Einstieg Recruitment Fairs in Germany - Spring

Information

Einstieg is Germany`s leading service provider in the field of undergraduate recruitment - and your reliable partner for the German student market. Our student recruitment fairs all over Germany attract more than 1,500 exhibitors from over 20 countries and more than 175,000 visitors each year.

Fair Outline

The Einstieg student fairs take place seven times a year and are Germany‘s largest forum for educational and degree programmes. They give universities and companies the opportunity to get in direct contact with students and young adults to cover their recruiting needs. The fairs are held in some of Germany‘s most important economical and metropolitan areas.

Usually, a fair takes place over 2 full days (Friday and Saturday) and offers visitors lots of information about degree and other educational programmes in Germany, as well as programmes abroad. Both, students with no distinct career ideas, as well as students with well-defined career goals, find guidance and information alike.

Reasons to Attend

The events are mostly targeted at German Gymnasium (German grammar school leading to A Levels) students, who are striving to complete the Abitur (German A Levels) exam or have already passed their Abitur. However, committed Realschule (German general secondary school) students as well as students with further vocational qualifications, young employees, and college dropouts can also gain new ideas for their future by visiting the Einstieg fairs. Teachers and parents are important conversation partners for young adults when it comes to making career and study decisions, which is why our fairs also offer useful information for these two target groups.

Our events offer an interesting talks and presentations programme that exhibitors can take part in. We have stages at each fair as well as our Speakers Corner that gives exhibitors the opportunity to speak to visitors in a smaller group and encourage two-way conversation.

Our visitors can do a free online interest-check prior to visiting the fair to find course options and institutions that match their interests, strengths and skills. They can also use the test results to make appointments with matching exhibitors before visiting the fair.

Market Overview

Germany is ranked among the most well-travelled countries. German adolescents not only take vacations frequently, but their interest in studying or working abroad has been increasing continuously. Surveys among

our recruitment fair visitors indicate that Einstieg visitors are particularly interested in degree programmes or gap years abroad after their graduation - every third respondent shows interest. This is not surprising: the number of pupils attending grammar schools and senior classes of comprehensive schools and therefore intending to moving on to university is comparatively high at Einstieg recruitment fairs.

Generally, the interest of German pupils in international degree programmes has steadily increased over recent decades: according to numbers published by the German Federal Statistical Office, almost 140,000 German young adults studied at universities abroad in 2012 (most current data available) - students were either enrolled for an academic term or degree programmes. Compared to that, roughly 2,400,000 students were enrolled at universities in Germany.

The most popular countries for international academic programmes included Austria, the Netherlands, Switzerland, Great Britain, the United States and France. Overall, 83.4 percent of German students decided to study in Europe. 8.4 percent chose programmes located in North- and South-America, 5.7 percent chose to study in Asia, 1.7 percent studied in Australia and Oceania, and 0.6 percent decided to study abroad in Africa.

Fair Support

Our fairs are under the patronage of Prof. Dr. Johanna Wanka, Federal Minister for Education and Research.

Visitor numbers :

Cologne 25,000

Primary School	%	**Undergraduate**	75%	**Professional Training**	1%
High School	%	**Postgraduate**	2%	**Careers**	2%
Further / Vocational	42%	**Languages**	5%	**Other**	15%
Foundation / Prep	5%				

Hamburg 36,000

Primary School	%	**Undergraduate**	49%	**Professional Training**	1%
High School	%	**Postgraduate**	1%	**Careers**	2%
Further / Vocational	72%	**Languages**	6%	**Other**	15%
Foundation / Prep	5%				

Frankfurt 36,000

Primary School	%	**Undergraduate**	49%	**Professional Training**	1%
High School	%	**Postgraduate**	1%	**Careers**	2%
Further / Vocational	72%	**Languages**	6%	**Other**	15%
Foundation / Prep	5%				

Exhibitors

Who should attend

Universities
Summer schools
Student service providers
Publishers
Professional bodies
Language schools
Hotel management schools
Government bodies
Gap year organisations
Funding & scholarship providers
Education agencies
Companies (Careers)
Colleges
Business schools

Levels &amp Subjects

Academic Levels

- Language learning
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)

Subject Areas

- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Health & medicine
- Engineering
- Education & teaching
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying

- Accountancy, finance & insurance

Prices & Booking

Cologne 08 Feb 2019 - 09 Feb 2019

Koeln Messe

- 9m2 Comfort Raw Stand | **€2411.00** Book Now
- 12 m2 Corner Comfort Stand | **€3295.00** Book Now

Hamburg 22 Feb 2019 - 23 Feb 2019

Hamburg Messe & Congress GmbH

- 9m2 Comfort Raw Stand | **€2411.00** Book Now
- 12m2 Comfort Corner Stand | **€3295.00** Book Now

Frankfurt 24 May 2019 - 25 May 2019

Frankfurt

- 9m2 Comfort Raw Stand | **€2411.00** Book Now
- 12 m2 Corner Comfort Stand | **€3295.00** Book Now

BOOK FULL TOUR

UniversityFairs

International Education & Career Fair- Geneva 2019

Information

Visitor numbers :

Geneva 1,300

Primary School	10%	**Undergraduate**	10%	**Professional Training**	10%
High School	10%	**Postgraduate**	10%	**Careers**	10%
Further / Vocational	10%	**Languages**	10%	**Other**	10%

Foundation / Prep 10%

Exhibitors

Who should attend

Boarding schools
Business schools
Colleges
Companies (Careers)
Education agencies
Funding & scholarship providers
Gap year organisations
Government bodies
Hotel management schools
Language schools
Professional bodies
Student service providers
Summer schools
Universities
Equipment suppliers
Primary schools
Publishers

Levels &amp Subjects

Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)
- Secondary education (boarding)

Subject Areas

- Accountancy, finance & insurance
- Architecture, construction, building & surveying
- Business, MBA & management
- Computer science & IT
- Economics
- Education & teaching

- Engineering
- Health & medicine
- Humanities
- Languages
- Law & LLM
- Mathematics
- Retailing & marketing
- Science
- Social science
- Tourism, leisure & hospitality
- Visual & creative arts

Prices & Booking

Geneva 02 Feb 2019

Geneva

- Working Space | **€5230.00** Book Now

BOOK FULL TOUR

UniversityFairs

International Education Mexico EXPO Roadshow - Spring

Information

The Mexico EXPO Roadshow offers international education institutions, of any discipline and from any country, the opportunity to present their courses to thousands of pre-selected and pre-screened students in Mexico's most productive markets during Mexico's leading International Student Recruitment Fairs.

Language schools, colleges, universities, high schools, IT colleges, business schools, hotel schools, postgraduate and MBA programs from more than 40 countries have experienced increased enrollments and brand awareness through these recruitment events.

Reasons to Attend

The International Education Mexico EXPO Roadshow held in the spring of 2018 received over 21,000 students for the total EXPO. Mexico is the 11th largest economy in the world, and consistently ranks among the top ten

countries sending students to the USA and Canada. There are more than 24,000 students choosing to study abroad, selecting destinations such as Spain, UK, and USA.

Market Overview

According to the Secretaría de Educación Pública, Mexican public and private colleges are focusing on alliances and agreements with foreign schools to provide joint programs, dual certification and exchange programs for students and professors. These programs have become more important as Mexico has become a key player in the world economy. Mexico currently boasts over 2,000 institutions of higher education.

Fair Outline

As one of the main Latin American markets, exhibitors will have the opportunity to visit its three largest cities. The Mexico EXPO biannual roadshow has been organised in Mexico for eight years.

- Over 1,000 tables/booths sold each year in 26 different cities across Latin America, Europe and Asia.
- Highest returning client rate in the market: 81%
- Exclusive attendee screening that guarantees the highest-quality students; no “brochure grabbers”.
- Full Service: Fairs & Online Recruitment, Print Ads, PR Services and Business Development.
- Logistics: arrange all accommodation, transportation, and translator needs.
- Agent Meeting Place: All participants are provided with the contact details of agents in each of the expo cities at no additional cost.
- Over 80% of attendees are aged uner 30 and 40% have an interest in postgraduate programs.

The fairs normally have the participation of Austrade, DAAD, Campusfrance, Education New Zealand, Education USA, British Council and NUFFIC.

Visitor numbers :

Puebla 1,639

Primary School	0%	**Undergraduate**	35%	**Professional Training**	2%
High School	2%	**Postgraduate**	37%	**Careers**	5%
Further / Vocational	7%	**Languages**	38%	**Other**	12%
Foundation / Prep	20%				

Monterrey 2,021

Primary School	0%	**Undergraduate**	35%	**Professional Training**	2%
High School	2%	**Postgraduate**	37%	**Careers**	10%
Further / Vocational	7%	**Languages**	38%	**Other**	10%
Foundation / Prep	20%				

Guadalajara 3,964

Primary School	0%	**Undergraduate**	35%	**Professional Training**	2%
High School	2%	**Postgraduate**	37%	**Careers**	5%
Further / Vocational	7%	**Languages**	38%	**Other**	12%

Foundation / Prep	20%

Mexico City 12,818

Primary School	%	**Undergraduate**	35%	**Professional Training**	2%
High School	2%	**Postgraduate**	37%	**Careers**	5%
Further / Vocational	7%	**Languages**	38%	**Other**	12%
Foundation / Prep	20%				

Queretaro 1,790

Primary School	0%	**Undergraduate**	35%	**Professional Training**	2%
High School	2%	**Postgraduate**	37%	**Careers**	5%
Further / Vocational	7%	**Languages**	38%	**Other**	12%
Foundation / Prep	20%				

Exhibitors

Who should attend

Universities
Summer schools
Student service providers
Professional bodies
Language schools
Hotel management schools
Government bodies
Gap year organisations
Funding & scholarship providers
Equipment suppliers
Education agencies
Companies (Careers)
Colleges
Business schools
Boarding schools

Levels &amp Subjects

Academic Levels

- Professional training
- Language learning
- Further education & vocational

- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

Subject Areas

- Visual & creative arts
- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Health & medicine
- Engineering
- Education & teaching
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

Prices & Booking

Puebla 10 Feb 2019

Puebla

- Working Space | **€1870.00** Book Now

Monterrey 12 Feb 2019

Monterrey

- Working Space | **€1870.00** Book Now

Guadalajara 14 Feb 2019

Guadalajara

- Working Space | **€1870.00** Book Now

Mexico City 16 Feb 2019 - 17 Feb 2019

Mexico City

- 6m2 Standard Equipped Stand | **€3785.00** Book Now

Queretaro 19 Feb 2019

Queretaro

- Working Space | **€1870.00** Book Now

BOOK FULL TOUR

UniversityFairs

Student Recruitment Fairs Norway - Winter

Information

The Student Recruitment Fairs Norway will take place January and February in various cities throughout the country.

Reasons to Attend

The Student Recruitment Fairs consist of 9 fairs in central cities in Norway held during January and February every year with close to 100,000 visitors in total.

Market Overview

Over 20,000 students from Norway choose to study abroad each year. Studying abroad is becoming more and more popular among Norwegian students. Thanks to the State Educational Loan Fund, they can receive the financial support they need to complete parts of or the entire degree abroad. Many students, therefore, take this opportunity to obtain valuable international experience.

Most Norwegians have a high level of English skills and are hardworking and motivated students. Many of them are also eager.

Fair Outline

Take the opportunity to present and promote directly to your future students your latest educational programs and the benefits and advantages that you offer them. A wide range of both Norwegian and foreign exhibitors participate at the fairs every year. In 2020 400 exhibitors from over 20 different countries were represented. There were almost 100 international exhibitors.

Visitor numbers :

Kristianstad 4,055

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Sandefjord 6,866

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Stavanger 9,165

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Bergen 10,099

Primary School	%	**Undergraduate**	65%	**Professional Training**	%
High School	%	**Postgraduate**	25%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Alesund 4,014

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Trondheim 9,399

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Bodo 3,801

Primary School	%	**Undergraduate**	90%	**Professional Training**	%
High School	%	**Postgraduate**	%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Tromso 4,215

Primary School	%	**Undergraduate**	75%	**Professional Training**	%
High School	%	**Postgraduate**	15%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	%				

Oslo 15,817

Primary School	%	**Undergraduate**	65%	**Professional Training**	%
High School	%	**Postgraduate**	25%	**Careers**	%
Further / Vocational	10%	**Languages**	%	**Other**	10%
Foundation / Prep	%				

Exhibitors

Who should attend

Business schools
Colleges
Funding & scholarship providers
Gap year organisations
Government bodies
Hotel management schools
Language schools
Professional bodies
Student service providers
Summer schools
Universities

Levels &amp Subjects

Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)

- Undergraduate (Bachelors)
- Foundation (Preparatory)
- Further education & vocational
- Language learning
- Professional training

Subject Areas

- Accountancy, finance & insurance
- Architecture, construction, building & surveying
- Business, MBA & management
- Computer science & IT
- Economics
- Education & teaching
- Engineering
- Health & medicine
- Humanities
- Languages
- Law & LLM
- Mathematics
- Retailing & marketing
- Science
- Social science
- Tourism, leisure & hospitality
- Visual & creative arts

Prices & Booking

Kristianstad 08 Jan 2024

Gimlehallen

- 9m2 Standard Stand with Furniture for 2 pax | **€3473.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€3918.00** Book Now

Sandefjord 11 Jan 2024 - 12 Jan 2024

Sandefjord High School

- 9m2 Standard Stand with Furniture for 2 pax | **€3900.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€4371.00** Book Now

Stavanger 17 Jan 2024 - 18 Jan 2024

Stavanger Forum

- 9m2 Standard Stand with Furniture for 2 pax | **€3900.00** Book Now

- 12m2 Standard Stand with Furniture for 2 pax | **€4371.00** Book Now

Bergen 24 Jan 2024 - 25 Jan 2024

Grieghallen

- 9m2 Standard Stand | **€2676.00** Book Now
- 9m2 Standard Stand with Furniture for 2 pax | **€3900.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€4371.00** Book Now

Alesund 29 Jan 2024

Fagerlighallen

- 9m2 Standard Stand with Furniture for 2 pax | **€3473.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€3918.00** Book Now

Trondheim 01 Feb 2024 - 02 Feb 2024

Trondheim Spektrum

- 9m2 Standard Stand with Furniture for 2 pax | **€3900.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€4371.00** Book Now

Bodo 05 Feb 2024

Bankgata flerbrukshall

- 9m2 Standard Stand with Furniture for 2 pax | **€3473.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€3918.00** Book Now

Tromso 08 Feb 2024

Tromsohallen

- 9m2 Standard Stand with Furniture for 2 pax | **€3473.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€3918.00** Book Now

Oslo 14 Feb 2024 - 15 Feb 2024

Nova Spektra

- 9m2 Standard Stand with Furniture for 2 pax | **€4461.00** Book Now
- 12m2 Standard Stand with Furniture for 2 pax | **€5290.00** Book Now

BOOK FULL TOUR

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 accreditedby 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 :

2,000

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

Exhibitors

Who should attend

Levels &amp Subjects

Academic Levels

Subject Areas

Prices & Booking

15 Feb 2019 - 16 Feb 2019

Rogner Hotel Europapark

- Working Space | **€2190.00** Book Now

BOOK FULL TOUR