

Gulf Education and Training Exhibition in Dubai - Spring 2025

30 Apr 2025 - 02 May 2025

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:

Dubai 31,000

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Primary School%Undergraduate50%Professional Training%High School6%Postgraduate44%Careers%Further / Vocational%Languages%Other%Foundation / Prep%
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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 & amp 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 30 Apr 2025 - 02 May 2025

Dubai International Convention & Exhibition Centre

- 9m2 Standard Equipped Stand | €5928.00 Book Now
- 12m2 Standard Equipped Stand | €7982.00 Book Now

BOOK FULL TOUR



International Education Fair Korea - Fall 2025

Information

We welcome you to take part in the largest study abroad exhibition in Korea.

Reasons to Attend

The Korea International Education Fair has been organized since 1992 and brings more than 200 schools and associations related to studying abroad from over 20 countries as well as 50 associations related to emigration from 10 countries.

Market Overview

Korea is a rapid-growing education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about 300,000 people are going to study abroad or get language courses.

The number of Korean students studying abroad is increasing. According to a recent report, the number of Korean students studying abroad has jumped more than 32 percent over the past five years. Of the total, 60.7 percent went abroad to pursue degrees, with the remaining 39.3 percent for language study.

Fair Outline

Korea Study Abroad Fair visitors benefit from the rich information about studying abroad and emigration which is provided at this one-stop service, face-to-face, at the fair. The fair has many supporters including embassies, state governments, education offices, and emigration offices.

As the biggest study abroad fair in Korea, this is the best place for you to build connections and promote your institution and programs to Korean students and parents directly.

The fair is supported by many government bodies including Embassy of the People's Republic of China, Korean Overseas Study Association, New Zealand Embassy, Nuffic NESO Korea, Philippine Department of Tourism-Korea, South African Embassy, The British Council, US Embassy, French Embassy and many more.

Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for success of the Korea Study Abroad Fair!

Visitor numbers:

Seoul 12,617

Primary School16%Undergraduate30%Professional Training10%High School12.5%Postgraduate30%Careers19.2%Further / Vocational10%Languages25.4%Other10%Foundation / Prep10%

Exhibitors

Who should attend

Universities

Summer schools

Student service providers

Publishers

Professional bodies

Primary schools

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 & amp 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)

- 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

Seoul 11 Oct 2025 - 12 Oct 2025

Hall A (1F)COEX

- 6m2 Standard Equipped Stand | €2754.00 Book Now
- 9m2 Standard Equipped Stand | €3500.00 Book Now

BOOK FULL TOUR



International Education Fair Korea Busan - Spring

Information

We welcome you to take part in the largest study abroad exhibition in Korea.

Reasons to Attend

The Korea International Education Fair has been organized since 1992 and brings more than 200 schools and associations related to studying abroad from over 20 countries as well as 50 associations related to emigration from 10 countries.

Market Overview

Korea is a rapid-growing education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about

300,000 people are going to study abroad or get language courses.

The number of Korean students studying abroad is increasing. According to a recent report, the number of Korean students studying abroad has jumped more than 32 percent over the past five years. Of the total, 60.7 percent went abroad to pursue degrees, with the remaining 39.3 percent for language study.

Fair Outline

Korea Study Abroad Fair visitors benefit from the rich information about studying abroad and emigration which is provided at this one-stop service, face-to-face, at the fair. The fair has many supporters including embassies, state governments, education offices, and emigration offices.

As the biggest study abroad fair in Korea, this is the best place for you to build connections and promote your institution and programs to Korean students and parents directly.

The fair is supported by many government bodies including Embassy of the People's Republic of China, Korean Overseas Study Association, New Zealand Embassy, Nuffic NESO Korea, Philippine Department of Tourism-Korea, South African Embassy, The British Council, US Embassy, French Embassy and many more.

Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for success of the Korea Study Abroad Fair!

Visitor numbers:

Busan 26,000

Primary School16%Undergraduate20%Professional Training10%High School12.5%Postgraduate20%Careers19.2%Further / Vocational10%Languages25.4%Other10%Foundation / Prep10%

Exhibitors

Who should attend

Universities
Summer schools
Student service providers
Publishers
Professional bodies
Primary schools
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 & amp 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

Busan 18 Apr 2025 - 19 Apr 2025

• 6m2 Standard Equipped Stand | €2450.00 Book Now

BOOK FULL TOUR



International Student Fairs in Turkey - Fall 2025

12 Oct 2025 - 19 Oct 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:

Ankara 1,540

Primary School0%Undergraduate21%Professional Training12%High School9%Postgraduate27%Careers14%Further / Vocational0%Languages16%Other10%Foundation / Prep0%

Izmir 2,039

Primary School0%Undergraduate21%Professional Training12%High School9%Postgraduate27%Careers14%Further / Vocational0%Languages16%Other10%Foundation / Prep0%

Istanbul (Asian side) 2,000

Primary School0%Undergraduate21%Professional Training12%High School9%Postgraduate27%Careers14%Further / Vocational0%Languages16%Other10%Foundation / Prep0%10%

Istanbul (European Side) 8,000

Primary School0%Undergraduate21%Professional Training12%High School9%Postgraduate27%Careers14%Further / Vocational0%Languages16%Other10%Foundation / Prep0%

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 & amp Subjects

Academic Levels

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

- 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

SPECIAL OFFERS ON THIS FAIR

• Early Bird Discount 10% until 10-06-2025

Ankara 12 Oct 2025

Sheraton Hotel

• Working Space | €1500.00€1350 Book Now

Izmir 14 Oct 2025

Ege Palas Business Hotel

• Working Space & Online Participation | €1500.00€1350 Book Now

Istanbul (Asian side) 16 Oct 2025

Dedeman Bostanci Hotel

• Working Space | **€1500.00€1350** Book Now

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

Istanbul European Side Hilton Istanbul Bosphorus

• Working Space | €3950.00€3555 Book Now

BOOK FULL TOUR



International University Fair Malaysia Summer 2025 Johor

05 Jul 2025 - 06 Jul 2025

Information

The objective of the International Education Fair Malaysia is to create a wholesome one-stop hub for students and parents, explore education options, gain insights and seek advice from experts, to help in their selection and decision making process. It is an ideal education exhibition for students and parents to meet education institutions and discover their best educational pathway. As Malaysia's Premier and Pioneer education exhibition, the Education Fair has hosted over 12,000 local and international education institutions, 20,000 booths and 1.8 million visitors in the past 35 years.

The event strives to be a wholesome platform for students and parents seeking for education information and advice.

Some facts about the event:

- Served Over 1.8 Million Visitors
- 36 Years Of Experience in The Industry-Over 12,000
- Local & International Education Institutions
- High Footfall

Serves averagely up to 20,000 visitors in each Kuala Lumpur fair and up to 20,000 visitors in each Penang fair.

- High Brand Exposure
- 21 million reach across print, digital, radio, and OTT platform which positively impact your business success and marketing goals.

Visitor numbers:

Johor 8,000

Primary School0%Undergraduate40%Professional Training10%High School10%Postgraduate25%Careers10%Further / Vocational10%Languages10%Other10%

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 & amp Subjects

Academic Levels

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

- 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

Johor 05 Jul 2025 - 06 Jul 2025

Persada

• 9m2 Standard Equipped Stand | €2050.00 Book Now

BOOK FULL TOUR



International University Fair Malaysia Summer 2025 Penang

14 Jun 2025 - 15 Jun 2025

Information

The objective of the International Education Fair Malaysia is to create a wholesome one-stop hub for students and parents, explore education options, gain insights and seek advice from experts, to help in their selection and decision making process. It is an ideal education exhibition for students and parents to meet education institutions and discover their best educational pathway. As Malaysia's Premier and Pioneer education exhibition, the Education Fair has hosted over 12,000 local and international education institutions, 20,000 booths and 1.8 million visitors in the past 35 years.

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Some facts about the event:

- Served Over 1.8 Million Visitors
- 36 Years Of Experience in The Industry-Over 12,000
- Local & International Education Institutions
- High Footfall

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- High Brand Exposure

21 million reach across print, digital, radio, and OTT platform which positively impact your business success and marketing goals.

Visitor numbers:

Penang 20,000

Primary School0%Undergraduate40%Professional Training10%High School10%Postgraduate25%Careers10%Further / Vocational10%Languages10%Other10%Foundation / Prep10%

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

Levels & amp Subjects

Academic Levels

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

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

Penang 14 Jun 2025 - 15 Jun 2025

Setia Spice Convention Centre

- 9m2 Standard Equipped Stand | €2300.00 Book Now
- 18m2 Standard Equipped Stand | €3160.00 Book Now

BOOK FULL TOUR



International University Fair Malaysia Summer 2025 Putrajaya

17 May 2025 - 18 May 2025

Information

The objective of the International Education Fair Malaysia is to create a wholesome one-stop hub for students and parents, explore education options, gain insights and seek advice from experts, to help in their selection and decision making process. It is an ideal education exhibition for students and parents to meet education institutions and discover their best educational pathway. As Malaysia's Premier and Pioneer education exhibition, the Education Fair has hosted over 12,000 local and international education institutions, 20,000 booths and 1.8 million visitors in the past 35 years.

The event strives to be a wholesome platform for students and parents seeking for education information and advice.

Some facts about the event:

- Served Over 1.8 Million Visitors
- 36 Years Of Experience in The Industry-Over 12,000
- Local & International Education Institutions
- High Footfall

Serves averagely up to 20,000 visitors in each Kuala Lumpur fair and up to 20,000 visitors in each Penang fair.

- High Brand Exposure

21 million reach across print, digital, radio, and OTT platform which positively impact your business success and marketing goals.

Visitor numbers:

Putrajaya 8,000

Primary School0%Undergraduate40%Professional Training10%High School10%Postgraduate25%Careers10%Further / Vocational10%Languages10%Other10%

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 & amp Subjects

Academic Levels

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

- 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

Putrajaya 17 May 2025 - 18 May 2025

Grand Putrajaya

• 9m2 Standard Equipped Stand | €2050.00 Book Now

BOOK FULL TOUR



Morocco Tour (together with Tunisia) - International Student Fairs - Fall 2025

17 Nov 2025 - 20 Nov 2025

Information

We invite you attend the International Education Morocco Tour with additional leg in Tunis (Tunisia, please book it separately). We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

Reasons to Attend

Market Overview

Fair Outline

Visitor numbers:

Rabat 750

Primary School0%Undergraduate90%Professional Training0%High School5%Postgraduate3%Careers0%Further / Vocational0%Languages2%Other0%

 $\textbf{Foundation / Prep} \qquad 0\%$

Casablanca 3,120

Primary School0%Undergraduate90%Professional Training0%High School3%Postgraduate5%Careers0%Further / Vocational0%Languages2%Other0%

Foundation / Prep 0%

Fez 3,120

Primary School0%Undergraduate90%Professional Training0%High School3%Postgraduate5%Careers0%Further / Vocational0%Languages2%Other0%

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 & amp 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

Rabat 17 Nov 2025

Hotel de Rabat

• Working Space | €2250.00 Book Now

Casablanca 18 Nov 2025

Hotel Marriott

• Working Space | €2250.00 Book Now

Fez 20 Nov 2025

• Working Space | €2250.00 Book Now

BOOK FULL TOUR



School Tour & Career Fair

15 Oct 2025 - 17 May 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/minifairs 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:

Midlands 500

Primary School% Undergraduate99% Professional Training%High School% Postgraduate% Careers%Further / Vocational% Languages15% Other0%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 & amp Subjects

Academic Levels

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

- 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

Midlands 15 Oct 2025 - 17 May 2025

School Visits Tour

• School visits | €2994.00 Book Now

BOOK FULL TOUR