

# **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 School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

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



# Grandes Ecoles Fair (Business, Engineering, Artistic) Education Fair- Rennes

# **Information**

#### **Visitor numbers:**

# **Rennes 6,000**

Primary School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

Foundation / Prep 10%

## **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 & amp Subjects**

#### **Academic Levels**

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

#### **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**

## **Rennes 13 Oct 2018**

Rennes

• 6m2 Standard Equipped Stand | €4490.00 Book Now



# **International Education Exhibition in Mongolia - Fall**

#### 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 markers 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 School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%Foundation / Prep10%

# **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 & amp 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 12 Mar 2022 - 13 Mar 2022

Blue Sky Hotel

• 6m2 Standard Equipped Stand | €1285.00 Book Now



# **International Education Mexico EXPO Roadshow - Fall**

#### Information

The Mexico 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 Mexico's most productive markets during Mexico's leading International Student Recruitment Fairs.

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.

#### Reasons to Attend

The 28th International Education Mexico EXPO Roadshow held in the spring of 2017 received over 9000 students for the total EXPO. Mexico is the 11th largest economy in the world, and consistently ranks among the top ten countries sending students to the USA and Canada. There are more than 24,000 students choosing to study abroad, selecting destinations such as Spain, UK, and USA.

#### **Market Overview**

According to the Secretaría de Educación Pública, Mexican public and private colleges are focusing on alliances and agreements with foreign schools to provide joint programs, dual certification and exchange programs for students and professors. These programs have become more important as Mexico has become a key player in the world economy. Mexico currently boasts over 2,000 institutions of higher education.

#### **Fair Outline**

As one of the main Latin American markets, exhibitors will have the opportunity to visit its three largest cities. The Mexico EXPO biannual roadshow has been organised in Mexico for eight years.

- Over 1,000 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: arrange all accommodation, transportation, and translator needs.
- Agent Meeting Place: All participants are provided with the contact details of agents in each of the expocities at no additional cost.
- Over 80% of attendees are aged uner 30 and 40% have an interest in postgraduate programs.

The fairs normally have the participation of 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:

#### Merida TBC

Primary School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

Foundation / Prep 10%

### **Puebla 1,639**

Primary School10% Undergraduate10% Professional Training10%High School10% Postgraduate10% Careers10%Further / Vocational10% Languages10% Other10%

Foundation / Prep 10%

#### **Mexico City 4,726**

Primary School10% Undergraduate10% Professional Training10%High School10% Postgraduate10% Careers10%Further / Vocational10% Languages10% Other10%

Foundation / Prep 10%

# Monterrey 1,839

Primary School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

Foundation / Prep 10%

## Guadalajara 1,618

Primary School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

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**

#### Merida 02 Oct 2018

Merida

• 6m2 Standard Equipped Stand | €1870.00 Book Now

#### **Puebla 04 Oct 2018**

Puebla

• Working Space | €1870.00 Book Now

# Mexico City 06 Oct 2018 - 07 Oct 2018

Mexico City

• 6m2 Standard Equipped Stand | €3785.00 Book Now

## **Monterrey 09 Oct 2018**

Monterrey

• Working Space | €1870.00 Book Now

# Guadalajara 11 Oct 2018

Guadalajara

• 6m2 Standard Equipped Stand | €1870.00 Book Now



# **International Educational Africa EXPO Road Show**

# **Information**

# **Visitor numbers:**

# Lagos 1,329

Primary School10%Undergraduate10%Professional Training10%High School10%Postgraduate10%Careers10%Further / Vocational10%Languages10%Other10%

Foundation / Prep 10%

## Accra 1,513

Primary School10% Undergraduate10% Professional Training10%High School10% Postgraduate10% Careers10%Further / Vocational10% Languages10% Other10%

Foundation / Prep 10%

# **Exhibitors**

Who should attend

# **Levels & amp Subjects**

**Academic Levels** 

**Subject Areas** 

# **Prices & Booking**

**Lagos 24 Mar 2019** 

• Working Space | €2200.00 Book Now

#### Accra 26 Mar 2019

Accra

• Working Space | €2200.00 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%Undergraduate30%Professional Training%High School10%Postgraduate35%Careers%Further / Vocational10%Languages25%Other%Foundation / Prep%

# St Petersburg 1,200

Primary School%Undergraduate30%Professional Training%High School10%Postgraduate35%Careers%Further / Vocational10%Languages25%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
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

# **Prices & Booking**

## Moscow 04 Dec 2020 - 05 Dec 2020

Online

• Virtual participation (Both cities Moscow and St.Petersburg) | €2200.00 Book Now

# St Petersburg 04 Dec 2020 - 05 Dec 2020

Online

Virtual participation (Both cities Moscow and St.Petersburg) | €2200.00 Book Now

# **BOOK FULL TOUR**



# Studyrama International Education & Career Fair - Paris - Fall

### **Information**

The Studyrama International Education Fair Paris aims to help students find an international education and/or career path abroad. The International Education and Career Fair also aims to represent a substantial number of industry sectors for prospective employees to investigate different career paths. The objective of the event is to develop a dynamic continuum of the various opportunities available in the sectors for students and young professionals with all levels of experience.

#### Reasons to Attend

This not to be missed event addresses French students at the undergraduate or graduate level as well as students from abroad who wish to find information on an international curriculum. It is also directed towards young graduates and the currently employed who would like to give their career a more international dimension.

#### **Market Overview**

Each year, more than 47,000 French students take degrees in non-native European Union countries. 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**

Among the present institutions: Prestigious schools and French universities, European establishments (German, Swiss, Spanish, English, Belgian), North American establishments (American and Canadian universities), Australian establishments, and a Language Pavillon offering linguistic travel with language courses abroad.

### The international mobility/living abroad area

- -A number of French and European institutions will be available for consultation and international recruitment firms.
- -International mobility agencies will be present to give advice and information to visitors looking to move abroad.

Visitors are attracted to the wide range of exhibitors and services provided by the fair including a bookshop with specialised works on living and studying abroad. Conferences and lectures will be held throughout the day to offer a broad spectrum of employment options from various industry sectors and the new tendencies in recruitment. Visitors will also receive copies of "The Official Studyrama Guide to International Education", which will be given out at the international guide desk at the front of the fair.

This fair is the pre-eminent way for skill and opportunity to join together in a functional environment. This is a great opportunity to promote your services and to enrol students and graduates.

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

#### **Further Exhibition Information**

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

# **Visitor numbers:**

#### **Paris 8,700**

Primary School11%Undergraduate12%Professional Training13%High School14%Postgraduate15%Careers16%Further / Vocational10%Languages18%Other19%

Foundation / Prep 20%

#### **Exhibitors**

#### Who should attend

Business schools Companies (Careers) Funding & scholarship providers Gap year organisations Colleges Boarding schools
Education agencies
Government bodies
Hotel management schools
Language schools
Professional bodies
Publishers
Universities
Summer schools
Student service providers

# **Levels & amp Subjects**

#### **Academic Levels**

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

## **Subject Areas**

- Education & teaching
- Economics
- Computer science & IT
- Architecture, construction, building & surveying
- Business, MBA & management
- Engineering
- Accountancy, finance & insurance
- Health & medicine
- Humanities
- Languages
- Law & LLM
- Mathematics

# **Prices & Booking**

Paris 08 Oct 2022

Cité International de Paris

• 6m2 Standard Equipped Stand | €6080.00 Book Now