

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 & 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 Exhibition in Mongolia - Spring

Information

The International Education Exhibition Fall in Mongolia is the place where educational providers worldwide have the opportunity to meet with talented and intelligent students from Mongolia. The fair offers a unique opportunity to learn more about studies abroad first hand, to choose programmes and courses and decide on educational institutions for studies.

Reasons to Attend

The International Education Exhibition in Mongolia has grown to be a leading education exhibition, where thousands of serious and motivated students and their families meet with prestigious education providers from all around the world. The Mongolia education fair will attract prospective students, concerned parents, academics and teaching staff as well as professionals from all walks of life.

There is a growing interest from the mass media and governmental organisations in developing this educational event, which has become an important entry on Ulaanbaatar's calendar. Students with their families take part in all the activities during the exhibition days. Strong targeted links with local universities and schools ensure the right visitors attend the fair. Education providers have the opportunity to grow quickly in this emerging student market.

Market Overview

The Mongolian student market is developing as the economy rapidly expands due to investments from foreign companies. Living standards are on the rise and for many people the prospect of sending their children to study abroad is becoming a reality.

The USA accounts for nearly 1,000 students with other popular destinations including UK, Canada, Australia, Germany, Japan, South Korea, Peoples Republic China, Taiwan, Malaysia, and Singapore.

Enrolments in private higher education institutions have tripled since 1995, and there have also been large enrolment increases in public sector institutions. Around 30,000 students enter Mongolian universities and colleges every year (Ministry of Sciences, Education and Culture, 2003).

Fair Outline

International Education Exhibition Mongolia draws its maximum student participation, thereby ensuring exceptional quality. It is organized with the specific objective of helping institutes of higher learning reach a national cross section of students who have the qualifications and the means to contemplate further education.

As an exhibitor at this student fair you will have advantages such as:

- Face-to-Face personal access and interaction to all the students, parents and top decision makers and representatives from all over Mongolia.
- The opportunity to feature and demonstrate your new perspectives and programmes in a one-to-one environment.
- Meet and find local authorised partners and agents.
- Recruit students to study at your institution abroad.

Visitor numbers :

Ulaanbaatar 3,700

Primary School	%	Undergraduate	25%	Professional Training	9%
High School	35%	Postgraduate	15%	Careers	6%
Further / Vocational	5%	Languages	%	Other	%
Foundation / Prep	5%				

Exhibitors

Who should attend

Boarding schools
 Business schools
 Colleges
 Companies (Careers)
 Education agencies
 Funding & scholarship providers
 Gap year organisations
 Government bodies
 Hotel management schools
 Language 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

Ulaanbaatar 26 Mar 2022 - 27 Mar 2022

Premier Tuushin Hotel

- 6m2 Standard Equipped Stand | **€1678.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

Malaysia- Education Fair - Winter 2019

Information

The Education Fair Peninsular Malaysia will take place throughout Malaysia.

Reasons to Attend

As one of the largest education fairs in this region, the education fair in Malaysia is perfectly timed, when over 500,000 students are expected to finish their SPM, STPM, O & A levels examinations.

Market Overview

Over 79,000 students from Malaysia choose to study abroad each year. Malaysia is both modern and traditional, and the country proudly boasts five universities appearing in the QS World University Rankings.

Efforts have been made to encourage private sector's involvement in providing industry-relevant education so that Malaysia can become the world's 6th biggest education exporting country by 2020 with a target of 200,000 international students.

Fair Outline

Supported by the Ministry of Education & Ministry of Higher Education, the Malaysia Education Fair is superbly timed because it will be held around the end of the SPM and STPM examinations and the release of UEC results. During this period, students and parents will be eagerly collecting vital information on programs and institutions of higher learning to pursue their further education. For many students, a visit to the education exhibition marks a new phase in their life. This is where they made their decisions not only on the choice of their program, but also the education institutions to help them build their future. For others, the fair is a place for them to gather information to help them make an informed choice for their educational needs.

Take the opportunity to present and promote directly to your future students your latest educational programs and benefits and advantages that you offer for them.

The Fair is officially supported by the Ministries of Education and Higher Education in recognition for its success and contributions to the education sector.

Visitor numbers :

Kuala Lumpur 68,000

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%				

Penang 2,500

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%				

Alor Setar 1,500

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%				

Ipoh 1,800

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%				

Johor Bahru 19,000

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%				

Malacca 1,050

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

Business schools
Colleges
Education agencies
Equipment suppliers
Funding & scholarship providers
Government bodies
Hotel management schools
Language schools
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

Kuala Lumpur 07 Dec 2019 - 08 Dec 2019

Kuala Lumpur Convention Centre

- 9m2 Standard Equipped Stand | €1894.00 [Book Now](#)

Penang 13 Dec 2019

Jen Hill Hotel

- Working Space | €1178.00 [Book Now](#)

Alor Setar 14 Dec 2019

Star City

- Working Space | €1178.00 [Book Now](#)

Ipoh 15 Dec 2019

Weil Hotel

- Working Space | €1178.00 [Book Now](#)

Johor Bahru 21 Dec 2019

KSL Resort Hotel

- Working Space | €1178.00 [Book Now](#)

Malacca 22 Dec 2019

Hatten Hotel

- Working Space | €1178.00 [Book Now](#)

[BOOK FULL TOUR](#)