

# UniConnect International Education Fair Saudi Arabia - Spring

31 Mar 2026 - 04 Apr 2026

## Information

With over a decade of experience in international education event management, this Fair has firmly established itself as the **leading international student recruitment event in the MENA region**. Strategically hosted in **Saudi Arabia, Egypt and Morocco**, the Expo is designed to connect prestigious international academic institutions with thousands of highly motivated prospective students from across the Middle East and North Africa.

The exhibition offers a **comprehensive platform for global universities, colleges, and language schools** to meet and engage directly with a diverse audience of **high school students, parents, university counselors, school principals, and postgraduate candidates**. Our visitors are actively seeking information and admissions guidance for a wide range of academic opportunities, including **foundation, undergraduate, postgraduate, and language programs**.

Whether you're looking to recruit students from high-growth markets, build institutional visibility in the region, or forge relationships with key influencers in international education, **this International Education Fair delivers measurable results**. We invite you to be part of an event that is not only about meeting students but about shaping futures.

Join us at this exhibition and take your student recruitment strategy to the next level—**in the heart of the MENA region's most dynamic education markets**.

The MENA region has become one of the **most promising and dynamic markets** for international student recruitment. With a **youthful population, strong governmental support for education, and growing aspirations for global academic exposure**, countries like Saudi Arabia, Egypt, and Morocco are experiencing a rapid increase in outbound student mobility.

- **Saudi Arabia** consistently ranks among the top 10 countries sending students abroad, with over **65,000 Saudi students** studying overseas annually. The government's ongoing investment in education reform, including the **Kingdom's Vision 2030** strategy, places a strong emphasis on international partnerships and scholarships, encouraging students to pursue degrees abroad in a wide range of fields.

Visitor numbers :

Jeddah 1,000

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | 0% | Undergraduate | 40% | Professional Training | 0% |
| High School          | 0% | Postgraduate  | 40% | Careers               | 0% |
| Further / Vocational | 0% | Languages     | 15% | Other                 | 0% |
| Foundation / Prep    | 5% |               |     |                       |    |

Riyadh 1,000

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | 0% | Undergraduate | 40% | Professional Training | 0% |
| High School          | 0% | Postgraduate  | 40% | Careers               | 0% |
| Further / Vocational | 0% | Languages     | 15% | Other                 | 0% |
| Foundation / Prep    | 5% |               |     |                       |    |

Dammam 1,000

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | 0% | Undergraduate | 40% | Professional Training | 0% |
| High School          | 0% | Postgraduate  | 40% | Careers               | 0% |
| Further / Vocational | 0% | Languages     | 15% | Other                 | 0% |
| Foundation / Prep    | 5% |               |     |                       |    |

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**

- 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**

### **Jeddah 31 Mar 2026**

*Move Inn Hotel*

- Working Space + 2 nights accommodation for 1 person | **€2625.00** [Book Now](#)

### **Riyadh 02 Apr 2026**

*Holiday Inn Olaya*

- Working Space + 2 nights accommodation for 1 person | **€2625.00** [Book Now](#)

### **Dammam 04 Apr 2026**

*Holiday Inn Al Khobar*

- Working Space + 2 nights accommodation for 1 person | **€2625.00** [Book Now](#)

[BOOK FULL TOUR](#)