

International Education Latin America EXPO Roadshow - Spring 2019

Information

The Latin America 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 Colombia's, Panama's and Venezuela's most productive markets during Latin America's leading International Student Recruitment Fairs.

Reasons to Attend

As the 3rd largest student market in Latin America, Colombia is a highlight on the EXPO Roadshow schedule and Panama, Ecuador, Peru and Chile have been on the exhibition calendars for the last six years.

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

As a region, Latin America is seeing an unprecedented number of student recruiters heading its way. Increased levels of English proficiency and higher per capita incomes have cemented this region as an attractive market to recruit international students.

Panama is a fast growing hub for trade, business, finance and logistics, owing to its location between two continents. Panama is also home to the two busiest ports in Latin America, and Tocumen International airport is the most connected airport in Latin America. Panama City has a population of 1.5 million people, and is considered to be the most cosmopolitan capital in Central America. The city is a regional hub of trade and immigration, bridging the gap between North and South America.

Colombia sends over 25,000 students abroad for higher education each year. This number has increased by 50% over the last decade. Within Colombia, tertiary enrolments have grown even faster, with the number of students enrolling more than doubling from 2003 to 2013 to over two million. The government's plan requirement that half of all young people continue their studies or training after high school is well on-track. Bogota is the largest and most populous city in Colombia, and the fourth largest in South America with a population of over 7 million. Bogota holds more schools, colleges and universities than any other city in Colombia, and has high academic levels to reflect this. It has transformed from a city famous for its issues in the past to a model metropolis.

With almost 3 million citizens, Cali is the second largest city in Colombia. Cali has one of the fastest growing economies in the country, and is the main urban and economic centre in South West Colombia. The city of Medellin, with a population of over 3.5 million, has been rated as the most innovative city in the world, winning awards for its transit system. Budget alterations have made education more widely available across the city.

Ecuador is one of the smallest countries in South America with a population of around 13 million, of which 11,000 students continue their higher education abroad each year. The real GDP growth is both stable and strong when compared with the rest of Latin America, at around 4%.

Quito is the capital city of Ecuador and the second most populous. Quito is a cosmopolitan city of great cultural diversity, with one of the best-preserved, least altered historic centres in Latin America.

Peru is historically one of the fastest growing economies in Latin America. With a population of over 30 million, Peru is in a state of fast development. Changes to the education sector within the country have created uncertainty, but this has opened the door to international educators.

Lima is the capital city of Peru with a population of approximately 10 million. Home to one-third of Peru's population, Lima is the political, cultural and economic centre of the country. There are several excellent international schools in the city, which follow the standard of a US and European curriculum.

Chile is home to a stable political environment and a growing economy. Almost 10,000 students head overseas for their tertiary education per year, and this is likely to continue to grow as the population of students in domestic secondary and tertiary education increases.

Santiago is the 5th largest city in Latin America, and one of the most modern cities on the continent, with a population of approximately 5 million. Santiago is home to Universidad de Chile, which ranks as 4th of all public universities in Latin America.

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.

Visitor numbers :

Panama City 2,185

Primary School	%	Undergraduate	23%	Professional Training	5%
High School	2%	Postgraduate	21%	Careers	3%

Further / Vocational 4% Languages 38% Other 2%
Foundation / Prep 2%

Baranquilla 2,500

Primary School % Undergraduate 21% Professional Training 7%
High School 3% Postgraduate 20% Careers 3%
Further / Vocational 4% Languages 37% Other 2%
Foundation / Prep 3%

Medellin 2,400

Primary School % Undergraduate 23% Professional Training 11%
High School 2% Postgraduate 40% Careers %
Further / Vocational % Languages 65% Other %
Foundation / Prep %

Pereira 2,500

Primary School % Undergraduate 23% Professional Training 6%
High School 2% Postgraduate 18% Careers 3%
Further / Vocational 4% Languages 40% Other 2%
Foundation / Prep 2%

Bucaramanga TBC

Primary School % Undergraduate 23% Professional Training 6%
High School 2% Postgraduate 18% Careers 3%
Further / Vocational 4% Languages 40% Other 2%
Foundation / Prep 2%

Bogota TBC

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%

Lima TBC

Primary School % Undergraduate 23% Professional Training 5%
High School 2% Postgraduate 22% Careers 3%
Further / Vocational 4% Languages 37% Other 2%
Foundation / Prep 2%

Quito TBC

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%				

Santiago 2,894

Primary School	%	Undergraduate	24%	Professional Training	6%
High School	3%	Postgraduate	16%	Careers	3%
Further / Vocational	4%	Languages	38%	Other	3%
Foundation / Prep	3%				

Buenos Aires TBC

Primary School	3%	Undergraduate	16%	Professional Training	6%
High School	4%	Postgraduate	38%	Careers	3%
Further / Vocational	3%	Languages	6%	Other	3%
Foundation / Prep	24%				

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 & 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

Panama City 27 Mar 2019

Hotel RIU Plaza Panamá

- Working Space | €2284.00 [Book Now](#)

Baranquilla 29 Mar 2019

Dann Carlton Barraquilla

- Working Space | €2284.00 [Book Now](#)

Medellin 31 Mar 2019

Cento de Eventos Tesoro

- 6m2 Standard Equipped Stand | €2284.00 [Book Now](#)

Pereira 02 Apr 2019

Hotel Movich Pereira

- Working Space | €2284.00 [Book Now](#)
- Working Space | €2284.00 [Book Now](#)

Bucaramanga 04 Apr 2019

Hotel Holiday Inn

- Working Space | €2284.00 [Book Now](#)

Bogota 06 Apr 2019 - 07 Apr 2019

Ágora Bogotá Centro de Convenciones

Lima 09 Apr 2019

Hotel Swissotel

- 6m2 Standard Equipped Stand | €2441.00 [Book Now](#)

Quito 11 Apr 2019

Hotel Hilton Colon Quito

Santiago 13 Apr 2019

Hotel W Santiago

- Working Space | €2284.00 [Book Now](#)

Buenos Aires 15 Apr 2019

Hotel Panamericano

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