

# 11th International University Fair Greece Spring 2025

19 Feb 2025 - 23 Feb 2025

## Information

International University Fair is the largest educational event in Southern and Eastern Europe and the place where, over 26,000 students, teachers and parents annually find out information related to study programmes in Romania, Greece and abroad. Romanian and Greek students who have chosen to study abroad and teams of educational advisors have an excellent opportunity to speak directly with representatives of over 80 universities from all over the world. Universities are invited to exhibit in a creative way with an opportunity to offer private sessions, seminars and direct engagement with students.

## Student market overview

When it comes to the top EU countries with the most students studying abroad, Greece is taking 4th place according to UNESCO statistics.

According to the fair past exhibitors the Greek students have:

93% great academic and social skills

87% foreign language proficiency

92% Strong motivation to study abroad

85% Strong level of information about studying abroad

## Romania Student Market

85% Highschool students and graduates

15% University students and Graduates

## Greek student market

25% Highschool students and graduates

75% University students and Graduates

## Support

The International University Fairs receive significant institutional industry endorsement and support. DAAD, British Council, Campus France and The Fulbright Commission which attended RIUF every academic year recommend us as the benchmark in academic fairs in Romania and Greece.

## Visitor numbers :

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### Heraklion 3,500

Primary School	0%	Undergraduate	60%	Professional Training	0%
High School	0%	Postgraduate	39%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

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### Athens 3,500

Primary School	0%	Undergraduate	60%	Professional Training	0%
High School	0%	Postgraduate	40%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

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### Thessaloniki 3,500

Primary School	0%	Undergraduate	60%	Professional Training	0%
High School	0%	Postgraduate	39%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

## Exhibitors

### Who should attend

- 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  
Publishers

## Levels & Subjects

### Academic Levels

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

### 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

**Heraklion 19 Feb 2025**

*TBC*

- Working Space | **€2600.00** [Book Now](#)

**Athens 21 Feb 2025**

*Royal Olympic Hotel*

- Working Space | €2600.00 [Book Now](#)

**Thessaloniki 23 Feb 2025**

*TBC*

- Working Space | €2600.00 [Book Now](#)

[BOOK FULL TOUR](#)



# Baltic International Recruitment Tour Spring

27 Feb 2025 - 02 Mar 2025

## Information

The biggest Baltic State specialised public fair for International Education is taking place in three capitals – Vilnius, Riga, Tallinn and Kaunas during September -October this year. 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 a 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 per cent 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 the qualitative service and professionalism of the organizers combined with a 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**

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

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#### **Riga 5,000**

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

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#### **Vilnius 3,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	%
<b>Further / Vocational</b>	5%	<b>Languages</b>	10%	<b>Other</b>	%
<b>Foundation / Prep</b>	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 27 Feb 2025

*Radisson Blu Hotel Olympia*

- Working Space | €2320.00 [Book Now](#)

### Riga 01 Mar 2025

*Radisson Blu Hotel Latvija*

- Working Space | €2320.00 [Book Now](#)

### Vilnius 02 Mar 2025

*Radisson Blu Hotel Lietuva*

- Working Space | €2320.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fairs of Turkey - Spring 2025

09 Mar 2025 - 16 Mar 2025

## **Information**

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 13 years, the International Education Fair of Turkey has grown to become the largest education exhibition in both Turkey and the Middle-East, with universities from more than 30 countries attending every year.

### **Reasons to Attend**

The Fair focuses solely on the Turkish Market, and therefore has built a reputation with students throughout the country through strong marketing and promotion of the exhibitions, and excellent relationships with local high schools, universities, language schools and Turkish agents. The Fall 2019 event welcomed over 300 exhibitors representing over 150 institutions from 25 different countries.

### **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 institution.

- 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 graduate are currently looking for overseas education opportunities.

### **Fair Outline**

Fair students are from very respected universities and high schools of Turkey. The international education fairs in Turkey are also visited by a number of young and experienced professionals looking for education opportunities abroad. The Fair has a professional and hands-on approach to meeting the needs of our participating institutions, and also to bringing the highest quality Turkish students to its fairs. The Fair is committed to making the recruitment process both successful and enjoyable for both participants and students.

Students attending the exhibition are looking for education all over the world. While the UK and the USA continue to dominate student interest, they are looking more and more towards programs in Canada, Europe and Asia.

We give participating institutions complete support before, during and after the fairs, including:

- Material transportation between cities
- Professional stands with the option of uniquely designed backdrops
- Local high-school and university visits
- Free promotion in IEFT's Study Abroad Magazine, distributed to nearly 20,000 student visitors
- Optional web banners, flyer distribution, newspaper advertisements, and any other promotional branding needs an institution may have



- Well-organized accommodation and transportation options
- Complete visitor statistics sent to all participants upon completion of fair tour
- Amazing social and cultural activities throughout fair

## Visitor numbers :

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### Istanbul, Ankara and Izmir 8,000

Primary School	%	Undergraduate	25%	Professional Training	%
High School	8%	Postgraduate	33%	Careers	%
Further / Vocational	6%	Languages	23%	Other	5%
Foundation / Prep	%				

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### Istanbul (Asian side) 1,500

Primary School	%	Undergraduate	32%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	37%	Other	21%
Foundation / Prep	%				

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### Istanbul (European Side) 4,500

Primary School	%	Undergraduate	32%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	37%	Other	21%
Foundation / Prep	%				

## Exhibitors

### Who should attend

Universities  
 Summer schools  
 Student service providers  
 Language schools  
 Hotel management schools  
 Funding & scholarship providers  
 Education agencies  
 Colleges  
 Business 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

### Istanbul, Ankara and Izmir 09 Mar 2025 - 16 Mar 2025

*Istanbul (3 days) + 2 cities*

- Full Tour 4 cities | **€6460.00** [Book Now](#)

### Istanbul (Asian side) 13 Mar 2025

*Hilton Kozyatagi Hotel*

- Working Space | **€1600.00** [Book Now](#)

### Istanbul (European Side) 15 Mar 2025 - 16 Mar 2025

- 5m2 Standard Equipped Stand | €3700.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Student Fairs in Turkey - Spring 2025

22 Feb 2025 - 28 Feb 2025

## Information

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 exhibitions in the world's most emerging markets: Turkey, Morocco & Azerbaijan.

## 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, 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 :**

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**Istanbul ( European Side) 3,667**

<b>Primary School</b>	0%	<b>Undergraduate</b>	21%	<b>Professional Training</b>	12%
<b>High School</b>	9%	<b>Postgraduate</b>	27%	<b>Careers</b>	14%
<b>Further / Vocational</b>	0%	<b>Languages</b>	16%	<b>Other</b>	10%
<b>Foundation / Prep</b>	0%				

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**Istanbul ( Asian side) 1,648**

<b>Primary School</b>	0%	<b>Undergraduate</b>	21%	<b>Professional Training</b>	12%
<b>High School</b>	9%	<b>Postgraduate</b>	27%	<b>Careers</b>	14%
<b>Further / Vocational</b>	0%	<b>Languages</b>	16%	<b>Other</b>	10%
<b>Foundation / Prep</b>	0%				

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**Ankara 1,540**

<b>Primary School</b>	0%	<b>Undergraduate</b>	21%	<b>Professional Training</b>	12%
<b>High School</b>	9%	<b>Postgraduate</b>	27%	<b>Careers</b>	14%
<b>Further / Vocational</b>	0%	<b>Languages</b>	16%	<b>Other</b>	10%
<b>Foundation / Prep</b>	0%				

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## Izmir 2,039

<b>Primary School</b>	0%	<b>Undergraduate</b>	21%	<b>Professional Training</b>	12%
<b>High School</b>	9%	<b>Postgraduate</b>	27%	<b>Careers</b>	14%
<b>Further / Vocational</b>	0%	<b>Languages</b>	16%	<b>Other</b>	10%
<b>Foundation / Prep</b>	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

### Istanbul ( European Side) 22 Feb 2025 - 23 Feb 2025

*Hilton Istanbul Bosphorus Hotel*

- Working Space | €3500.00 [Book Now](#)

### Istanbul ( Asian side) 24 Feb 2025

*Dedeman Bostanci Hotel*

- Working Space | €1400.00 [Book Now](#)

### Ankara 26 Feb 2025

*Sheraton Hotel*

- Working Space | €1400.00 [Book Now](#)

### Izmir 28 Feb 2025

*Ege Palas Business Hotel*

- Working Space & Online Participation | €1400.00 [Book Now](#)

[BOOK FULL TOUR](#)



# Poland - International Recruitment Tour - Spring

06 Mar 2025 - 09 Mar 2025

## Information

The specialised public fair for International Education is taking place in four cities of Poland for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

## Reasons to Attend

The International Recruitment Tour in Poland is one of the important specialised education abroad events. The fair features unique educational institutions that represent a 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 Poland 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.

Poland 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.

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 the qualitative service and professionalism of the organizers combined with a broad promotion campaign providing return of investments for the fair's participants.

During the last several years Poland has 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 country is very high.

The potential for the development of the education industry abroad is very high in Poland and the demand for quality programmes will continue to grow.

## Visitor numbers :

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### Krakow 1,000

Primary School	1%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	5%				

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### Warsaw 3,000

Primary School	1%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	5%				

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### Gdansk 1,000

Primary School	%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	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

### Krakow 06 Mar 2025

*Hotel Vienna House Andel*

- Working Space | **€2318.00** [Book Now](#)

### Warsaw 08 Mar 2025

*Radisson Blu Sobieski Hotel*

- Working Space / Online Participation | **€2318.00** [Book Now](#)

Gdansk 09 Mar 2025

Radisson Hotel

- Working Space / Online Participation | €2318.00 [Book Now](#)

[BOOK FULL TOUR](#)



## School & College Tour UK

12 Feb 2025 - 14 Feb 2025

### Information

School Tour UK is an excellent way to meet UK and international students and promote education at your university. It is a great opportunity to build relationships with careers advisers and heads in the leading schools in Midlands and Mid Wales.

Developing a presence in UK schools is one of the most important components in your strategy for the successful UK student recruitment.

Each Tour lasts 3 days and we typically visit 6-8 high schools. The format for each day is presentations/mini-fairs in each school, school tour and a meeting with a Head of School or Head of Sixth Form as well as Head of Secondary School. The Tour will be concluded by an interesting cultural programme on one of the days of the event.

### Visitor numbers :

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#### Midlands 500

Primary School	%	Undergraduate	99%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	%	Languages	15%	Other	0%
Foundation / Prep	%				

### 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 & Subjects**

### **Academic Levels**

- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)

### **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**

**Midlands 12 Feb 2025 - 14 Feb 2025**

*School Tour Midlands - Wales*

- Working Space | €3995.00 [Book Now](#)

[BOOK FULL TOUR](#)