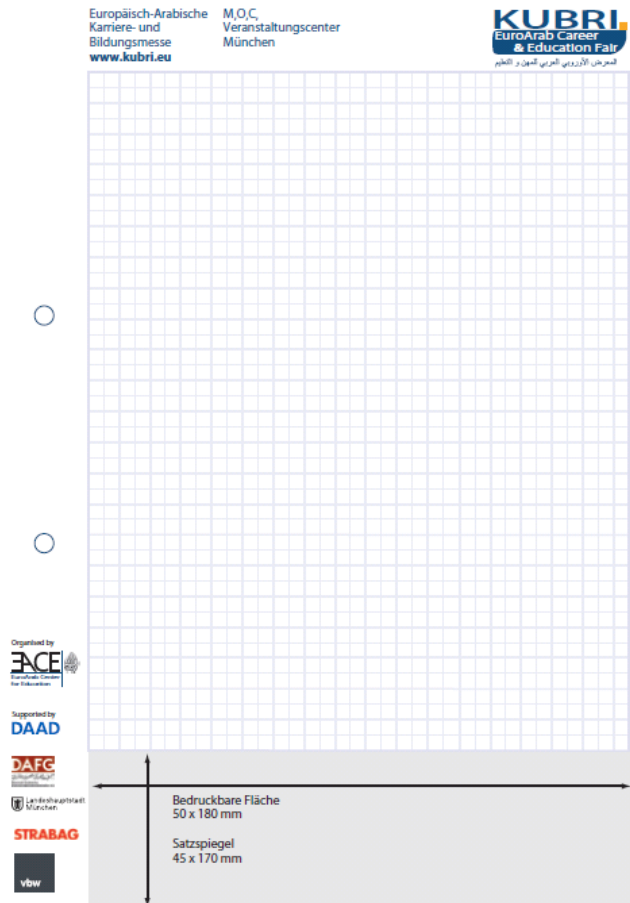
5,000

Rate

€ 5,000 + VAT



KUBRI Notepad.



KUBRI Notepad

The KUBRI Notepad is the ideal giveaway, if you would like to achieve a long-lasting advertisement effect on the visitors of KUBRI.

Format

A4

Pages

80

Advertisement Print Space

45 x 170 millimetres

Print run

5,000

Rate

€ 7,000 + VAT

Special conditions for exhibitors.
Please contact us for further information.

KUBRI

EuroArab Career & Education Fair

المعرض الأوروبي للعربي للمهين و التعليم

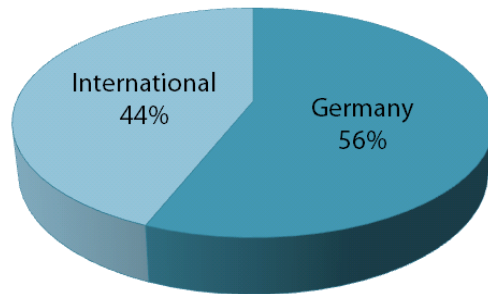
Visitors



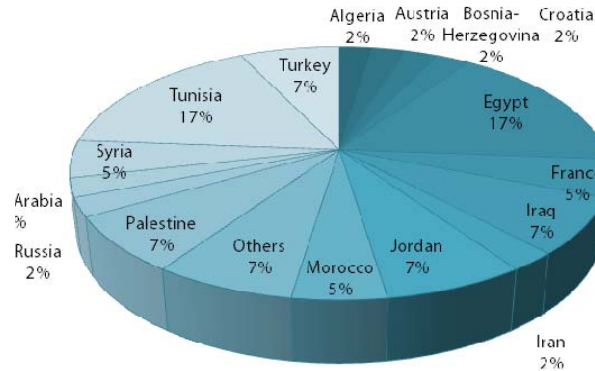
The Visitors of KUBRI.

Answers based on a visitor query, conducted at KUBRI on 27-28 May 2011 (sample = 100).

Share of National and International Visitors



Allocation of Int'l Visitors



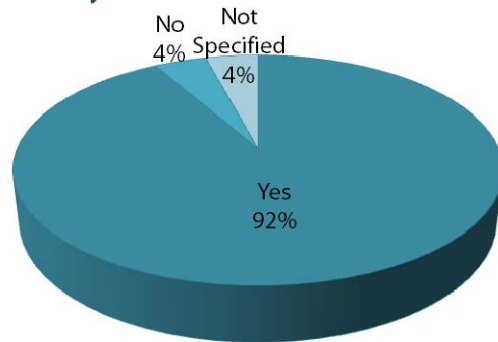
Average age: 26.48 years

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 2012



Eyad El-Khouly
Siemens AG



Daniel Gerlach
Editor-in-chief of zenith BusinessReport



Prof. Dr. Rudolf Schäfer
TU Berlin Campus El Gouna



Prof. Dr. Matthias Weiter
Advisor to the Middle East Department
German Federal Ministry for Economic
Cooperation and Development (BMZ)



EuroArab Centre for Education OHG
Regierungsplatz 539
84028 LANDSHUT
GERMANY

T: +49 (0) 871 / 47 73 02 37
F: +49 (0) 871 / 47 73 44 11
E: info@eace.eu
www.eace.eu