

Africa - Kenya - 23rd & 24th ISFA International Student & Career Fairs Africa Fall

07 Oct 2026 - 09 Mar 2027

Information

Come and participate at the 23rd 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 :

Mombasa 600

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

Nairobi 2,500

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

Nairobi 2,500

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|----------------------|-----|---------------|-----|-----------------------|-----|
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| High School | 15% | Postgraduate | 35% | Careers | 10% |
| Further / Vocational | 10% | Languages | 10% | Other | % |
| Foundation / Prep | 15% | | | | |

Mombasa 600

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| Foundation / Prep | 15% | | | | |

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

- Early Bird Discount 5% until 01-07-2026
- 2 Cities Discount 10% until 09-03-2027
- 3 Cities' Discount 15% until 09-03-2027
- 4 Cities Discount (Nairobi & Mombasa both seasons) €1,780 20% until 09-03-2027

Mombasa 07 Oct 2026

TBC

- Working Space | ~~€1800.00~~ €1710 [Book Now](#)

Nairobi 10 Oct 2026

Sarit Expo Centre

- Working Space | ~~€2650.00~~ €2517.5 [Book Now](#)

Nairobi 06 Mar 2027

Sarit Expo Centre

- Working Space | ~~€2650.00~~€2517.5 [Book Now](#)

Mombasa 09 Mar 2027

TBC

- Working Space | ~~€1800.00~~€1710 [Book Now](#)

[BOOK FULL TOUR](#)



Morocco & Tunisia International Student Fairs - Spring 2026

02 May 2026 - 07 May 2026

Information

We invite you to attend the International Education Tunisia & Morocco Tour:

- **Morocco & Tunisia are growing education markets** with strong government support for study abroad.
- Students are highly motivated, well-prepared, and increasingly interested in English-speaking destinations.
- The tour offers **two countries in one trip**, making it cost-effective and efficient for recruitment.

Reasons to Attend

Strategic Reach in North Africa

- Morocco and Tunisia are two of the most dynamic student recruitment markets in the region.
- Both countries have large youth populations actively seeking international study opportunities, especially in English-speaking destinations.
- Government initiatives strongly support overseas education, making students highly motivated and well-

prepared.

Direct Access to Students & Schools

- Meet thousands of prospective students across Casablanca, Rabat, Marrakesh and Tunis.
- Benefit from exclusive visits to leading international high schools, connecting directly with decision-makers and influencers.
- Engage with families and counsellors who play a key role in study-abroad decisions.

Institutional Visibility & Networking

- Showcase your institution through extensive promotional campaigns before and during the fairs.
- Gain visibility alongside other international universities, strengthening your brand presence in North Africa.
- Network with peers and build long-term recruitment pipelines in two countries within one efficient tour.

Proven Track Record

- The Fair Organiser has over 28 years of experience organising successful international student recruitment events.
- The Morocco & Tunisia fairs are among the longest-running in Africa, trusted by hundreds of institutions worldwide.
- Each edition attracts strong participation, ensuring high-quality engagement and measurable outcomes.

Added Value

- Complimentary promotional opportunities such as banners, online listings, and catalogue features.
- Support with discounted accommodation, transfers, and logistics for delegates.
- Optional sightseeing and cultural programmes, including safari tours, to enrich the experience.

This Morocco & Tunisia Tour offers **direct student engagement, strong government-backed demand, and excellent visibility** in two key North African markets — all within one efficient, cost-effective trip.

Visitor numbers :

Tunis 800

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|-----------------------------|------|----------------------|------|------------------------------|----|
| Primary School | 0% | Undergraduate | 100% | Professional Training | 0% |
| High School | 100% | Postgraduate | 0% | Careers | 0% |
| Further / Vocational | 20% | Languages | 10% | Other | 0% |
| Foundation / Prep | 20% | | | | |

Tunis, Rabat, Marakesh, Casablanca 4,000

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|-----------------------------|-----|----------------------|-----|------------------------------|-----|
| Primary School | 0% | Undergraduate | 60% | Professional Training | 10% |
| High School | 10% | Postgraduate | 10% | Careers | 10% |
| Further / Vocational | 10% | Languages | 10% | Other | 10% |
| Foundation / Prep | 10% | | | | |

Rabat 750

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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% | | | | |

Casablanca 3,120

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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% | | | | |

Marakesh 750

| | | | | | |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| Primary School | 0% | Undergraduate | 90% | Professional Training | 0% |
| High School | 3% | Postgraduate | 10% | 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

Tunis 02 May 2026

Radisson Blu Hotel & Convention Center

- Working Space | **€2250.00** [Book Now](#)

Tunis, Rabat, Marakesh, Casablanca 02 May 2026 - 07 May 2026

Tunis & Morocco Full Exhibition Tour

- Full Tour Tunis, Rabat, Casablanca, Marakesh | **€5750.00** [Book Now](#)

Rabat 04 May 2026

Hotel de Rabat

- Working Space | **€2250.00** [Book Now](#)

Casablanca 05 May 2026

Mariott Hotel

- Working Space | €2250.00 [Book Now](#)

Marakesh 07 May 2026

TBA

- Working Space | €2250.00 [Book Now](#)

[BOOK FULL TOUR](#)