

# A2 International Student Fairs in Turkey - Face-to-Face and Online

## Information

We are happy to announce the Fall 2021 Online & Hybrid a2 Fairs Turkey, Morocco & Azerbaijan fairs on November 06-07, 2021 will be held in these 3 countries simultaneously.

The International Education Fairs in Turkey are the only international study abroad fairs in the country supported officially by UED (The Association of International Education Counsellors of Turkey) and its prestigious member agencies.

We are pleased to invite you to the Fall 2021 Online & Hybrid a2 Fairs to be held in the world's most emerging markets: Turkey, Morocco & Azerbaijan simultaneously online! The physical part of the event will be held in Istanbul at the Marmara Hotel-Taksim between 14:00-18:00.

## Reasons to Attend

Previously, the education exhibition received over 13,100 students in 5 days and secured over 120 institutions from 15 countries (Australia, Azerbaijan, Canada, China, Cyprus, France, Italy, Latvia, Russia, Spain, Switzerland, The Netherlands, Turkey, USA, & the UK). In addition to the international institutions, counseling agencies, and the local & International sponsors, Austrade, British Council, CampusFrance, DAAD, Fulbright, Institut Francais, US Embassy, US Consulate, UED, Consulate of Ukraine exhibited at the fairs.

Teenagers make up 30% of Turkey's population, two times higher than the EU average. In 2010, over 1.5 million students took the National University Placement Exam and only 327,869 students were placed in a four-year university in Turkey. Turkish students are looking to foreign institutions for admission.

## Market Overview

Turkey is a quickly developing country, with the youngest population ratio in Europe and a clear market for overseas education. Turkey has a long history of placing great value in education and the pursuit of lifelong learning. Each year sees approximately 1.65 million Turkish students compete for only 529,000 entrance positions in post-secondary institutions.

- 2.5 million students are currently studying in the Turkish Higher Education System
- There are 141 State Universities, and 53 Private Universities in Turkey
- 1.5 million students will be seeking undergraduate education in August
- 800,000 students will be placed in undergraduate programs in Turkey
- 100,000 undergraduate students will seek education abroad

- 2 million undergraduate and graduates are currently looking for overseas education opportunities

## **Fair Outline**

Taking place in Izmir, Ankara, Istanbul (European and Asian sides), the exhibition takes place at the time of the year when students start seriously thinking about their next step in education.

In the past 10 years, over 500 different institutions from 35 countries have attended the International Student Fairs in Turkey to promote their schools and meet thousands of students at these events. The International Education Fair in Turkey attracts the best student participation. The fair has a reputation for attracting the highest quality students. It attracts the most capable and qualified candidates.

Did you know that each year over 1,5 million Turkish students take the National University Placement Exam, but only 30% of them are placed in a university in Turkey? According to the Ministry of Education Statistics, more than 25,000 Turkish students preferred to study abroad in 2004. Including summer school and short-term tourist visas, the total number of students going abroad is over 40,000 annually.

International Student Fairs in Turkey is known for being a pioneer in student recruitment fairs with its 20 years of experience in student recruitment. The fairs will utilize numerous forms of mass communication to deliver the best promotion which includes: local and national TV, radio, newspapers, magazines, billboards, text messaging, internet spots, etc.

The International Education Fairs in Turkey offer you a chance to meet thousands of eligible students, and it is a wonderful opportunity to network with many education agencies, local and international organisations, and foundations within a cost-effective budget.

The event will also include various social activities and we hope you will enjoy them!

## **Visitor numbers :**

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### **Istanbul 1,012**

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

## **Exhibitors**

### **Who should attend**

Universities  
 Summer schools  
 Student service providers  
 Publishers  
 Language schools

Hotel management schools  
Gap year organisations  
Colleges  
Business schools  
Boarding schools

## **Levels & Subjects**

### **Academic Levels**

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

### **Subject Areas**

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

## **Prices & Booking**

**Istanbul 06 Nov 2021 - 07 Nov 2021**

*Marmara Hotel Taksim*

- Working Space & Online Participation | **€3250.00** [Book Now](#)

[BOOK FULL TOUR](#)

# Central European Study Abroad Fair, Czech Republic - Fall

## Information

Central European Study Abroad Fair in Brno is the best known education and study abroad fair in Central Europe.

## Reasons to Attend

30 000+ visitors from the Czech Republic and Slovakia, 200+ exhibitors from EU, USA, Asia and all around the world come to see the Exhibition every year. Participation at the Brno exhibition is your best way to approach students from the Czech and Slovak region. The Exhibition has long tradition, excellent reputation and a very high standard of services for both exhibitors and visitors. It is regarded as a top event by the most prestigious Czech and European universities.

## Market Overview

According to Study in Czech Republic, over 37,000 foreign students are studying at Czech higher education institutions and their interest is growing as the offer of study programmes in foreign language (especially in English) is increasing. Ninety-percent of Czech students have completed at least secondary education – one of the highest scores in the EU. Czech universities are more and more involved in a wide range of international cooperation activities and programmes taking place in the European Union and other countries.

## Fair Outline

The international education fair in the Czech Republic is the annual Central European Education and Study Abroad Exhibition where Czech and other international institutions offer the most of study opportunities for students from central Europe. The exhibition:

- Is a unique way to provide direct personal contact between students and exhibitors in a pleasant and dynamic atmosphere.
- Focuses mainly on providing useful information to individual visitors and discussing study opportunities with them.
- Offers interesting accompanying programs: Exhibitor's presentations, Let's play with technology, Science for life, Tailor-Made Study Abroad.
- Is well advertised and has many accompanying programmes to support attendance.
- Advertising is targeted to high schools, and the students are being personally invited to attend the exhibition.
- Well-organized accommodation and transportation options.

The Fair is being held under personal patronage of international Embassies, Ministry of Education, Member of The Czech Parliament and the City Mayor.

#### **Further Exhibition Information**

#### **Visitor numbers :**

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#### **Brno 8,376**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>61%</b>	<b>Professional Training</b>	<b>%</b>
<b>High School</b>	<b>%</b>	<b>Postgraduate</b>	<b>26%</b>	<b>Careers</b>	<b>%</b>
<b>Further / Vocational</b>	<b>10%</b>	<b>Languages</b>	<b>20%</b>	<b>Other</b>	<b>%</b>
<b>Foundation / Prep</b>	<b>%</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

Colleges  
Business schools

## Levels & 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

**Brno 22 Oct 2019 - 25 Oct 2019**

*Velethry Brno, a.s*

- 6m2 Standard Equipped Stand | **€1231.00** [Book Now](#)
- 9m2 Standard Equipped Stand | **€1798.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€2365.00** [Book Now](#)



# **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 :

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#### 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%				

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#### Izmir 2,600

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

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#### 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%				

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#### 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%				

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## 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 & 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](#)

# International Education Asia EXPO Roadshow - Fall

## Information

The Asia 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 Vietnam's most productive markets during Asia's leading International Student Recruitment Fairs. Visit Ho Chi Minh City, Hanoi, Jakarta and Bangkok.

## Reasons to Attend

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.

## Market Overview

The student market numbers in Southeast Asia are baffling on their own, not to mention the many government initiatives that continue to encourage student mobility. In 2011, there were more than 100,000 Vietnamese students studying abroad. Even demand among local families for international schools in the region has outpaced supply for some time now which is yet another indicator of the continued robust growth of Southeast Asian student numbers abroad.

## Fair Outline

- Over 1000 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: Studycentral is happy to arrange all your 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.

The fairs are supported by Austrade, DAAD, Campusfrance, Education New Zealand, Education USA, British Council and NUFFIC.

## Further Exhibition Information

More information about this leading student recruitment exhibition can be found by selecting the tabs below.

To reserve your place at this international education fair, please select the ‘Prices’ tab and choose the buttons that meet your requirements. Place your purchase in your shopping cart by selecting the ‘Click To Proceed’ button, select ‘checkout’, and fill in your registration details.

Visitor numbers :

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Bangkok 500

Primary School	%	Undergraduate	25%	Professional Training	0%
High School	%	Postgraduate	65%	Careers	%
Further / Vocational	10%	Languages	40%	Other	5%
Foundation / Prep	15%				

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Jakarta 670

Primary School	%	Undergraduate	34%	Professional Training	%
High School	4%	Postgraduate	70%	Careers	%
Further / Vocational	10%	Languages	%	Other	10%
Foundation / Prep	12%				

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Ho Chi Minh City 520

Primary School	%	Undergraduate	47%	Professional Training	%
High School	%	Postgraduate	50%	Careers	%
Further / Vocational	10%	Languages	15%	Other	15%
Foundation / Prep	15%				

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Hanoi 500

Primary School	%	Undergraduate	34%	Professional Training	%
High School	4%	Postgraduate	60%	Careers	%
Further / Vocational	10%	Languages	20%	Other	10%
Foundation / Prep	12%				

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 & 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

### Bangkok 21 Oct 2018

*Bangkok*

- Working Space | €1910.00 [Book Now](#)

### Jakarta 24 Oct 2018

*Jakarta*

- Working Space | €1910.00 [Book Now](#)

### Ho Chi Minh City 27 Oct 2018

*Rex Hotel*

- Working Space | €1910.00 [Book Now](#)

### Hanoi 28 Oct 2018

*Pullman Hanoi Hotel*

- Working Space | €1910.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Europe EXPO Roadshow - Fall

## Information

The Europe 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 Italy's and Spain's most productive markets during Italy's and Spain's leading International Student Recruitment Fairs.

## Reasons to Attend

The International Education Europe EXPO Roadshow held in October 2017 received 4,300 students and 53

institutions from around the world in attendance for the total EXPO.

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. Student participants are screened through online questionnaires to ensure only the highest quality visitors attend the events. Each attendee's capability and desire to study abroad is assessed, ensuring that invitations are sent only to those who have the genuine intention and the financial means to study abroad.

### **Market Overview**

According to the latest data from UNESCO the total number of students from Spain studying overseas was over 22,000. Italian students and international students pursuing their studies in Italy have been increasing for a number of years. According to Top Universities data, with a population of more than 1.8 million students enrolled in tertiary education, close to 3% of Italian students spend a period of study time abroad.

Europe constitutes one of the biggest markets for international education, generating billions in revenue for institutions around the world. The multi-country Roadshows in Europe, allow you to get the most out of several strong markets in a short time. Spain takes the lead in languages, where the government offers scholarships for language courses abroad. The fair also visits Italy, a very strong market for language schools and universities.

### **Fair Outline**

- High student quality: Student participants are screened through online questionnaires to ensure only the highest quality visitors attend the events.
- Highest returning client rate in the market: 81%
- Agent Meeting Place: All participants are provided with the contact details of agents in each of the expo cities at no additional cost.
- Logistics: Studycentral is happy to arrange all your accommodation, transportation, and translator needs.

### **About the Cities on The Europe EXPO Roadshow**

- Rome: The country's largest and most populated city. Italy has played an important role in the European higher education landscape as one of the four countries that initiated the "European Area of Higher Education," this way the higher education reform known as the "Bologna Process" (Bologna Declaration, June 1999) came to life and is being implemented all over Europe today. There are more than 30 universities offering international study programmes taught in English ranging from short certificate courses to entire Bachelor's, Master's, postgraduate or PhD programmes.
- Milan: It is the second-largest city in Italy. The city remains one of Europe's main transportation and industrial hubs, and Milan is the EU's 10th most important centre for business and finance with its economy being the world's 26th richest by purchasing power.
- Barcelona: The combination of quality educational opportunities and a stimulating cultural environment makes Barcelona a first-class destination. Thanks to the city's efforts to promote internationalism and continually better the quality of its programs, students can look forward to a rewarding experience that will also serve them well when pursuing future academic and professional endeavours.
- Madrid: The capital and the largest city of Spain, Madrid is located almost exactly in the geographical center of Iberian Peninsula. After London and Berlin, the city is the third most populous city in European Union. Further, its economic, political and cultural importance makes Madrid one of the major cities of

the world.

The fairs are supported by Austrade, DAAD, Campusfrance, Education New Zealand, Education USA, British Council and NUFFIC.

#### Further Exhibition Information

More information about this leading student recruitment exhibition can be found by selecting the tabs below.

To reserve your place at this international education fair, please select the 'Prices' tab and choose the buttons that meet your requirements. Place your purchase in your shopping cart by selecting the 'Click To Proceed' button, select 'checkout', and fill in your registration details.

#### Visitor numbers :

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##### Rome 1,000

Primary School	%	Undergraduate	18%	Professional Training	5%
High School	%	Postgraduate	46%	Careers	10%
Further / Vocational	5%	Languages	44%	Other	16%
Foundation / Prep	%				

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##### Milan 1,200

Primary School	%	Undergraduate	15%	Professional Training	5%
High School	%	Postgraduate	50%	Careers	10%
Further / Vocational	5%	Languages	45%	Other	16%
Foundation / Prep	%				

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##### Madrid 765

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%				

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##### Barcelona 580

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**

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 & 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**

### **Rome 22 Oct 2018**

*Centro Congressi Roma Eventi*

- Working Space | €2400.00 [Book Now](#)

### **Milan 23 Oct 2018**

*Palazzo delle Stelline Corso Magenta*

- Working Space | €2400.00 [Book Now](#)

### **Madrid 25 Oct 2018**

*Hotel Villa Magna*

- Working Space | €2400.00 [Book Now](#)

### **Barcelona 27 Oct 2018**

*Universitat de Barcelona*

- Working Space | €2400.00 [Book Now](#)

[BOOK FULL TOUR](#)