

4th Edition,
BACK TO SCHOOL EXPO

Noosphere
Affairs

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Take Care, Share

Founder and Organizer

EVENTARCHITECT
group

International Partner

Noosphere Presents:



4th Edition,
BACK TO SCHOOL AFRICA EXPO 2022

HYBRID
INTERNATIONAL
EDUCATION EXPO

April 27 – MAY 1/2022
Back to School Africa Expo

Onsite & Virtual

@Abrehot Library
www.backtoschoolafrica.com

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Take Care, Share

Dear Comrades,

As a battle with Covid-19 anathema remains a challenge on the teaching process, too many youngsters and nation-wide institutions in Ethiopia/Africa are peeling their eyes to connect with the right institutions across the globe. In accord, we are determined to avail the right information at times being in need the most.

A Message From :

Accordingly, the 4th series of our international education event, Back to School Africa Expo, has planned to host a hybrid event, onsite & virtual, to ensure the demands of local & international exhibitors are being sufficed unequivocally. Aligned with our official international partner, Event Architect, based in Netherland, we aim to witness a platform, which is believed to be scope consistent and inclusive.

Theme-line, "Education Goes Digital", the event is a gateway to introduce latest Tec prototypes that are practical & productive, parallel to a cause for the enhancement of quality education. A flood of creative ideas and best practices are also expected to surface as side events, seminars & workshops, for the minds of intentions to be inspired.

In-conjunction, a formal & informal gathering of global academics & institutions shall embrace a ground to build professional ties among organization that care to address a common objective. Being the only international education platform in Ethiopia, we are also expecting innovators, leaders & visionaries, to join the podium at a glance, with pre-request or invitations attached.

An estimated number of 216 colleges/universities & education solution providers are expected to showcase at the fourth edition of Back to School Africa Expo. The event will be held from April 27 - MAY 1 /2022 at Abrehot Library in Addis Ababa, Ethiopia. Serf our site, www.backtoschoolafrica.com; and please share the information with love of kindness & unity.

Sincerely,



Robel Bekele Kebede
Chief Executive Officer
Noosphere Affairs Trading P.L.C.



Our Vision

To bring school in every household

Our Mission

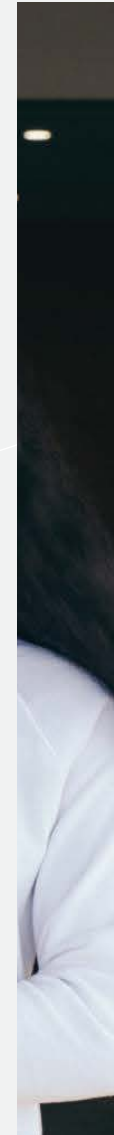
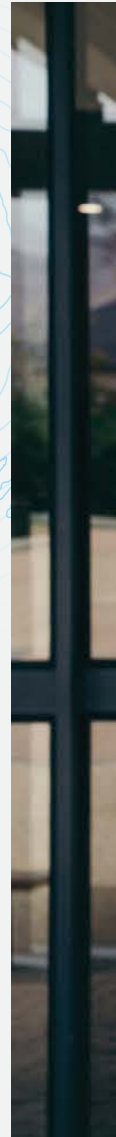
To be the leading online education resource platform in 2025

Our Objective

To provide access of quality education for every student



EVENT PEDIGREE FOR THE LAST FOUR, 4, YEARS



2019 Pedigree

**3RD EDITION,
DAGMAWI MENELIK SENIOR
SECONDARY SCHOOL.**

May 10- 12.



TOP LEFT

Ato Neway Tsegaye, Communication Director of St. Paul's Hospital Millennium Medical College, briefing on the opening ceremony.



BOTTOM LEFT

Haron, Selam, Embet, & others members of Global Shapers, inspiring the youth generation on one of event workshop's.

2018 Pedigree

2ND EDITION, ADDIS ABABA EXHIBITION CENTER

July 6 – 11

TOP LEFT

“Official Event Press Release of the 2nd Edition at Hilton International Hotel”

TOP RIGHT

“Student from Lideta Manufacturing TEVT College, Showcasing at the 2nd Edition”

BOTTOM

“Mrs. Midori Daimon from Hokkaido University, Based in Japan, Leading a Conference at the 2nd Edition”



2017 Pedigree

**1ST EDITION, UNITED NATIONS
ECONOMIC COMMISSION FOR
AFRICA, UNECA-CC**

August 10 – 13

TOP LEFT

“Ergat Hailu, Owner & Marketing Manager of Abyssinia Flight Service & Training Center, Showcasing at the 1st Edition”

TOP RIGHT

“Antenhe, Assistant Director of Germen Church School, An Inclusive Education Center, Showcasing at the 1st Edition”

BOTTOM

“1st Edition, Opening Ceremony with Exhibitors, Partners, & Media Partners at UNECA-CC”





This year blend of virtual stall packages

EXTRAVAGANCES

1.

B2SAX INFORMATIVE & PROMOTIONAL RESOURCES LINK INTEGRATION

The phrase “B2SAX” refers to “Back to School Africa Expo”!

No of links Integration	No of links Integration	No of links Integration	No of links Integration	No of links Integration
2	2	2	1	1
Digital Bulletin	Website Information	Live Chat & Meetings	Podcast	Background Music
				

WHAT YOU NEED TO KNOW?



Exhibitors shall book their own space on the digital bulletin.



Exhibitors shall provide their contact details including, name of organization, whereabouts, logo, blogger name & photo, along with the information kit.



To ensure the flow of information consistency, the service is not time bound though shall be renewed on yearly bases.

OBJECTIVE OF EACH RESOURCES



DIGITAL BULLETIN

The right information at the right time
Can be printed, shared, or edited
Make it available with a minimum cost



PODCAST

Assist impaired, vision & sound, audiences
Made available in video or audio files
Made available offline & online, in series
The next trend of mentorship



WEBSITE INFORMATION

Increase visitors traffic
All resource at one place
Can be redirected to other channels
The future of marketing



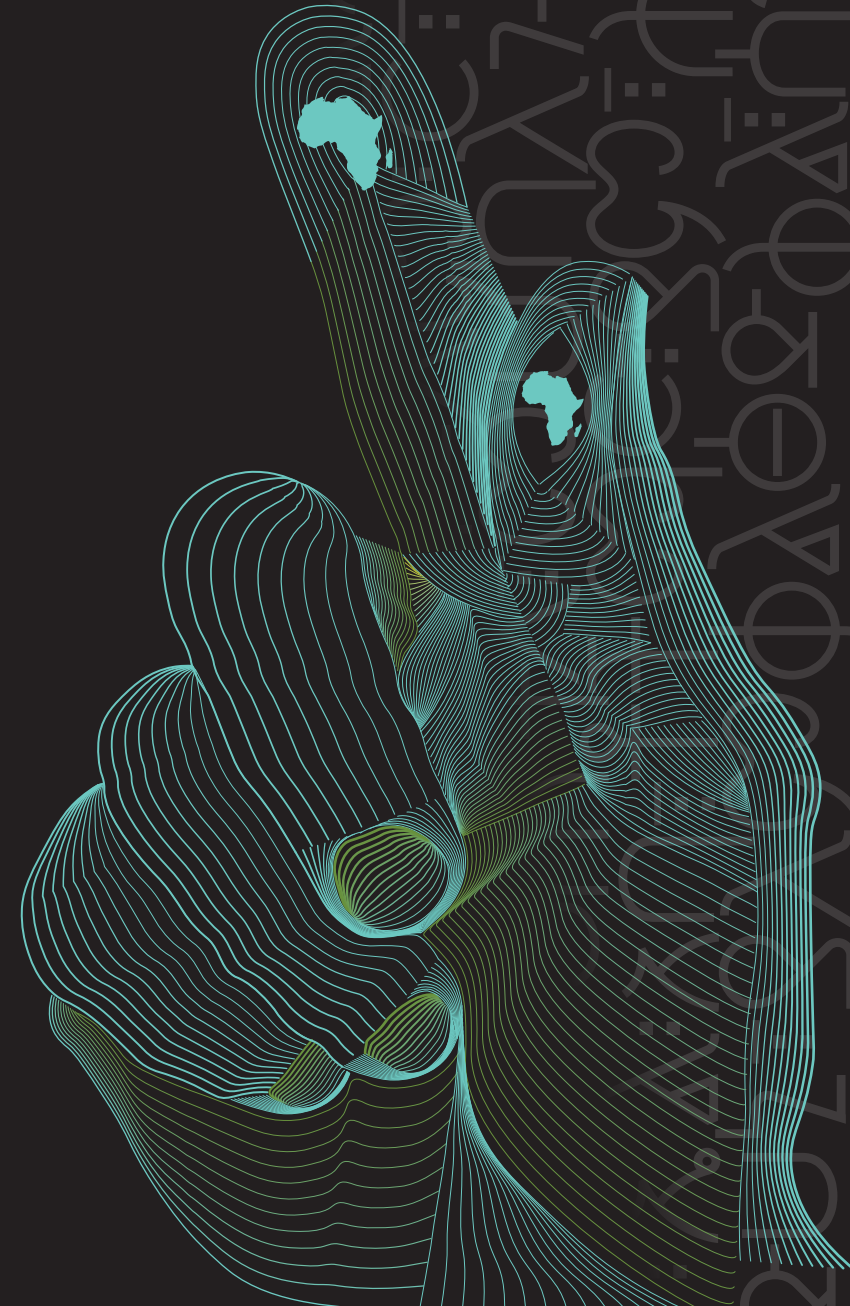
BACKGROUND MUSIC

Enhance audience engagement
Inspire creativity on addressing information
A universal language for all



LIVE CHAT & MEETINGS

Meet students from any part of the globe
Promote cultural ties
Facilitate peer-to-peer learning
The right place to meet mentors



2

B2SAX 'VIRTUAL DE 'TOUR AFRICA, 5TH EDITION.

360°

On our virtual event DE 'tour Africa, 5th Edition, we are hoping to engage with more than 27 Colleges/University's, public & private, out of which:

- 16 based in Ethiopia, nation-wide
- 11 countries, across the continent of Africa



3.

B2SAX SOCIAL WELFARES

In all of our professional endeavors, we have stretched our arms to support underprivileged students and the cause behind speaks same agenda. Although it is not a forced arrangement, we encourage exhibitors to actively engage on our community social affairs, which are keen to bring a positive change on their academic carrier.

WHAT YOU NEED TO KNOW?

- School materials, in kind only.
- Scholarship opportunities.
- Short-term courses & trainings, onsite or virtual.
- Internship opportunities.
- Volunteer activities.
- Be a speaker on our hybrid event.
- Others.

Join us as one of our event speaker, you deserve it!

Click on,
www.backtoschoolafrica.com

And register on the topic of your interest.



List of Exhibitors:

- A. Government Education Bureaus & Policy Makers
- B. Local/International Schools, Colleges and Universities
- C. Local/International Online Education Centers
- D. Digital Libraries & Educational Platforms
- E. Technic and Vocational Institutions
- F. Local/International Foundations
- G. Educational and/or Research Centers
- H. Special Needs and Inclusive Education Centers
- I. Art and Cultural Institutions/Centers
- J. Tourism and Hospitality Institutions/ Organization
- K. Theological Colleges/Universities
- L. Professional Associations
- M. International Development Cooperative organization
- N. Educational Material Producers and Suppliers
- O. Financial Organizations & Online Payment Platforms
- P. Corporate and International Recruiters
- Q. Innovators and Entrepreneurs
- R. Technology Companies
- S. Embassies
- T. Language, COC, and International exam Centers
- U. Social entrepreneurs
- V. Non Profit Organization
- W. Others



A. Noosphere Affairs Trading P.L.C

Robel Bekele Kebede

Fonder/C.E.O

Email: Back2schooleth@gmail.com

info@backtoschoolafrica.com

Website: www.backtoschoolafrica.com

B. Back to School Team

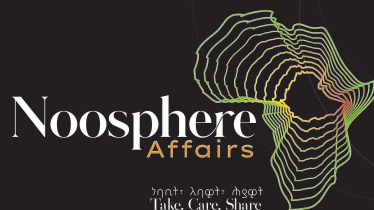
Eyosiyas Tesfaye

Position: Sales Consultant

Email: eyosiyas@backtoschoolafrica.com

Website: www.backtoschoolafrica.com

Founder/Organiser



In Collaboration With



Event International Partner:

A. Event Architect

Gebert Janssen

Country: Netherland

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Website: www.eventarchitect.com

B. Event Architect

Daniel Lühl

Country: Germany

Email: d.luehl@eventarchitekt.de

Website: www.eventarchitect.com

