IEFT International Education Fairs of Turkey Roadshow- Fall

Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 10 years, the International Education Fair of Turkey has grown to become the largest education exhibition in both Turkey and the Middle-East, with universities from more than 30 countries attending every year.

Reasons to Attend

The Fair focuses solely on the Turkish Market, and therefore has built a reputation with students throughout the country through strong marketing and promotion of the exhibitions, and excellent relationships with local high schools, universities, language schools and Turkish agents. The previous Fall event welcomed over 300 exhibitors representing over 150 institutions from 27 different countries to the events in Bursa, Ankara, Izmir, and Istanbul.

Market Overview

Turkey is a quickly-developing country, with the youngest population ratio in Europe. The country is working towards being in the top 15 economies of the World by 2020; so now, more than ever, there is a large market for a skilled, educated, globally-minded current and future workforce.

The demand for studying abroad is not only from secondary school students and graduates, but also from 2.5 million university students. The majority of Turkish university students know the role and importance of study abroad in getting a better job in a competitive business world. There are approximately 3.5 million students studying at Turkish universities which also includes Open University students. Around 2 million of them are studying on a 4 year course.
There are around 350,000 university students in Istanbul at around 50 universities. Over 200, 000 students at around 20 universities in Ankara. Izmir has 9 universities and 110,000 university students.

Fair Outline

Fair students are from very respected universities and high schools of Turkey. The international education fairs in Turkey are also visited by a number of young and experienced professionals looking for education opportunities abroad. The Fair has a professional and hands-on approach to meeting the needs of our participating institutions, and also to bringing the highest quality Turkish students to its fairs. The Fair is committed to making the recruitment process both successful and enjoyable for both participants and students.

Students attending the exhibition are looking for education all over the world. While the UK and the USA

continue to dominate student interest, they are looking more and more towards programs in Canada, Europe and Asia.

We give participating institutions complete support before, during and after the fairs, including:

- Material transportation between cities
- Professional stands with the option of uniquely designed backdrops
- Local high-school and university visits
- Free promotion in IEFT's Study Abroad Magazine, distributed to nearly 20,000 student visitors
- Optional web banners, flyer distribution, newspaper advertisements, and any other promotional branding needs an institution may have
- Well-organized accommodation and transportation options
- Complete visitor statistics sent to all participants upon completion of fair tour
- Amazing social and cultural activities throughout fair

Visitor numbers :

Ankara 2,900

Primary School	%	**Undergraduate**	34%	**Professional Training**	25%
High School	3%	**Postgraduate**	45%	**Careers**	0%
Further / Vocational	15%	**Languages**	41%	**Other**	0%
Foundation / Prep	14%				

Izmir 2,600

Primary School	%	**Undergraduate**	35%	**Professional Training**	%
High School	%	**Postgraduate**	45%	**Careers**	%
Further / Vocational	%	**Languages**	40%	**Other**	%
Foundation / Prep	15%				

Istanbul (Asian side) 1,500

Primary School	%	**Undergraduate**	34%	**Professional Training**	25%
High School	3%	**Postgraduate**	45%	**Careers**	%
Further / Vocational	15%	**Languages**	41%	**Other**	%
Foundation / Prep	14%				

Istanbul 9,200

Primary School	%	**Undergraduate**	34%	**Professional Training**	25%
High School	3%	**Postgraduate**	45%	**Careers**	%
Further / Vocational	15%	**Languages**	41%	**Other**	44%
Foundation / Prep	14%				

Istanbul 100

Primary School	0%	**Undergraduate**	10%	**Professional Training**	10%
High School	0%	**Postgraduate**	10%	**Careers**	10%
Further / Vocational	0%	**Languages**	10%	**Other**	10%
Foundation / Prep	10%				

Exhibitors

Who should attend

Business schools
Colleges
Education agencies
Funding & scholarship providers
Hotel management schools
Language schools
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

Ankara 08 Oct 2022

Ankara Sheraton Hotel

- Working Space (All Cities Selected) | **€1575.00** Book Now

Izmir 18 Oct 2022

Izmir Hilton Hotel

- Working Space (All Cities Selected) | **€1575.00** Book Now

Istanbul (Asian side) 20 Oct 2022

Istanbul (Asian side) - Hilton Kozyata

- Working Space (All Cities Selected) | **€1575.00** Book Now
- Working Space (Selected with Istanbul European Side) | **€2272.00** Book Now

Istanbul 22 Oct 2022 - 23 Oct 2022

Istanbul (European side)- Hilton Bosphorus Harbiye

- 5m2 Standard Equipped Stand (When all cities selected) | **€3151.00** Book Now
- 5m2 Standard Equipped Stand (When Selected with Asian Side) | **€3900.00** Book Now
- 5m2 Standard Equipped Stand | **€4425.00** Book Now

Istanbul 24 Oct 2022 - 26 Oct 2022

EuroAsia Agent Workshop - Marmara Hotel Taksim

- Agent Workshop | **€2617.00** Book Now

BOOK FULL TOUR