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 :

Istanbul 1,012

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
Publishers
Language schools

Hotel management schools
Gap year organisations
Colleges
Business schools
Boarding schools

Levels &amp 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 :

Brno 8,376

Primary School	%	**Undergraduate**	61%	**Professional Training**	%
High School	%	**Postgraduate**	26%	**Careers**	%
Further / Vocational	10%	**Languages**	20%	**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

Colleges
Business schools

Levels &amp 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

BOOK FULL TOUR

ICIEP Post-Exhibition Networking Day in Russia - Fall

Information

Visitor numbers :

St.Petersburg TBC

Primary School	%	**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

Levels &amp Subjects

Academic Levels

- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Language learning
- Secondary education (boarding)
- Foundation (Preparatory)

Subject Areas

Prices & Booking

St.Petersburg 15 Oct 2018

Grand Hotel Emerald

- Networking Day- Exhibitors | **€250.00** Book Now
- Networking Day- Non Exhibitors | **€350.00** Book Now

BOOK FULL TOUR

UniversityFairs

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 &amp 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

UniversityFairs

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 :

Bangkok 500

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

Jakarta 670

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

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%				

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 &amp 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 of 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 :

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	%				

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	%				

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%				

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 &amp 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

Russia - 34th Virtual International Education Fair - Winter

Information

About the fair

We are very excited to invite you to our ***34th ICIEP International VIRTUAL Education Exhibition*** in Russia.

ICIEP International Education Exhibition in Russia has over a 22-year history and is the first and oldest exhibition since 1998.

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

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

In 2018-2019 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 a paramount importance to stay connected to potential students, nurture and increase institution's visibility and awareness as well as stay turned in with the current international recruitment opportunities in the country.

The benefits of participating at our VIRTUAL fair:

- Dedicated professional tailor-made virtual platform for the event
- Individual booth for each exhibitor
- Meeting and chat functionality between exhibitors and attendees
- Presentation Stage Functionality incl. speakers functionality
- Institution/organisation profile incl. logo, banner , information and links to documents incl. video materials
- Video functionality
- Unlimited number of institution representatives
- Separate Exhibitors List

Participation fee includes: individual virtual boot on the dedicated platform, presentation on both days, participation of up to 2 representatives, institution profile, representatives profile, speakers profile, meeting and

chat functionality, video functionality, proven student database after the event

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 Russia, providing students with access to global study opportunities, and it has also created new recruitment opportunities for foreign education institutions in Russia.

It’s also the core event of the project Marketing and Promotion of International Education in Russia.

Market Overview

The Russian government has revealed plans to encourage students to study abroad, by funding up to 10,000 students a year to attend some of the world’s leading universities. According to a recent survey, education investment has become the favourite choice of many Russian parents. Students and parents alike are looking forward to finding out about opportunities to study abroad, making this event essential both for visitors and recruiters. International experts forecast that by 2020 Russia may enter the top-5 list of leading “demand states” in the world educational market, and the amount paid for education by the Russian students will triple.

The number of Russians receiving an 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 that organises study abroad for Russian students.

Every year more and more Russian students pack their bags and go to study abroad. The most popular destination is Europe. Latest survey indicates that every third Russian 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 Russians. 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 Russian 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 :

Moscow 1,200

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

St Petersburg 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 &amp 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
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