

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

04 Oct 2022 - 14 Oct 2022

## 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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#### **Nairobi 1,200**

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

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## Dar Es Salaam 1,000

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

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## Zanzibar 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

### SPECIAL OFFERS ON THIS FAIR

- Three cities 10% until 01-11-2022
- Four cities 15% until 01-11-2022
- Two cities Discount 5% until 01-11-2022

**Addis Ababa 04 Oct 2022 - 05 Oct 2022**

*TBC*

- Distant Participation One City | ~~€900.00~~ €855 [Book Now](#)

- Working Space | ~~€1825.00~~€1733.75 [Book Now](#)
- Distant Participation Full Tour | ~~€3200.00~~€3040 [Book Now](#)

## Nairobi 07 Oct 2022 - 08 Oct 2022

*Golden Tulip Canana*

- Distant Participation One City | ~~€900.00~~€855 [Book Now](#)
- Working Space | ~~€2690.00~~€2555.5 [Book Now](#)
- Distant Participation Full Tour | ~~€3200.00~~€3040 [Book Now](#)

## Mombasa 11 Oct 2022

*Bliss hotel*

- Distant Participation One City | ~~€900.00~~€855 [Book Now](#)
- Working Space | ~~€1825.00~~€1733.75 [Book Now](#)
- Distant Participation Full Tour | ~~€3200.00~~€3040 [Book Now](#)

## Dar Es Salaam 13 Oct 2022

*Onomo Hotel*

- Distant Participation One City | ~~€900.00~~€855 [Book Now](#)
- Working Space | ~~€2690.00~~€2555.5 [Book Now](#)
- Distant Participation Full Tour | ~~€3200.00~~€3040 [Book Now](#)

## Zanzibar 14 Oct 2022

*TBC*

- Distant Participation One City | ~~€900.00~~€855 [Book Now](#)
- Working Space | ~~€1825.00~~€1733.75 [Book Now](#)
- Distant Participation Full Tour | ~~€3200.00~~€3040 [Book Now](#)

[BOOK FULL TOUR](#)



# Annual International Education Fair in Mauritius

25 Nov 2022 - 26 Nov 2021

## **Information**

The Mauritius education event will be held at the end of November just after the completion of the HSc examinations. This provides an opportunity to prospective students to gather information about study areas and take early informed decisions.

The Mauritius International Education Fair is amongst the largest education fairs in Mauritius. It is also one of the oldest education fairs in the country and has been attracting a number of Universities from across the world. The fair is strategically held as soon as the HSC examinations have concluded and students are looking out for options around the world. Our last event had participants from countries around the world including the UK, France, Switzerland, Canada, Malaysia, India, China, Hungary and Cyprus.

### **Reasons to Attend**

The fair is marketed extensively and the number of participants has steadily increased every year. Last year, we have over 53 institutions that took part in the fair. The fair has been held annually since 2003. Mauritius is a country where a significant number of students go abroad to study each year. The fair provides an ideal platform for recruiters to meet and interact with interested students

### **Market Overview**

Despite being one of Africa's most developed countries, Mauritius still has only a few institutions where students can pursue higher education. As a result, most Mauritian students look as pursuing their educational dreams abroad. There are about 5000 Mauritian students who go abroad to study each year.

Mauritius is an island nation of 1.2 millions inhabitants in the Indian Ocean. Mauritius has a multicultural society in which the cultures blend and mix harmoniously. The population is made up of people of Indian, African, Chinese and French origin.

### **Fair Outline**

This International Education Fair in Mauritius is held at the Hennessy Park Hotel in the city of Ebene. Due to its excellent location and easy accessibility the hotel is able to attract many visitors for the fair.

The Mauritius exhibition is committed to forming value-centred future leaders through education that is entrepreneurial in spirit, ethical in focus, and global in orientation.

The fair is well advertised in the local media including press, radio and television. In addition posters and banners are put up all over the island. Personal visits are made by representatives to various schools and higher education establishments to promote the Fair.

The last fair was inaugurated by the Minister of Tertiary Education and the earlier one by the President of the Republic.

### **Visitor numbers :**

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## **Ebene 800**

<b>Primary School</b>	%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	30%	<b>Other</b>	%
<b>Foundation / Prep</b>	10%				

## **Exhibitors**

### **Who should attend**

Universities  
Language schools  
Hotel management schools  
Colleges  
Business schools

## **Levels & Subjects**

### **Academic Levels**

- 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

**Ebene 25 Nov 2022 - 26 Nov 2021**

*Hennessy Park Hotel*

- Working Space | **€1800.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Gulf Education and Training Exhibition in Dubai - Spring

26 Apr 2023 - 28 Apr 2023

## Information

This event attracts some of the world's leading universities, colleges and other education providers, as well as suppliers of education equipment and technology.

### Reasons to Attend

Every year the exhibition attracts over 35,000 local and expatriate students who are at the threshold of college life and actively looking for higher education, professional development and training options.

The exhibition focuses on General Education, Higher Education, Vocational Education, Training & Professional Development, Global EdTech Forum.

### Market Overview

Dubai is a technologically advanced city with a continuous focus on innovation, offering a conducive environment for experiential learning, creative thinking and independent action. According to data collected by the Unesco Institute for Statistics which has published the Global Education Digest 2019, around 5,742 students from the UAE are studying abroad. Over 700 UAE nationals received government scholarships in 2019 to study overseas. The Dubai International Education Fair student recruitment is the Middle East's largest platform for

the UAE and other GCC countries. It offers a consistently high lead ratio.

The number of schools in the UAE is expected to double in the next decade to meet the high demand for primary and secondary education. Until such time, demand will continue to outstrip supply much to the benefit of boarding schools in countries such as Australia, Canada, India, UK, USA and others.

### **Fair Outline**

The exhibition is the Middle East and Asia's most powerful platform for student recruitment.

Consider the facts:

- Drawing on its experience from being in the market for 25 years, Gulf Education and Training Exhibition targets different student groups based on preferences and has a conversion rate that is far higher than industry averages
- The Gulf Education and Training Exhibition maintains close links with the corporate world and regularly hosts seminars and presentations on topics that bridge the divide between education and industry.
- The fair boasts of an exhibitor retention rate of over 90 percent year on year which is testament to its success and position in the UAE education market.
- The Gulf Education and Training Exhibition offers a tangible return on your investment; every single person you interact and communicate with at the exhibition, has been targeted and invited and is genuinely interested in education.

Education is a top priority for the UAE government in recent years and accounts for more than AED 4.6 billion of the federal budget. Over 400,000 students of 52 nationalities, study in private schools in the UAE of which, over 330,000 students study in English medium schools.

### **Visitor numbers :**

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#### **Dubai 31,000**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>50%</b>	<b>Professional Training</b>	<b>%</b>
<b>High School</b>	<b>6%</b>	<b>Postgraduate</b>	<b>44%</b>	<b>Careers</b>	<b>%</b>
<b>Further / Vocational</b>	<b>%</b>	<b>Languages</b>	<b>%</b>	<b>Other</b>	<b>%</b>
<b>Foundation / Prep</b>	<b>%</b>				

### **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  
Primary schools  
Professional bodies  
Student service providers  
Summer schools  
Universities

## **Levels & Subjects**

### **Academic Levels**

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Secondary education (boarding)

### **Subject Areas**

- Accountancy, finance & insurance
- 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**

**Dubai 26 Apr 2023 - 28 Apr 2023**

*Dubai International Convention & Exhibition Centre*

- 9m2 Standard Equipped Stand | **€4950.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€6600.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Morocco - A2 International Student Fairs - Fall

24 Nov 2022 - 28 Nov 2022

## Information

We invite you attend the International Student Fairs in Morocco. We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

## Reasons to Attend

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## Market Overview

## Fair Outline

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 are known for being a pioneer in student recruitment fairs with its 20 years 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 it!

## Visitor numbers :

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### Casablanca 3,120

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

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### El Jadida 750

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	5%	Postgraduate	3%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

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### Casablanca 750

Primary School	0%	Undergraduate	%	Professional Training	0%
High School	100%	Postgraduate	%	Careers	0%
Further / Vocational	0%	Languages	5%	Other	0%
Foundation / Prep	0%				

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### Marrakesh 750

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	5%	Postgraduate	3%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

## 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 & 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**

**Casablanca 24 Nov 2022**

*TBC*

- High School and College Tour | **€1450.00** [Book Now](#)

## **El Jadida 25 Nov 2022**

*TBC*

- Working Space | €1550.00 [Book Now](#)

## **Casablanca 26 Nov 2022**

*TBC*

- Working Space | €2490.00 [Book Now](#)

## **Marrakesh 28 Nov 2022**

*TBC*

- Working Space | €1550.00 [Book Now](#)

[BOOK FULL TOUR](#)