

# Africa - Ethiopia, Kenya & Tanzania -18th ISFA - Fall

## Information

Come and participate at the 18th edition of the ISFA International Student Fairs Africa, the most friendly, result driven, professional and fun event in East Africa!

We make sure that you will meet **top students** in Africa and also enjoy yourself through a pack of various activities including a **group safari and sightseeing**.

## Reasons to Attend

- 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 the focus on recruiting students for 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 revolutionized the academic sector in East Africa.

## Market Overview

Altogether, there are about 100 universities in East Africa, both public and private, with Kenya hosting the highest number, 40.

With local Kenyan universities not being able to offer enough places for students, more students are looking into opportunities to study overseas as they also wish to improve their career prospects in the labour market after graduation.

According to University World News, 57% of 1,044 Kenyan students polled in the recent survey said that they would prefer to study in a foreign university than a local one. The number of Kenyans issued with student visas has been on the rise in recent years according to government statistics.

An increase in Kenyan schools offering A-Levels and International Baccalaureate naturally increased the number of students willing to study abroad. Those ones who obtained the Kenya Certificate of Secondary

Education (KCSE) can still apply to foreign universities but most of such students choose to go for Access Courses abroad.

In the past decade Tanzania's public universities have witnessed rapid growth in enrolment. There are nearly 30 public and private universities in Tanzania. Demand for higher education is large with an estimated student population of 15,000.

According to a recent report from the Tanzania Education Sector Analysis, emphasis has been put on higher education, to adequately meet the growing demand from secondary school leavers and produce skills relevant to current and future economic growth. University enrolment has grown at an average annual rate of 30% over 2005-09.

### **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.

**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 :**

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#### **Arusha 800**

<b>Primary School</b>	%	<b>Undergraduate</b>	36%	<b>Professional Training</b>	6%
<b>High School</b>	%	<b>Postgraduate</b>	29%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	4%
<b>Foundation / Prep</b>	14%				

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#### **Nairobi 1,200**

<b>Primary School</b>	%	<b>Undergraduate</b>	35%	<b>Professional Training</b>	5%
<b>High School</b>	%	<b>Postgraduate</b>	30%	<b>Careers</b>	5%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	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 & 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

### Arusha 25 Sep 2023

*Mount Meru Hotel*

- Distant Participation One City | **€800.00** [Book Now](#)
- Working Space | **€1460.00** [Book Now](#)
- Distant Participation Full Tour | **€3300.00** [Book Now](#)

### Nairobi 29 Sep 2023 - 30 Sep 2023

*Sarit Expo Centre*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€2400.00** [Book Now](#)
- Distant Participation Full Tour | **€3300.00** [Book Now](#)

[BOOK FULL TOUR](#)



# CIS Countries - ICIEP 40th International Education Fair - Spring

## Information

### About the fair

ICIEP International Education Exhibition in the CIS region has over a 24-year history and is the first and oldest exhibition since 1998.

The main aim of the events is to provide CIS 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 CIS market.

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

In the 2019-2020 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 paramount importance to stay connected to potential students, nurture and increase the institution's visibility and awareness as well as stay tuned in with the current international recruitment opportunities in the country.

### **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 the CIS region, providing students with access to global study opportunities, and it has also created new recruitment opportunities for foreign education institutions in the CIS.

### **Market Overview**

Students and parents alike are looking forward to finding out about opportunities to study abroad, making this event essential both for visitors and recruiters.

The number of the CIS students receiving 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.

Before Covid, more and more CIS students packed their bags and go to study abroad. The most popular destination in Europe. The latest survey indicates that every third CIS 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 people. 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 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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### In-person 1,200

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

### 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)

## 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

**In-person 08 Apr 2023 - 09 Apr 2023**

*In-Person*

- Working Space ( Full Tour ) | **€4200.00** [Book Now](#)
- Working Space ( Full Tour ) & 6 month website advertising | **€4700.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Gulf Education and Training Exhibition in Dubai - Spring

**Information**

This event attracts some of the world's leading universities, colleges and other education providers, as well as suppliers of education equipment and technology.

### **Reasons to Attend**

Every year the exhibition attracts over 35,000 local and expatriate students who are at the threshold of college life and actively looking for higher education, professional development and training options.

The exhibition focuses on General Education, Higher Education, Vocational Education, Training & Professional Development, Global EdTech Forum.

### **Market Overview**

Dubai is a technologically advanced city with a continuous focus on innovation, offering a conducive environment for experiential learning, creative thinking and independent action. According to data collected by the Unesco Institute for Statistics which has published the Global Education Digest 2019, around 5,742 students from the UAE are studying abroad. Over 700 UAE nationals received government scholarships in 2019 to study overseas. The Dubai International Education Fair student recruitment is the Middle East's largest platform for the UAE and other GCC countries. It offers a consistently high lead ratio.

The number of schools in the UAE is expected to double in the next decade to meet the high demand for primary and secondary education. Until such time, demand will continue to outstrip supply much to the benefit of boarding schools in countries such as Australia, Canada, India, UK, USA and others.

### **Fair Outline**

The exhibition is the Middle East and Asia's most powerful platform for student recruitment.

Consider the facts:

- Drawing on its experience from being in the market for 25 years, Gulf Education and Training Exhibition targets different student groups based on preferences and has a conversion rate that is far higher than industry averages
- The Gulf Education and Training Exhibition maintains close links with the corporate world and regularly hosts seminars and presentations on topics that bridge the divide between education and industry.
- The fair boasts of an exhibitor retention rate of over 90 percent year on year which is testament to its success and position in the UAE education market.
- The Gulf Education and Training Exhibition offers a tangible return on your investment; every single person you interact and communicate with at the exhibition, has been targeted and invited and is genuinely interested in education.

Education is a top priority for the UAE government in recent years and accounts for more than AED 4.6 billion of the federal budget. Over 400,000 students of 52 nationalities, study in private schools in the UAE of which, over 330,000 students study in English medium schools.

### **Visitor numbers :**

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## Dubai 31,000

Primary School	%	Undergraduate	50%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	%				

## 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  
Primary schools  
Professional bodies  
Student service providers  
Summer schools  
Universities

## Levels & Subjects

### Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Secondary education (boarding)

### Subject Areas

- Accountancy, finance & insurance
- 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

**Dubai 26 Apr 2023 - 28 Apr 2023**

*Dubai International Convention & Exhibition Centre*

- 9m2 Standard Equipped Stand | **€4850.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€6600.00** [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fairs of Turkey - Spring

## Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 12 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 Fall 2019 event welcomed over 300 exhibitors representing over 150 institutions from 25 different countries.

## 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 institution.

- 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 graduate are currently looking for overseas education opportunities.

## 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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### Istanbul, Ankara and Izmir 8,000

Primary School	%	Undergraduate	25%	Professional Training	%
High School	8%	Postgraduate	33%	Careers	%
Further / Vocational	6%	Languages	23%	Other	5%
Foundation / Prep	%				

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## Istanbul (Asian side) 1,500

Primary School	%	Undergraduate	32%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	37%	Other	21%
Foundation / Prep	%				

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## Istanbul (European Side) 4,500

Primary School	%	Undergraduate	32%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	37%	Other	21%
Foundation / Prep	%				

## Exhibitors

### Who should attend

Universities  
Summer schools  
Student service providers  
Language schools  
Hotel management schools  
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

### Istanbul, Ankara and Izmir 17 Mar 2024 - 24 Mar 2024

*Istanbul (3 days) + 2 cities*

- Full Tour 4 cities | **€6660.00** [Book Now](#)

### Istanbul (Asian side) 21 Mar 2024

*Hilton Kozyatagi Hotel*

- Working Space | **€1600.00** [Book Now](#)

### Istanbul (European Side) 23 Mar 2024 - 24 Mar 2024

*Hilton Bosphorus Hotel Harbiye - European Side*

- 5m2 Standard Equipped Stand | **€3707.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# School Tour UK

## Information

School Tour UK is an excellent way to meet UK and international students and promote education at your university. It is a great opportunity to build relationships with careers advisers and heads in the leading schools in Midlands and Mid Wales.

Developing a presence in UK schools is one of the most important components in your strategy for the successful UK student recruitment.

Each Tour lasts 3 days and we typically visit 6-8 high schools. The format for each day is presentations/mini-fairs in each school, school tour and a meeting with a Head of School or Head of Sixth Form as well as Head of Secondary School. The Tour will be concluded by an interesting cultural programme on one of the days of the event.

## Visitor numbers :

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### Midlands 500

Primary School	%	Undergraduate	99%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	%	Languages	15%	Other	0%
Foundation / Prep	%				

## 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
- Student service providers
- Summer schools
- Universities

Equipment suppliers  
Primary schools  
Publishers

## **Levels & Subjects**

### **Academic Levels**

- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)

### **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**

**Midlands 25 Oct 2023 - 27 Oct 2023**

*School Tour Midlands - Wales*

- Working Space | **€3995.00** [Book Now](#)

[BOOK FULL TOUR](#)

# Turkey - International Student Fairs - Spring

## Information

We invite you attend the International Student Fairs in Turkey. We are pleased to offer this great opportunity for international schools keen on recruiting students from Turkey.

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.

## Reasons to Register

In Fall 2018, 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 institution.

- 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 graduate are currently looking for overseas education opportunities

## Fair Outline

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 are known for being a pioneer in student recruitment fairs with its 20 years 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 Virtual 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 it!

### Visitor numbers :

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#### Izmir 2,039

Primary School	%	Undergraduate	70%	Professional Training	%
High School	%	Postgraduate	30%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	%				

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#### Ankara 1,547

Primary School	%	Undergraduate	70%	Professional Training	%
High School	%	Postgraduate	30%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	%				

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#### Istanbul (Asian side) 1,547

Primary School	%	Undergraduate	70%	Professional Training	%
High School	%	Postgraduate	30%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	%				

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#### Istanbul (European Side) 3,169

<b>Primary School</b>	%	<b>Undergraduate</b>	70%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	30%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

## Exhibitors

### Who should attend

Universities  
 Language schools  
 Hotel management schools  
 Gap year organisations  
 Colleges  
 Business schools

## Levels & Subjects

### Academic Levels

- Language learning
- 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

### SPECIAL OFFERS ON THIS FAIR

- Early Bird Discount

### Izmir 27 Mar 2023

*Ege Palas Hotel*

- Working Space (Per City When All Cities Selected) | **€1390.00** [Book Now](#)
- Working Space | **€1530.00** [Book Now](#)

### Ankara 29 Mar 2023

*Ankara Sheraton Hotel*

- Working Space (Per City When All Cities Selected) | **€1390.00** [Book Now](#)
- Working Space | **€1530.00** [Book Now](#)

### Istanbul (Asian side) 31 Mar 2023

*Istanbul - Bastanci Dedeman*

- Working Space (Per City When All Cities Selected) | **€1390.00** [Book Now](#)
- Working Space | **€1530.00** [Book Now](#)

### Istanbul (European Side) 01 Apr 2023 - 02 Apr 2023

*Istanbul (European Side) Congress Centre*

- Working Space (Per City When All Cities Selected) | **€2580.00** [Book Now](#)
- Working Space | **€3250.00** [Book Now](#)

[BOOK FULL TOUR](#)