

# International Education Fairs of Turkey - Spring 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 15,000**

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

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#### **Ankara 2,000**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>32%</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>37%</b>	<b>Other</b>	<b>21%</b>
<b>Foundation / Prep</b>	<b>%</b>				

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#### **Izmir 2,000**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>32%</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>37%</b>	<b>Other</b>	<b>21%</b>
<b>Foundation / Prep</b>	<b>%</b>				

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#### **Istanbul (Asian Side) 2,000**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>32%</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>37%</b>	<b>Other</b>	<b>21%</b>
<b>Foundation / Prep</b>	<b>%</b>				

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#### **Istanbul (European Side) 8,000**

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

## 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 3 cities | **€6950.00** [Book Now](#)

### Ankara 09 Mar 2025

*Ankara Sheraton Hotel*

- Working Space | **€1500.00** [Book Now](#)

### Izmir 11 Mar 2025

*Ege Palas Business Hotel*

- Working Space | **€1500.00** [Book Now](#)

### Istanbul (Asian Side) 13 Mar 2025

*Hilton Istanbul Kozyatagi Hotel*

- Working Space | **€1500.00** [Book Now](#)

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

*Hilton Bosphorus Hotel Harbiye - European Side*

- Working Space + Banner | **€3950.00** [Book Now](#)

[BOOK FULL TOUR](#)



# International Student Fairs in Turkey - Fall 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 Fall 2023 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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#### Ankara 1,540

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

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#### Izmir 2,039

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

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#### Istanbul ( Asian side) 2,000

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

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#### Istanbul ( European Side) 8,000

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

### Ankara 12 Oct 2025

*Sheraton Hotel*

- Working Space | €1500.00 [Book Now](#)

### Izmir 14 Oct 2025

*Ege Palas Business Hotel*

- Working Space & Online Participation | €1500.00 [Book Now](#)

### Istanbul ( Asian side) 16 Oct 2025

*Dedeman Bostanci Hotel*

- Working Space | €1500.00 [Book Now](#)

### Istanbul ( European Side) 18 Oct 2025 - 19 Oct 2025

*Istanbul European Side Hilton Istanbul Bosphorus*

- Working Space | €3950.00 [Book Now](#)

[BOOK FULL TOUR](#)



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### Visitor numbers :

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

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

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

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

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#### Ankara 1,540

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

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#### Izmir 2,039

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

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## **Who should attend**

Universities  
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Publishers  
Language schools  
Hotel management schools  
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Colleges  
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Boarding schools

## **Levels & Subjects**

### **Academic Levels**

- Language learning
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- 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](#)