

# RUSSIA - 36TH ICIEP INTERNATIONAL EDUCATION FAIR - WINTER

13 Nov 2021 - 14 Nov 2021

## Information

### **About the fair**

We are very excited to invite you to our **36<sup>th</sup> ICIEP International Education Exhibition** in Russia.

ICIEP International Education Exhibition in Russia has over a 23-year history and is the first and oldest exhibition since 1998.

The main aim of the events is to provide Russian students with first-hand information on study abroad opportunities and, for foreign education institutions, to meet students and reach their student recruitment targets for the Russian market.

For many years, the exhibition has hosted National Pavilions for universities from Canada, USA, Germany, France, Cyprus, China, Hungary, Estonia, Austria, Finland, Netherlands, Sweden Turkey, Switzerland and many other countries.

In 2018-2019 academic years the fair was attended by over 60 institutions from Austria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Israel, New Zealand, Russia, South Korea, Spain, Taiwan, UK

In the current challenging times it is still of a paramount importance to stay connected to potential students, nurture and increase institution's visibility and awareness as well as stay turned in with the current international recruitment opportunities in the country.

**Participation fee includes:** participation of up to 2 representatives, working space, institution profile, stationery, water, lunch, reception, database of students after the event

### **Levels of Education:**

-Undergraduate (Bachelors)

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

-Language learning

-Further education & vocational

-Foundation (Preparatory)

## Reasons to Attend

The fair has become the most prominent international education exhibition in Russia, providing students with access to global study opportunities, and it has also created new recruitment opportunities for foreign education institutions in Russia.

It's also the core event of the project Marketing and Promotion of International Education in Russia.

## Market Overview

The Russian government has revealed plans to encourage students to study abroad, by funding up to 10,000 students a year to attend some of the world's leading universities. According to a recent survey, education investment has become the favourite choice of many Russian parents. Students and parents alike are looking forward to finding out about opportunities to study abroad, making this event essential both for visitors and recruiters. International experts forecast that by 2020 Russia may enter the top-5 list of leading "demand states" in the world educational market, and the amount paid for education by the Russian students will triple.

The number of Russians receiving an education abroad has grown significantly over the last few years, with English language programs being the most popular courses according to data released by AcademConsult, a local company that organises study abroad for Russian students.

Every year more and more Russian students pack their bags and go to study abroad. The most popular destination is Europe. Latest survey indicates that every third Russian student who is going to study abroad selects United Kingdom, every sixth-seventh - France or Germany. Study in Finland, Sweden and Netherlands is more and more attractive for many young Russians. High quality of Swiss education in the field of hospitality industry is well-known here. USA and Canada are the most popular destinations for studying abroad outside of Europe.

## Fair Outline

Each day will attract 1,500 - 2,000 attendees, including Russian secondary school leavers, first, second and final-year university, graduates with work experience, low-level managers and mid-level managers.

The fair attracts exhibitors from countries worldwide, including several governmental bodies and/or their education promotion arms such as the Spanish Embassy, Agency CampusFrance, the Canadian Education Centres Network, CEAIE ( China), DAAD and others.

## Visitor numbers :

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**Moscow 1,200**

<b>Primary School</b>	%	<b>Undergraduate</b>	30%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	35%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	25%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

## St Petersburg 1,200

<b>Primary School</b>	%	<b>Undergraduate</b>	30%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	35%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	25%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

## 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
- Boarding schools

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning

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

## Prices & Booking

### SPECIAL OFFERS ON THIS FAIR

- Early Bird One City 5% until 01-05-2021
- Booking Two Cities 5% until 31-10-2021

### Moscow 13 Nov 2021

*Azimut Hotel*

- Working Space | ~~€2400.00~~ **€2280**

BOOK NOW

### St Petersburg 14 Nov 2021

*Astoria Hotel*

- Working Space | ~~€2200.00~~ **€2090**

BOOK NOW

BOOK FULL TOUR