

# EINSTIEG RECRUITMENT FAIRS IN GERMANY - FALL

14 Sep 2018 - 24 Nov 2018

## Information

Einstieg is Germany's leading service provider in the field of undergraduate recruitment - and your reliable partner for the German student market. Our student recruitment fairs all over Germany attract more than 1,500 exhibitors from over 20 countries and more than 175,000 visitors each year.

## Fair Outline

The Einstieg student fairs take place seven times a year and are Germany's largest forum for educational and degree programmes. They give universities and companies the opportunity to get in direct contact with students and young adults to cover their recruiting needs. The fairs are held in some of Germany's most important economical and metropolitan areas.

Usually, a fair takes place over 2 full days (Friday and Saturday) and offers visitors lots of information about degree and other educational programmes in Germany, as well as programmes abroad. Both, students with no distinct career ideas, as well as students with well-defined career goals, can find guidance and information alike.

## Reasons to Attend

The events are mostly targeted at German Gymnasium (German grammar school leading to A Levels) students, who are striving to complete the Abitur (German A Levels) exam or have already passed their Abitur. However, committed Realschule (German general secondary school) students as well as students with further vocational qualifications, young employees, and college dropouts can also gain new ideas for their future by visiting the Einstieg fairs. Teachers and parents are important conversation partners for young adults when it comes to making career and study decisions, which is why our fairs also offer useful information for these two target groups.

Our events offer an interesting talks and presentations programme that exhibitors can take part in. We have stages at each fair as well as our Speakers Corner that gives exhibitors the opportunity to speak to visitors in a smaller group and encourage two-way conversation.

Our visitors can do a free online interest-check prior to visiting the fair to find course options and institutions that match their interests, strengths and skills. They can also use the test results to make appointments with matching exhibitors before visiting the fair.

## Market Overview

Germany is ranked among one of the most well-travelled countries. German adolescents not only take vacations frequently, but their interest in studying or working abroad has been increasing continuously. Surveys among our

recruitment fair visitors indicate that Einstieg visitors are particularly interested in degree programmes or gap years abroad after their graduation - every third respondent shows interest. This is not surprising: the number of pupils attending grammar schools and senior classes of comprehensive schools and therefore intending to moving on to university is comparatively high at Einstieg recruitment fairs.

Generally, the interest of German pupils in international degree programmes has steadily increased over recent decades: according to numbers published by the German Federal Statistical Office, almost 140,000 German young adults studied at universities abroad in 2012 (most current data available) - students were either enrolled for an academic term or degree programmes. Compared to that, roughly 2,400,000 students were enrolled at universities in Germany.

The most popular countries for international academic programmes included Austria, the Netherlands, Switzerland, Great Britain, the United States and France. Overall, 83.4 percent of German students decided to study in Europe. 8.4 percent chose programmes located in North- and South-America, 5.7 percent chose to study in Asia, 1.7 percent studied in Australia and Oceania, and 0.6 percent decided to study abroad in Africa.

## Fair Support

Our fairs are under the patronage of Prof. Dr. Johanna Wanka, Federal Minister for Education and Research.

## Visitor numbers :

Dortmund 4,000

<b>Primary School</b>	%	<b>Undergraduate</b>	50%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	5%
<b>Further / Vocational</b>	41%	<b>Languages</b>	10%	<b>Other</b>	29%
<b>Foundation / Prep</b>	5%				

Karlsruhe 3,000

<b>Primary School</b>	%	<b>Undergraduate</b>	61%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	%
<b>Further / Vocational</b>	40%	<b>Languages</b>	5%	<b>Other</b>	15%
<b>Foundation / Prep</b>	5%				

Berlin TBC

<b>Primary School</b>	%	<b>Undergraduate</b>	65%	<b>Professional Training</b>	1%
<b>High School</b>	%	<b>Postgraduate</b>	3%	<b>Careers</b>	1%
<b>Further / Vocational</b>	60%	<b>Languages</b>	6%	<b>Other</b>	10%
<b>Foundation / Prep</b>	5%				

Munich TBC

<b>Primary School</b>	%	<b>Undergraduate</b>	77%	<b>Professional Training</b>	1%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	1%
<b>Further / Vocational</b>	42%	<b>Languages</b>	6%	<b>Other</b>	15%
<b>Foundation / Prep</b>	5%				

## 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

## Levels & Subjects

### Academic Levels

- Language learning
- Further education & vocational

- Foundation (Preparatory)
- Undergraduate (Bachelors)

## Prices & Booking

### Dortmund 14 Sep 2018 - 15 Sep 2018

- €1,580 | 4m2 Standard Equipped Stand | **€1580.00**

[BOOK NOW](#)

### Karlsruhe 05 Oct 2018 - 06 Oct 2018

- €1,580 | 4m2 Standard Equipped Stand | **€1580.00**

[BOOK NOW](#)

### Berlin 09 Nov 2018 - 10 Nov 2018

- €1,580 | 4m2 Standard Equipped Stand | **€1580.00**

[BOOK NOW](#)

### Munich 23 Nov 2018 - 24 Nov 2018

- €1,580 | 4m2 Standard Equipped Stand | **€1580.00**

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# INTERNATIONAL EDUCATION INDIA EXPO ROADSHOW- FALL

02 Sep 2018 - 08 Sep 2018

## Information

The India 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 India and Sri Lanka's most productive markets during their leading International Student Recruitment Fairs.

## Market Overview

Often regarded as easy-to-penetrate markets, India and Sri Lanka form the cornerstone of many educational institution's international student intake. With almost 200,000 Indian and Sri Lankan students currently studying abroad - a number that seemingly has no limits - only China sends more international students overseas.

India has the 2nd largest population of higher education students, and is predicted to pass China within the next 10 years, with an estimated 119 million college aged students by 2025. Already over 50% of the country's population is under the age of 25, making India home to one of the world's youngest populations.

Indian students tend to look for recognition on a global level to give them a competitive edge over the huge number of peers that they will be competing with for jobs. They believe that the best way to find this is through quality education, which is limited within India, but in abundance overseas.

### 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 the EXPO Roadshows. 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.

- High student quality: Student participants are screened through online questionnaires to ensure only the highest quality visitors attend the events.

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

## Visitor numbers :

Delhi 1,428

<b>Primary School</b>	%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	2%	<b>Postgraduate</b>	66%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	3%	<b>Other</b>	%
<b>Foundation / Prep</b>	15%				

Bangalore 1,175

<b>Primary School</b>	%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	2%	<b>Postgraduate</b>	66%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	3%	<b>Other</b>	%
<b>Foundation / Prep</b>	15%				

Chennai 745

<b>Primary School</b>	%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	2%	<b>Postgraduate</b>	66%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	3%	<b>Other</b>	10%
<b>Foundation / Prep</b>	15%				

Mumbai 1,570

<b>Primary School</b>	0%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	2%	<b>Postgraduate</b>	66%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	3%	<b>Other</b>	%
<b>Foundation / Prep</b>	15%				

Exhibitors

Who should attend

Levels & Subjects

Academic Levels

Prices & Booking

Delhi 02 Sep 2018

- €1,910 | Working Space | **€1910.00**

BOOK NOW

Bangalore 04 Sep 2018

- €2,010 | Working Space | **€2010.00**

BOOK NOW

Chennai 06 Sep 2018

- €2,010 | Working Space | **€2010.00**

BOOK NOW

Mumbai 08 Sep 2018

- €1,910 | Working Space | **€1910.00**

BOOK NOW

BOOK FULL TOUR

# INTERNATIONAL EDUCATION LATIN AMERICA ROADSHOW- FALL

02 Sep 2018 - 20 Sep 2018

## Information

### Visitor numbers :

Santiago 1,921

<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%				

Buenos Aires 21,473

<b>Primary School</b>	%	<b>Undergraduate</b>	24%	<b>Professional Training</b>	6%
<b>High School</b>	3%	<b>Postgraduate</b>	16%	<b>Careers</b>	3%
<b>Further / Vocational</b>	10%	<b>Languages</b>	38%	<b>Other</b>	3%
<b>Foundation / Prep</b>	3%				

Santa Cruz TBC

<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%				



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Lima 2,937

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<b>Primary School</b>	%	<b>Undergraduate</b>	2%	<b>Professional Training</b>	5%
<b>High School</b>	2%	<b>Postgraduate</b>	23%	<b>Careers</b>	3%
<b>Further / Vocational</b>	10%	<b>Languages</b>	37%	<b>Other</b>	2%
<b>Foundation / Prep</b>	22%				

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Guayaquil 2,633

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<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%				

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Quito 3,206

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<b>Primary School</b>	%	<b>Undergraduate</b>	23%	<b>Professional Training</b>	5%
<b>High School</b>	2%	<b>Postgraduate</b>	22%	<b>Careers</b>	3%
<b>Further / Vocational</b>	10%	<b>Languages</b>	38%	<b>Other</b>	2%
<b>Foundation / Prep</b>	2%				

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Panama City 3,021

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<b>Primary School</b>	%	<b>Undergraduate</b>	24%	<b>Professional Training</b>	6%
<b>High School</b>	3%	<b>Postgraduate</b>	16%	<b>Careers</b>	3%
<b>Further / Vocational</b>	10%	<b>Languages</b>	38%	<b>Other</b>	3%
<b>Foundation / Prep</b>	3%				

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Bogota 7,208

<b>Primary School</b>	%	<b>Undergraduate</b>	15%	<b>Professional Training</b>	11%
<b>High School</b>	4%	<b>Postgraduate</b>	45%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	60%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

Medellin 1,815

<b>Primary School</b>	%	<b>Undergraduate</b>	23%	<b>Professional Training</b>	11%
<b>High School</b>	4%	<b>Postgraduate</b>	40%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	65%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

Cali 1,862

<b>Primary School</b>	%	<b>Undergraduate</b>	23%	<b>Professional Training</b>	11%
<b>High School</b>	4%	<b>Postgraduate</b>	40%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

## Exhibitors

Who should attend

## Levels & Subjects

Academic Levels

## Prices & Booking

Santiago 02 Sep 2018

• €1,870 | Working Space | **€1870.00**

[BOOK NOW](#)

Buenos Aires 04 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Santa Cruz 06 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Lima 08 Sep 2018

• €2,050 | 6m2 Standard Equipped Stand | **€2050.00**

BOOK NOW

## Guayaquil 10 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Quito 11 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Panama City 13 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Bogota 15 Sep 2018 - 16 Sep 2018

• €3,595 | 6m2 Standard Equipped Stand | **€3595.00**

BOOK NOW

## Medellin 18 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

## Cali 20 Sep 2018

• €1,870 | Working Space | **€1870.00**

BOOK NOW

BOOK FULL TOUR

# KOREA STUDY ABROAD FAIR - FALL

08 Sep 2018 - 16 Sep 2018

## Information

We welcome you to take part in the largest study abroad exhibition in Korea.

### Reasons to Attend

The Korea Study Abroad & Emigration Fair brings more than 600 schools and associations related to studying abroad from 20 countries with also 50 associations related to emigration from 10 countries. Korea Study Abroad Fair Fall 2016 received over 35,100 visitors and 428 exhibitors from 28 countries over the three day multi-city event.

### Market Overview

Korea is a rapid-growing education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about 300,000 people are going to study abroad or get language courses.

The number of Korean students studying abroad is increasing. According to a recent report, the number of Korean students studying abroad has jumped more than 32 percent over the past five years. Of the total, 60.7 percent went abroad to pursue degrees, with the remaining 39.3 percent for language study.

### Fair Outline

Korea Study Abroad Fair visitors benefit from the rich information about studying abroad and emigration which is provided at this one-stop service, face-to-face, at the fair. The fair has many supporters including embassies, state governments, education offices, and emigration offices.

As the biggest study abroad fair in Korea, this is the best place for you to build connections and promote your institution and programs to Korean students and parents directly. The Korea Student & Emigration Fair, with various programs including high standard seminars is certainly worthwhile participating at and visiting

The fair is supported by many government bodies including Embassy of the People's Republic of China, Korean Overseas Study Association, New Zealand Embassy, Nuffic NESO Korea, Philippine Department of Tourism-Korea, South African Embassy, The British Council, US Embassy, and many more.

Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for a successful Korea Study Abroad Fair 2018 Fall!

### 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 :

Busan TBC

<b>Primary School</b>	10%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	10%	<b>Postgraduate</b>	20%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	25.4%	<b>Other</b>	10%
<b>Foundation / Prep</b>	10%				

Seoul 25,895

<b>Primary School</b>	16%	<b>Undergraduate</b>	20%	<b>Professional Training</b>	10%
<b>High School</b>	12.5%	<b>Postgraduate</b>	20%	<b>Careers</b>	19.2%
<b>Further / Vocational</b>	10%	<b>Languages</b>	25.4%	<b>Other</b>	10%
<b>Foundation / Prep</b>	10%				

## Exhibitors

### Who should attend

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Primary schools
- 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
- Primary education (boarding)
- Secondary education (boarding)
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

## Prices & Booking

### Busan 08 Sep 2018 - 09 Sep 2018

- €1,802 | 6m2 Standard Equipped Stand | **€1802.00**

[BOOK NOW](#)

### Seoul 15 Sep 2018 - 16 Sep 2018

- €2,478 | 9m2 Standard Equipped Stand | **€2478.00**

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[BOOK FULL TOUR](#)

# MASTERS AND MBA FAIR- PARIS FALL

08 Sep 2018

## Information

We welcome you to join The Masters Fair in Paris September 2018. This international event will offer your university or business school the opportunity to promote a wide range of programmes at both master's levels – MA and MBA.

### Reasons to Attend

Each year, more than 63,000 French students undertake tertiary studies abroad, with 47,000 French students taking degrees in non-native European Union countries. The Masters Fair in 2016 was a large success, with 6,500 visitors in attendance and with 97% of the exhibitors saying they were satisfied or very satisfied with the event.

### Market Overview

France has a population of 62.9 million with a per capita GDP of US \$31,096 and is the third-largest economy in Europe after Germany and the UK. French higher education has a long tradition of openness and accessibility\*. The national government devotes 20 percent of its annual budget to education. Fees for both French and international students are kept very low to persuade students to stay in education as long as possible. There are about 190,000 international students, from all over the world, currently enrolled in French higher education.

### Fair Outline

The Masters Fair is an outstanding event that gives exhibitors the chance to showcase their postgraduate programmes and expertise to highly motivated students. Do not miss out on the opportunity to present your institution, services, and programmes at the Master Fair in Paris.

With the co-operation of the BIOP, the Office of Information and Orientation in Paris and antenne de la CCIP, Chamber of Commerce of Paris, students will have the opportunity to define their future study prospects. Professionals from participating institutions will be able to help students to learn more about the postgraduate courses they offer and support enquiries.

The education fair also incorporates various seminars given by education, work placement and career professionals giving students the possibility to find out more about study and work opportunities.

The official Studyrama Guide to International Studies magazine is distributed during the event. The annual magazine includes information on more than 1000 Masters courses and MBAs; it is rich with advice and practical information.

\*Sourced from Education New Zealand and EU figures on cross-border study.

## Further Exhibition Information

Learn more about this leading student recruitment exhibition 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 :

Paris 3,800

<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
- Professional bodies
- Language schools
- Hotel management schools
- Government bodies
- Funding & scholarship providers
- Equipment suppliers
- Colleges
- Business schools

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- Further education & vocational
- Postgraduate (Masters, MBA, LLM, Dip, PhD)



## Prices & Booking

Paris 08 Sep 2018

- €4,319 | 6m2 Standard Equipped Stand | **€4319.00**

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