

Overseas International Education Expo Taiwan - Fall 2026

03 Oct 2026 - 06 Oct 2026

Information

Overseas International Education Expo is Taiwan's largest and most established education expo, attracting thousands of students actively planning to study abroad.

Reasons to Attend

Key strengths:

- Impressive marketing investment per expo across digital, print, and outdoor channels
- Multi city reach: Taipei, Taichung, Kaohsiung
- High intent audience: Students in active decision making stages
- Full lead database provided to exhibitors

Opportunity: Efficient, high impact market engagement for institutions from any country.

Market Overview

Taiwan is one of Asia's most consistent and academically strong outbound student markets. Despite a population of just 23 million, Taiwan sends a high number of students abroad each year. Families place strong cultural value on international education, and students are motivated, academically prepared, and globally minded.

Why it matters: Taiwan provides a stable pipeline of high quality undergraduate and postgraduate applicants for institutions worldwide.

Undergraduate Market Insights

- Strong academic preparation: Taiwanese students excel in STEM, arts, languages, and digital skills.
- High English proficiency: Many attend bilingual, international, or English medium schools.
- Interest in creative and tech fields: Music, performing arts, design, gaming, media, and computing are rapidly growing sectors.
- Parents prioritise safety, reputation, and structured support: They favour destinations with strong student services and clear progression pathways.

Opportunity: Undergraduate applicants from Taiwan are academically strong, well prepared, and adapt quickly to international study environments.

Postgraduate Market Insights

- High demand for international master's degrees: Students seek global exposure, career advancement, and specialised training.
 - Motivated and mature applicants: PG students typically have clear goals, strong academic backgrounds, and financial readiness.
 - Popular fields: Business, engineering, AI/data, design, creative industries, education, and health sciences.
- Opportunity: Postgraduate applicants from Taiwan show excellent conversion rates and strong academic performance.

Further Exhibition Information

More information about this leading student recruitment exhibition can be found by contacting us directly.

Visitor numbers :

Taipei 1,000

Primary School	10%	Undergraduate	80%	Professional Training	%
High School	%	Postgraduate	5%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Taichung 500

Primary School	10%	Undergraduate	80%	Professional Training	%
High School	%	Postgraduate	5%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Kaohsiung 500

Primary School	10%	Undergraduate	80%	Professional Training	%
High School	%	Postgraduate	5%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Exhibitors

Who should attend

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

Levels & Subjects

Academic Levels

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

Taipei 03 Oct 2026 - 04 Oct 2026

Taipei World Trade Center

- Working Space | **€4260.00** [Book Now](#)

Taichung 05 Oct 2026

Evergreen Laurel Hotel

- Working Space | **€1800.00** [Book Now](#)

Kaohsiung 06 Oct 2026

Howard Plaza Hotel, 7F

- Working Space | **€1800.00** [Book Now](#)

[BOOK FULL TOUR](#)