

# Africa - Ethiopia, Kenya & Tanzania -17th ISFA - Spring

## Information

Come and participate at the 17th 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 revolutionised 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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#### **Addis Ababa 1,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	36%	<b>Professional Training</b>	5%
<b>High School</b>	%	<b>Postgraduate</b>	32%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	5%
<b>Foundation / Prep</b>	16%				

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#### **Zanzibar 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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#### **Dar Es Salaam 1,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	36%	<b>Professional Training</b>	5%
<b>High School</b>	%	<b>Postgraduate</b>	32%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	5%
<b>Foundation / Prep</b>	16%				

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## Nairobi 1,200

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	15%				

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## Mombasa 800

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

## 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

#### Addis Ababa 16 Feb 2023

##### *Eliana Hotel*

- Distant Participation One City | €900.00 [Book Now](#)
- Working Space | €1825.00 [Book Now](#)
- Distant Participation Full Tour | €3200.00 [Book Now](#)

#### Zanzibar 20 Feb 2023

##### *Serena Hotel*

- Distant Participation One City | €900.00 [Book Now](#)
- Working Space | €1825.00 [Book Now](#)
- Distant Participation Full Tour | €3200.00 [Book Now](#)

#### Dar Es Salaam 22 Feb 2023

##### *Onomo Hotel*

- Distant Participation One City | €900.00 [Book Now](#)
- Working Space | €2690.00 [Book Now](#)

- Distant Participation Full Tour | **€3200.00** [Book Now](#)

### **Nairobi 24 Feb 2023 - 25 Feb 2023**

*Royal Tulip Canana*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€2690.00** [Book Now](#)
- Distant Participation Full Tour | **€3200.00** [Book Now](#)

### **Mombasa 28 Feb 2023**

*Bliss hotel*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€1825.00** [Book Now](#)
- Distant Participation Full Tour | **€3200.00** [Book Now](#)

[BOOK FULL TOUR](#)



# **Baltic International Recruitment Tour - Universities and Boarding Schools Spring**

## **Information**

The biggest Baltic State specialised public fair for International Education is taking place in three capitals – Vilnius, Riga and Tallinn during October 2018. Organised in a workshop style, the fair provides a relaxed atmosphere of the Radisson Blu Hotels' conference centres for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

## **Reasons to Attend**

The Baltic International Recruitment Tour is the biggest specialised education abroad event in the Baltic States. The fair features unique educational institutions that represent the wide range of educational and professional programmes: general, intensive and special language courses, basic and secondary education, further education and professional training, diploma programmes, BA/BSc, Masters/MBA, postgraduate and others. Visitors from various target groups including schoolchildren and their parents, young people and students, adults and business people, representatives of private and state companies and organisations, mass media. Each year the fairs receive 2,000 – 5,000 visitors in each country.

## Market Overview

More and more students from the Baltic States tend to look for opportunities to gain high quality international education, professional training and experience. Foreign language courses are becoming increasingly popular among people of different ages and occupations. Every year the number of students going abroad to language schools and universities is steadily growing.

The Baltic region has a long tradition of providing high-quality education. For young people it is a vibrant and international environment with the possibility to make use of the latest developments in different study fields, which makes the region an attractive place for living and studying. According to statistics from a poll by the non-profit organisation Dream Foundation, over 60 percent of Baltic students would like to study at a foreign university.

## Fair Outline

The fairs are free to access by the public, allowing visitors to get acquainted with the student fair's participants; their courses and programmes and to take enrolments. On the other hand, education providers have the opportunity to meet and support their education agents, the Baltic Council and to establish new contacts.

The success of this fair is based on qualitative service and professionalism of the organizers combined with broad promotion campaign providing return of investments for the fair's participants.

During the last several years the Baltic States (Latvia, Estonia and Lithuania) have become more attractive for education providers from all over the world. This is not a casual interest, but a developing tendency proving that the potential and demand for the educational industry abroad in the Baltic region is very high.

The Baltic international recruitment tour has been in place since 2005 with a growing number of participants and a strong presence of institutions presenting their programmes and services. The potential for the development of the education industry abroad is very high in the Baltics and the demand for quality programmes will continue to grow.

## Visitor numbers :

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### Tallinn 2,000

Primary School	%	Undergraduate	60%	Professional Training	%
High School	10%	Postgraduate	10%	Careers	%
Further / Vocational	5%	Languages	10%	Other	%
Foundation / Prep	5%				

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### Riga 5,000

Primary School	%	Undergraduate	60%	Professional Training	%
High School	10%	Postgraduate	10%	Careers	%
Further / Vocational	5%	Languages	10%	Other	%
Foundation / Prep	5%				

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## Vilnius 3,000

Primary School	%	Undergraduate	60%	Professional Training	%
High School	10%	Postgraduate	10%	Careers	%
Further / Vocational	5%	Languages	10%	Other	%
Foundation / Prep	5%				

## Exhibitors

### Who should attend

Universities  
Summer schools  
Professional bodies  
Primary schools  
Language schools  
Hotel management schools  
Funding & scholarship providers  
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)

### 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

### Tallinn 23 Feb 2023

*Radisson Blu Hotel Olympia*

- Working Space | €2102.00 [Book Now](#)

### Riga 25 Feb 2023

*Radisson Blu Hotel Latvija*

- Working Space | €2102.00 [Book Now](#)

### Vilnius 26 Feb 2023

*Radisson Blu Hotel Lietuva*

- Working Space | €1690.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fair in Georgia

## Information

International Education Fair in Georgia will present a great number of educational establishments, and the



opportunities of study programmes in Georgia and other countries.

### **Reasons to Attend**

More than 25% of undergraduate students, graduate students and senior schoolchildren in Georgia are currently looking for overseas education opportunities. The registration for University National Exams in Georgia last from February to March. The National Exams last from June to July. Therefore, the fair date in February is the best time for both students and institutions, according to their next steps in education.

At the International Education Fair in 2017 there were 114 exhibitors in total. Visitors had an opportunity to meet representatives from 16 countries: Australia, China, Czech Republic, Estonia, France, Georgia, Germany, Hungary, Latvia, Lithuania, the Netherlands, North Cyprus, Poland, Turkey, UK and USA.

There has been a development of the number of visitors attending the fair each year:

2012 – 5,800

2013 – 7,200

2014 – 9,000

2015 – 12,000

2016 – 12,000

This incline in numbers highlights the increase in student interest in international education and demonstrates education as a priority for many visitors.

### **Market Overview**

- Approximately 36,000 entrants/applicants are passing national exams in July to study in the higher education institutions of Georgia.
- 25% of undergraduate and graduate students, and senior schoolchildren in Georgia are currently looking for overseas education opportunities
- There are 59 Universities in Georgia (31% State Universities and 69% Private Authorized Universities) with over 124,000 students studying at higher education level.
- There are 13 colleges authorized with over 240,000 students studying at secondary level.
- The three-level system of higher education consists of: the first level - Bachelor's degree, the second step - Master's degree, the third step - PhD

The fair date is the best time for both students and institutions according to their next step in education (the registration for university national exams in Georgia last from February to March, the national exams in last from June to July).

### **Fair Outline**

International Education Fair is a great platform for professionals and decision-makers in the education sector to exchange their experience and know-how. The parallel events: presentations, seminars and workshops will reach the goals and aims of the exhibition.

Studying abroad is becoming more and more popular among Georgian students as the country itself continues to pursue integration into the international society and the demand for professionals with international experience is rapidly increasing amongst Georgian and regional employers. The B2C concept of the exhibition shows a very clear value to the exhibitors as well as visitors. It is an “Open Door Day” for all the presented organizations an opportunity to receive all required information directly from the source for the visitors.

The International Education fair will cover such subjects as state and private higher education institutions, colleges, vocational schools, training centers, language schools and courses, as well as will provide information on new study programmes, and information about the services for students and educational institutions. Education Fair 2018 will bring together the quality international education providers with study abroad agents and education consultants.

The exhibition is promoted through an aggressive and informative marketing campaign encompassing a variety of effective marketing tools to reach all visitors segments. Media includes target group-specific direct marketing, online campaigns, advertising in numerous trade publications and in the general business press, extensive press activities and networking with industry associations and media.

### **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 :**

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#### **Tbilisi 12,000**

<b>Primary School</b>	0%	<b>Undergraduate</b>	45%	<b>Professional Training</b>	9%
<b>High School</b>	0%	<b>Postgraduate</b>	35%	<b>Careers</b>	4%
<b>Further / Vocational</b>	25%	<b>Languages</b>	47%	<b>Other</b>	7%
<b>Foundation / Prep</b>	19%				

### **Exhibitors**

#### **Who should attend**

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Language schools
- Hotel management schools

Government bodies  
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**

**Tbilisi 24 Feb 2023 - 25 Feb 2023**

- 9m2 Standard Equipped Stand | €2495.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fair of Cyprus

## Information

We are pleased to announce the organization of the International Education Fair of Cyprus.

The International Education Fair of Cyprus aims to fill the gap created by the operation's ceasing of the Cyprus States Fair Authority, who until 2014 was organizing the International Education Fair in Cyprus.

The International Education Fair of Cyprus will become the gate where the representatives of the higher educational institutions will meet and attract Cypriot and international students living in Cyprus and wish to study either locally or abroad. Furthermore, the Exhibition is offering an opportunity to providers of educational equipment and technology, books and other products and services addressed to students, such as career services, to be promoted to at least 10,000 students and youngsters.

In more detail at the International Education Fair of Cyprus the following organisations are welcome to participate:

- Local and International Universities / Colleges / HEIs
- Local Private Schools (Primary and Secondary Education)
- International Schools
- Education Consultants / Advisors
- Postgraduate and Vocational Training Institutes
- Study abroad agencies
- Employment and Career Agencies & Placement Firms
- Public Authorities
- Book Publishers & Bookstores

**Visitor numbers :**

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Nicosia 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%				

## **Exhibitors**

### **Who should attend**

Universities  
 Summer schools  
 Student service providers  
 Professional bodies  
 Language schools  
 Hotel management schools  
 Gap year organisations  
 Education agencies  
 Companies (Careers)  
 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**

**Nicosia 03 Mar 2023 - 05 Mar 2023**

*CyprusExpo*

- 12m2 Standard Equipped Stand | **€1864.00** [Book Now](#)
- 15m2 Standard Equipped Stand | **€2168.00** [Book Now](#)
- 18m2 Standard Equipped Stand | **€2471.00** [Book Now](#)

[BOOK FULL TOUR](#)