

# WORLD EDUCATION FAIR - BULGARIA - SPRING

23 Feb 2019 - 26 Feb 2019

## Information

World Education Fair is the biggest international education exhibition of its kind in Bulgaria. Since 2003, the event has attracted young people, which are interested to study abroad for their secondary or higher education in distinguished international institutions. Thanks to the project, foreign educational institutions are promoted and popularised in Bulgaria.

## Reasons to Attend

World Education Fair is an ideal event for exhibitors – as many as half of Bulgaria's prospective university students apply abroad. Students are attracted by the presence of international universities, schools, and colleges, as the event focuses on undergraduate, postgraduate and MBA studies. According to the Eurostat data from 2015, the Bulgarians which study in different universities throughout Europe are 22,800.

## Market Overview

Some 30,000 Bulgarian students currently study abroad, according to the Head of the State Agency for Bulgarians Abroad. Over 50% of those Bulgarian high school seniors who seek higher education apply to schools abroad.

## Fair Outline

World Education Fair receives a high number of visitors and successful recruitment of students. In 2016, a total number of 120 exhibitors attended the fair from 18 countries. These countries included: Switzerland, The Netherlands, UK, Belgium, Spain, Italy, Denmark, Czech Republic, Bulgaria, Greece, Poland, Liechtenstein, Germany, Austria, USA, China, France and Romania. There were a total number of 3387 visitors who attended the fair in 2016. The fairs are heavily promoted in Bulgaria with extensive promotional campaign in various channels targeting both students and their parents. World Education Fairs has built a database of more than 50,000 people, whereas only in the last two editions WEF in Bulgaria has more than 9,000 registrations. One of the biggest advantages is that WEF has more than 70 % pre-registration of visitors, which speaks for the effectiveness of the made promotional campaign.

## Visitor numbers :

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**Sofia 4,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	70%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	30%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	2%				

## Varna 2,500

<b>Primary School</b>	%	<b>Undergraduate</b>	49%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	49%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	2%				

## Exhibitors

### Who should attend

- Universities
- Hotel management schools
- Colleges
- Business schools

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

## Prices & Booking

### Sofia 23 Feb 2019 - 24 Feb 2019

*The National Palace of Culture*

- Working Space | **€2190.00**

BOOK NOW

### Varna 26 Feb 2019

*Interhotel Chernomore*

- Working Space | **€1490.00**

BOOK NOW

BOOK FULL TOUR