

# World Education Fair, Albania- Spring

## Information

'World Education Fair' Project is the largest educational Fair in Albania. Its main goal is to inform potential applicants about the newest trends in education abroad and to promote the innovative aspects of the education structure of higher and secondary institutions.

Our mission to help students discover their vocation and find suitable paths to pursue their dream career is not all we do. We always aim to help partner universities and schools in their search for potential students. Provision of comprehensive information and guidance through all the steps of the application process is our main responsibility. What is more, we familiarise the young people with the opportunities to obtain a high quality education abroad, including a variety of language programs, elite secondary schools, undergraduate and postgraduate courses along with high level of service provided to both our clients and partners. We believe that education is a life-time investment. Hence, our main objective is to provide all the available information about education abroad.

## Reasons to Attend

### Why join the World Education Fair?

- Supported and organized by the most professional students' recruitment company with more than 23 years of experience;
- Sophisticated registration system pre-matching students' interests with the programs of the participating institutions;
- Wide media coverage combined with intensive advertising and PR campaigns;
- High rate of attendance efficiency and a unique opportunity for representatives to establish direct contact with prospective students of various ages and backgrounds;
- Dedicated follow-up system resulting in high conversion rate from visitors to applicants;
- High standard of the fairs with carefully selected venues - 4 and 5-star hotels in central city locations;
- Full organizational support before and during the fairs –wide range of marketing activities, interpreters, advertising materials, table branding, travel arrangements etc.

### World Education provides for our partners:

- Our market share depending on the country varies between 30% and 70%.
- Our staff is professionally trained and divided into separate units responsible for the company products
- Our own catalogue issued in 3 000 copies each year, includes profiles of partner organizations. Its wide distribution covers all target groups
- Since November 2014 we are officially registered UCAS apply center - one of the biggest in the Balkans
- We pride ourselves of being a member of London Chamber of Commerce - LCCI, EAIE and accredited by ICEF.

## Market Overview

With each year, there are more and more Albanian students who choose to study abroad. The numbers vary according to different estimations as there is no single organisation that addresses this group of Albanians. Many students are studying in the United Kingdom, USA, Germany, France, The Netherlands, Denmark. There is also interest shown in Greece, Montenegro, Italy, Spain and Switzerland.

## Fair Outline

The World Education Fairs themselves have become a must for every student interested in education abroad. Now more and more students use the opportunity to meet with educational organisation face-to-face, when choosing their future university, college or school and course/s of study. The international educational fairs in Albania & Kosovo will continue this trend.

The World Education Fairs in Romania and Bulgaria, partnered with Albania and Kosovo, have been a successful recruitment tool for institution thanks to a few important points:

- Consistent marketing research, establishing the trends
- Attracting the young people to choose for their education abroad
- Massive promotional campaign and personal attention to the students
- Pre-registration of more than 70% of visitors.

The desired result, which has been experienced by most participants of the Project, is access to a high number of visitors and the successful recruitment of students. It is important for us to maintain the highest standards, inviting organisation offering quality programmes, choosing venues in places with top central locations in 5 –star hotels and with extra services provided. In addition to participating during the events, the participants use services to follow-up on their marketing efforts, to visit high schools and to organise extra promotional activities, such as the University Catalogue (See Advertising for details) and to give presentations. Get involved and see the results!

## Visitor numbers :

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**2,000**

<b>Primary School</b>	10%	<b>Undergraduate</b>	10%	<b>Professional Training</b>	10%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	10%	<b>Other</b>	10%
<b>Foundation / Prep</b>	10%				

## **Exhibitors**

**Who should attend**

## **Levels & Subjects**

**Academic Levels**

**Subject Areas**

## **Prices & Booking**

**15 Feb 2019 - 16 Feb 2019**

*Rogner Hotel Europapark*

- Working Space | **€2190.00** [Book Now](#)

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