

# 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 :**

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#### **Mombasa 600**

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

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#### **Nairobi 2,500**

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

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## 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%				

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## Mombasa 600

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	15%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
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](#)



# Hong Kong International Education Fair - Summer 2026

04 Jul 2026 - 05 Jul 2026

## Information

Hong Kong International Student Fair has become the most popular and informative education event in Hong Kong since its debut in 2004. The large-scale and well-found study resources exchange platform favors this event to be the most popular summer Expo of its kind in the city.

## Reasons to Attend

The fair is well-positioned to continue delivering rich information exposures and timely preparation for candidates\* and parents in tandem with the release of 1<sup>st</sup> HKDSE and HKAL results.

In 2019, over 20,000 visitors and 400 education providers from 20 countries and regions (Hong Kong, China, the U.K., the U.S.A., Australia, New Zealand, Canada, Switzerland and Japan), gathered to provide students with the latest career-oriented programs and academic courses. A wide spectrum of learning programs in diplomas, higher diplomas, associate degrees, bachelor degrees, master degrees, and vocational training will be available.

## Market Overview

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of 7

million people. It is a dynamic market environment, now being influenced positively by major education reforms and changes to the academic structure being phased in between 2009 and 2012.

There is a well-established tradition among Hong Kong families of sending their children to study overseas. According to a Thematic Household Survey Report on 'Hong Kong students studying outside Hong Kong', by the Census and Statistics Department in December 2010, there were 66,700 people aged 25 and below who intended to study outside Hong Kong in the next five years.

### **Fair Outline**

The Hong Kong fair is widely supported by various youth organizations and associations, educational professions, and media parties. To cope with challenges in a highly competitive knowledge-based community, we aspire to stride across the transitional period of 3.3.4. an education system with students, encourage them to pursue a promising future with a global vision through whole-person education.

### **Event Highlights:**

- Over 200 local and overseas educational institutions enroll students on-site
- Various associate degrees and diplomas open for application
- Over 30 seminars cover details of various studies information and training
- Career-oriented curriculum
- Prizes for daily lucky draw winners

### **\*Keen Competition in 2012 Public Examinations:**

- 1st HKDSE - 77,000 candidates strive for merely 15,000 4-year curriculum vacancies among local universities
- HK A-Level - 36,000 candidates strive for merely 15,000 3-year curriculum vacancies among local universities

### **Further Exhibition Information**

More information about this leading student recruitment exhibition can be found by contacting us directly.

### **Visitor numbers :**

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### **Hong Kong 7,000**

<b>Primary School</b>	10%	<b>Undergraduate</b>	80%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	5%	<b>Careers</b>	5%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	%				

### **Exhibitors**

## **Who should attend**

Boarding schools  
Business schools  
Colleges  
Education agencies  
Equipment suppliers  
Funding & scholarship providers  
Gap year organisations  
Government bodies  
Hotel management schools  
Language schools  
Primary schools  
Professional bodies  
Publishers  
Student service providers  
Summer schools  
Universities

## **Levels & Subjects**

### **Academic Levels**

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

### **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

**Hong Kong 04 Jul 2026 - 05 Jul 2026**

*Hall 5G HKCEC*

- 9m2 Standard Equipped Stand | **€3800.00** [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fair Finland - Winter 2026

25 Nov 2026 - 26 Nov 2026

## Information

The Education Fair in Helsinki is an international education fair for upper secondary school students and graduates.

### Reasons to Attend

The Finland Education Fair is an international further education fair for upper secondary school students and graduates. The visitors are also more and more interested in educational and working possibilities abroad. The 2020 edition of the Finland Education Fair received over 15,000 visitors and 142 exhibitors.

### Market Overview

Education has always been a high priority for Finland. At the moment, Finland has 16 university-level institutions and 25 polytechnics. The latest statistics show that over 13,000 students from Finland were studying internationally in 2009.

Finland has developed its world-class education system which offers students wonderful higher education

opportunities in almost all fields of study. The reputation of its education system is high not only because it provides a high standard of education but because also because it is continuously working and investing for increment in the level of educational standards. As such, the national educational strategy is to invest a substantial amount in research-based education to develop the country as an information society. The higher educational wings of Finland constitute Universities and Polytechnics which provide the most advanced state-of-art facilities to its students.

### **Fair Outline**

Most of the Finnish universities and polytechnic institutes participate in the fair. Participation in the Finnish further education field makes Studia a vital part of Finnish student counselling.

### **Exhibitor feedback**

- 100% of the exhibitors were satisfied with the fair
- 95% of the exhibitors reached their target group very well or well
- 95 % of the exhibitors will certainly or most probably participate in the fair next time

### **Visitor numbers :**

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#### **Helsinki 13,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	40%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	6%	<b>Careers</b>	13%
<b>Further / Vocational</b>	19%	<b>Languages</b>	%	<b>Other</b>	12%
<b>Foundation / Prep</b>	15%				

### **Exhibitors**

#### **Who should attend**

Boarding schools  
Business schools  
Colleges  
Education agencies  
Equipment suppliers  
Funding & scholarship providers  
Gap year organisations  
Government bodies  
Hotel management schools  
Language schools  
Primary schools  
Professional bodies  
Publishers  
Student service providers

Summer schools  
Universities

## Levels & Subjects

### Academic Levels

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

### 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

**Helsinki 25 Nov 2026 - 26 Nov 2026**

*Expo & Convention Centre Helsinki, Messukeskus*

- 6m2 Standard Equipped Stand | **€3550.00** [Book Now](#)

[BOOK FULL TOUR](#)

# International Education Fair Vietnam

04 Jun 2026 - 18 Oct 2026

## Information

This fair serves as a central meeting point for institutions of higher education, alongside international schools from a wide range of countries.

Vietnam's education sector is expanding rapidly, with strong demand for:

- Modern learning technologies
- International curricula
- Studing abroad
- Bilingual and international school models
- Partnerships with foreign universities
- A fair like this positions Vietnam as a **regional hub for educational innovation**, while giving international suppliers and institutions a structured entry point into the market.

## Visitor numbers :

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### Ho Chi Min City 3,000

Primary School	10%	Undergraduate	40%	Professional Training	0%
High School	20%	Postgraduate	0%	Careers	0%
Further / Vocational	10%	Languages	25%	Other	10%
Foundation / Prep	20%				

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### Hanoi 3,000

<b>Primary School</b>	10%	<b>Undergraduate</b>	30%	<b>Professional Training</b>	0%
<b>High School</b>	25%	<b>Postgraduate</b>	0%	<b>Careers</b>	0%
<b>Further / Vocational</b>	10%	<b>Languages</b>	25%	<b>Other</b>	5%
<b>Foundation / Prep</b>	20%				

## 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

### Ho Chi Min City 04 Jun 2026 - 07 Jun 2026

*Ho Chi Min Centre*

- 9m2 Standard Equipped Stand | €3750.00 [Book Now](#)

### Hanoi 15 Oct 2026 - 18 Oct 2026

*Vietnam Expo Centre*

- 9m2 Standard Equipped Stand | €3750.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Student Fair Romania Fall 2026

03 Oct 2026 - 07 Oct 2026

## Information

International Student 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, Romania is ranked 5th and Greece -4th according to UNESCO.

5 Romania Current 35.172; Expected 28.660

4 Greece current 39.632; expected 41.234

3 Italy current 77.505; expected 79.425

2 France current 103.161; expected 107.206

1 Germany current 122.445 expected 122.734

Romanian and Greek students are high quality applicants

According to the fair past exhibitors the Romanian students have:

97% Great academic and social skills

96% Foreign language proficiency

83% Strong motivation to study abroad

79% Strong level of information about studying abroad

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, CampusFrance 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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### Bucharest 6,000

Primary School	0%	Undergraduate	80%	Professional Training	0%
High School	0%	Postgraduate	20%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

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### Cluj Napoca 3,000

Primary School	0%	Undergraduate	80%	Professional Training	0%
High School	0%	Postgraduate	20%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

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### Iasi 2,000

Primary School	0%	Undergraduate	80%	Professional Training	0%
High School	0%	Postgraduate	19%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

## 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**

## **Bucharest 03 Oct 2026 - 04 Oct 2026**

*Palace Hall*

- 6m2 Standard Equipped Stand | €2600.00 [Book Now](#)

## **Cluj Napoca 05 Oct 2026**

*Grand Hotel Napoca*

- Working Space | €2300.00 [Book Now](#)

## **Iasi 07 Oct 2026**

*Congress Hall*

- Working Space | €1900.00 [Book Now](#)

[BOOK FULL TOUR](#)



# **International Student Fair Romania Spring 2027**

13 Mar 2027 - 17 Mar 2027

## **Information**

International Student 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, Romania is ranked 5th and Greece -4th according to UNESCO.

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4 Greece current 39.632; expected 41.234

3 Italy current 77.505; expected 79.425

2 France current 103.161; expected 107.206

1 Germany current 122.445 expected 122.734

Romanian and Greek students are high quality applicants

According to the fair past exhibitors the Romanian students have:

97% Great academic and social skills

96% Foreign language proficiency

83% Strong motivation to study abroad

79% Strong level of information about studying abroad

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, CampusFrance 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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### Bucharest 6,000

Primary School	0%	Undergraduate	80%	Professional Training	0%
High School	0%	Postgraduate	20%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

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### Timisoara 3,000

Primary School	0%	Undergraduate	80%	Professional Training	0%
High School	0%	Postgraduate	20%	Careers	0%
Further / Vocational	0%	Languages	0%	Other	0%
Foundation / Prep	0%				

## 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

### Bucharest 13 Mar 2027 - 14 Mar 2027

*TBC*

- 6m2 Standard Equipped Stand | **€2700.00** [Book Now](#)

### Timisoara 17 Mar 2027

*TBC*

- Working Space | **€2100.00** [Book Now](#)

[BOOK FULL TOUR](#)

# School Tour & Career Fair UK

13 May 2026 - 14 May 2026

## Information

The **School Tour & Career Fair UK** offers an outstanding opportunity to connect with both UK and international students while showcasing the educational strengths of your university. It also provides a valuable platform to build lasting relationships with careers advisers and senior staff at leading schools in the Midlands.

Establishing a presence in UK schools is a vital element of any successful student recruitment strategy.

Each tour runs over two days, the daily programme typically includes a student fair and presentations, complemented by a guided school tour and meetings with the Headteacher and/or Careers Adviser. To enrich the experience, one of the days concludes with a cultural activity, offering participants a memorable insight into local life.

## 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 13 May 2026 - 14 May 2026**

- School visits | €2995.00 [Book Now](#)

[BOOK FULL TOUR](#)



# Student Fairs in Sweden - Winter 2026

25 Nov 2026 - 02 Dec 2026

## Information

Over 30,000 people visited the student fairs in the last edition.

### Reasons to Attend

The Student Fairs in Sweden, last edition, were visited by over 5,000 attendees in Malmö and over 22,400 in Stockholm. The education fairs are Sweden's largest vocational and education fairs for students looking to choose an education after high school.

Over 27,000 students in their final year of high school come to seek inspiration and answers to support their choice of further education. That is one-third of the total population of final year students of high school in Sweden. 80% of the fair visitors come in groups organised by the schools' study guidance counsellors.

### Market Overview

The UK and the US are popular destinations for many Swedish students, followed by Denmark, Australia, Spain, France and Poland. Asia is appealing to more and more students. Roughly 2,300 students studied in Asia in the 09/10 academic year – twice as many recorded for the previous five academic years.

Swedes have excellent knowledge of foreign languages. Another reason for the large number of Swedes choosing to study abroad is their knowledge of foreign languages. Many want to study at the university level there is also interest in shorter vocational courses and for work experience.

Sweden has three universities in the top 100 and eleven in the top 500 of the 2010 edition of the Academic Ranking of World Universities compiled by Shanghai Jiao Tong University.

### Fair Outline

The Student Fairs in Sweden is the largest meeting place for professional and educational choices after high school. Fairs in Stockholm are attended by high school pupils (mainly grade 3) from all over central Sweden

and fairs in Malmö primarily by students from Skåne.

A lot of effort goes into preparation tasks and tools for visitors at the fairs, as we know from experience how important this is for the output. Apart from the study abroad exhibitors there are Swedish universities and other types of higher education, future employers and various study-related organisations. The fair organiser participates with its professional associations offering advice and information concerning most academic professions and their employment market.

The fair's study abroad section averages has around 50 exhibitors of which a large part consists of agents. We welcome more representatives from universities, colleges and language schools as visitors prefer to meet "real" representatives from the countries and schools they are looking at.

The Student Fairs in Sweden have a study guidance stand with a large number of study guidance counsellors providing counselling. We recommend that you pay them a visit during your participation.

We also have an extensive workshop programme for the visitors with hundred 20 minute workshops about various topics, such as studying abroad, the labour market for academics, various types of education and ways of planning your choice of career and education.

Swedish students have the right to apply for financial aid for studies in another country. A condition is that overseas education has been recognised by Högskoleverket (Swedish National Agency for Higher Education). They are present at the exhibition and will assist in questions concerning the recognition of overseas education.

Exhibitors include universities and colleges, polytechnic education, employers and organizations, and representatives of international studies.

## Visitor numbers :

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### Stockholm 22,497

Primary School	%	Undergraduate	60%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	10%				

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### Malmö 8,000

Primary School	%	Undergraduate	60%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	10%				

## Exhibitors

## Who should attend

Universities  
Summer schools  
Language schools  
Hotel management schools  
Government bodies  
Gap year organisations  
Funding & scholarship providers  
Colleges

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- Secondary education (boarding)
- Further education & vocational
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

### Subject Areas

- Visual & creative arts
- Tourism, leisure & hospitality
- Science
- Law & LLM
- Languages
- Engineering
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Health & medicine

## Prices & Booking

**Stockholm 25 Nov 2026 - 27 Nov 2026**

*Kistamässan*

- 4m2 Budget Stand | **€2300.00** [Book Now](#)
- 6m2 Budget Stand | **€2850.00** [Book Now](#)

- 9m2 Standard Equipped Stand | **€3790.00** [Book Now](#)

## **Malmö 02 Dec 2026**

### *Malmömässan*

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- 6m2 Budget Stand | **€2660.00** [Book Now](#)
- 9m2 Standard Equipped Stand | **€3370.00** [Book Now](#)

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