Africa | Kenya & Uganda | 24th ISFA International Student & Career Fairs Africa Spring 2027

02 Mar 2027 - 09 Mar 2027

Information

Come and participate in the next edition of the ISFA International Student Fairs Africa, the most friendly, long-standing, result-driven, professional event in East Africa since 2012!

We make sure that you will meet **top students** in Africa, make friends for life and become part of our team. We also offer a pack of various activities including a **group safari and sightseeing between the fairs in Nairobi and Mombasa.**

Reasons to Attend

- Long-standing and the oldest study abroad fair in Kenya and East Africa
- Excellent proven recruitment conversion rate at the fair and after
- Good ratio of return clients
- Carefully planned and executed promotion
- Exciting socializing activities and cultural tours
- Meeting new friends and long-term partners

The exhibition will bring together students and international education providers with a focus on recruiting students at foundation, undergraduate and postgraduate levels.

Higher education has recorded strong growth in East Africa in recent years due to increased demand. The use of websites, subscribing to academic journals, use of intranet, social media and other e-learning tools have revolutionised the academic sector in East Africa.

Market Overview

Where Ugandan Students Want to Study

Recent research indicates strong international study interest among Kenyan students. A 2024 survey of 1,008 Kenyan respondents, reported in 2025, found that 44% wanted to pursue higher education overseas; the United States, Canada, the United Kingdom and Europe were the most preferred destinations. Asian destinations also form part of ISFA’s 2027 recruitment strategy, particularly China, Malaysia, Indonesia, Vietnam, and India which broaden the range of programme, scholarship and affordability options available to students.

Undergraduate recruitment focus: United Kingdom, Germany and other European destinations, USA, Canada together with South Africa and Asian countries such as India, China, Malaysia, Indonesia and Vietnam where affordability, scholarships, programme availability, and regional accessibility may influence decisions.

- **Postgraduate recruitment focus:** United Kingdom, Germany, China, Malaysia and India, USA and Canada with scholarships, research quality, specialist programmes, work experience, and post-study career pathways acting as key decision factors.
- **Student decision factors:** Financial aid and scholarships, opportunities for work experience during study, international exposure, programme quality, affordability, cultural accessibility and clear pathways from education to employment.

Where Ugandan Students Want to Study

- Broader 2025 African student research identifies Canada as a leading destination and shows growing interest in more affordable options across Europe and Asia, while Uganda-specific scholarship pathways are especially visible for the United Kingdom, United States, Germany, China, Japan, Turkey, Australia, Hungary, South Korea and regional African destinations.
- **Undergraduate recruitment focus:** Canada, United Kingdom, United States, Germany, Turkey, China, Malaysia, India and regional African destinations, with emphasis on affordability, scholarships, programme availability, and supportive admissions pathways.
- **Postgraduate recruitment focus:** United Kingdom, United States, Germany, China, Japan, Australia, Hungary, South Korea, and regional African destinations, particularly where funded master's, doctoral, research and professional programmes are available.
- **Student decision factors:** Tuition and living costs, scholarships, visa accessibility, programme quality, employability, post-study work opportunities, English-medium provision, and clear application guidance.

Fair Outline

Main areas are undergraduate courses and postgraduate courses with a visible increase in interest for professional qualifications. Many foreign universities attract Kenyan students for access and foundation courses in marketing, business, management and IT.

The main subject areas are: business and finance, medicine and related sciences, IT, engineering, hotel management, humanities, law, science, MBA, and distant learning.

The 24th International Student Fairs Africa (ISFA) will be held in March 2027 in Uganda and across Kenya, reinforcing its position as East Africa's premier international education exhibition. The fair will bring together participation representing a diverse range of countries and official study-promotion bodies, attracting students, parents, and career advisers.

Key outcomes included:

- Broad international representation across Africa, Europe, Asia, and North America, supported by official study-promotion bodies.
- High demand for STEM, Business and Health Sciences programmes.
- Effective digital outreach via Instagram, TikTok, LinkedIn, TV and Radio
- Strong network with schools and universities as well as education professionals

ISFA continues to serve as a vital platform for connecting East African students with global education

opportunities, while fostering institutional partnerships and mobility schemes.

Exhibitors & Participation

Countries participated:

- Belgium
- Botswana
- China
- Egypt
- France
- Germany
- Hungary
- India
- Indonesia
- Kenya
- Malaysia
- Mauritius
- Poland
- Romania
- South Africa
- Spain
- Switzerland
- Turkey
- United Kingdom
- Sweden

Government and official study-promotion bodies support/previous participation:

- Study in Flanders
- Wallonia and Brussels – Study in French-speaking Belgium
- Campus France
- DAAD
- Education Hungary
- Uni-Italia
- Study in Romania
- SEPIE – Internationalisation of Spanish Higher Education
- Study in Sweden
- Study in Botswana
- Study in Mauritius
- Study in India
- Study in North Cyprus
- EducationUSA
- EduCanada

This year, ISFA are also donating to the Mara Meru Cheetah project,if you would like to donate 5 Euros from your booking towards the charity, please mention this in the comments section of your invoice.

Visitor numbers :

Kampala 800

Primary School	%	**Undergraduate**	35%	**Professional Training**	5%
High School	15%	**Postgraduate**	35%	**Careers**	10%
Further / Vocational	10%	**Languages**	10%	**Other**	%
Foundation / Prep	15%				

Eldoret 600

Primary School	%	**Undergraduate**	35%	**Professional Training**	5%
High School	15%	**Postgraduate**	30%	**Careers**	5%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	15%				

Nairobi 2,500

Primary School	%	**Undergraduate**	35%	**Professional Training**	5%
High School	15%	**Postgraduate**	35%	**Careers**	10%
Further / Vocational	10%	**Languages**	10%	**Other**	%
Foundation / Prep	15%				

Mombasa 600

Primary School	%	**Undergraduate**	35%	**Professional Training**	5%
High School	15%	**Postgraduate**	30%	**Careers**	5%
Further / Vocational	10%	**Languages**	%	**Other**	%
Foundation / Prep	15%				

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
Colleges
Business schools
Boarding schools

Levels &amp Subjects

Academic Levels

- Professional training
- Language learning
- Secondary education (boarding)
- 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

SPECIAL OFFERS ON THIS FAIR

- 2 Cities Discount (Standard or Premium) 10% until 01-03-2027

- 3 Cities' Discount (Standard or Premium) 15% until 01-03-2027
- 4 Cities' Discount (Standard and Premium) 20% until 01-03-2027

Kampala 02 Mar 2027

Sheraton Hotel TBC

- Digital Participation (Online Profile, video, newsletter, live sessions, visitors' database | **€900.00** Book Now
- Represented Participation (Digital package, workibg space, professional representation by our staff, promotion, student registration, material distribution, visitors' database | **€1200.00** Book Now
- Standard Working Space (Table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, visitors' database) | **€1800.00** Book Now
- Premium Working Space (Digital Package, table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, presentation in Nairobi, visitors' database, premium location) | **€2400.00** Book Now

Eldoret 04 Mar 2027

Boma Inn Hotel

- Digital Participation (Online Profile, video, newsletter, live sessions, visitors' database | **€650.00** Book Now
- Represented Participation (Digital package, workibg space, professional representation by our staff, promotion, student registration, material distribution, visitors' database | **€900.00** Book Now
- Standard Working Space (Table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, visitors' database) | **€1200.00** Book Now
- Premium Working Space (Digital Package, table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, presentation in Nairobi, visitors' database, premium location) | **€1800.00** Book Now

Nairobi 06 Mar 2027

Sarit Expo Centre

- Digital Participation (Online Profile, video, newsletter, live sessions, visitors' database | **€900.00** Book Now
- Represented Participation (Digital package, workibg space, professional representation by our staff, promotion, student registration, material distribution, visitors' database | **€1200.00** Book Now
- Standard Working Space (Table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, visitors' database) | **€2600.00** Book Now
- Premium Working Space (Digital Package, table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, presentation in Nairobi, visitors' database, premium location) | **€3300.00** Book Now
- Premium Working Space (Digital Package, table and chairs, up to 2 representatives, lunch, online profile, Wi-Fi, stationery, fascia board, presentation in Nairobi, visitors' database, premium location) | **€3300.00**

Book Now

Mombasa 09 Mar 2027

TBC

- Digital Participation (Online Profile, video, newsletter, live sessions, visitors' database | **€900.00** Book Now
- Represented Participation (Digital package, workibg space, professional representation by our staff, promotion, student registration, material distribution, visitors' database | **€1200.00** Book Now
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BOOK FULL TOUR