

International Education Fair Korea - Fall 2026

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 10,651

Primary School	16%	Undergraduate	43%	Professional Training	10%
High School	24%	Postgraduate	20%	Careers	19.2%
Further / Vocational	10%	Languages	25.4%	Other	10%
Foundation / Prep	10%				

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 & 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

Seoul 19 Sep 2026 - 20 Sep 2026

Hall B (1F) COEX

- 6m2 Standard Equipped Stand | **€2800.00** [Book Now](#)
- 9m2 Standard Equipped Stand | **€3129.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

International Education Fair Korea - Spring 2027

27 Mar 2027 - 28 Mar 2027

Information

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

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Visitor numbers :

Seoul 26,000

Primary School	16%	Undergraduate	30%	Professional Training	10%
High School	12.5%	Postgraduate	30%	Careers	19.2%
Further / Vocational	10%	Languages	25.4%	Other	10%
Foundation / Prep	10%				

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 & 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

Seoul 27 Mar 2027 - 28 Mar 2027

COEX

- 6m2 Standard Equipped Stand | **€2900.00** [Book Now](#)
- 9m2 Standard Equipped Stand | **€3200.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

International Education Fair Korea Busan - Spring 2027

03 Apr 2027 - 04 Apr 2027

Information

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

Reasons to Attend

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Market Overview

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Visitor numbers :

Busan 12,617

Primary School	16%	Undergraduate	20%	Professional Training	10%
High School	12.5%	Postgraduate	20%	Careers	19.2%
Further / Vocational	10%	Languages	25.4%	Other	10%
Foundation / Prep	10%				

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 & 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 03 Apr 2027 - 04 Apr 2027

BEXCO

- 6m2 Standard Equipped Stand | €2400.00 [Book Now](#)

[BOOK FULL TOUR](#)



International Education Fair Malaysia - Spring 2027

10 Apr 2027 - 23 May 2027

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 10,000 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 :

Kuala Lumpur 20,000

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

Johor Bahru 20,000

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

Putrajaya 20,000

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

Penang 20,000

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

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

Kuala Lumpur 10 Apr 2027 - 11 Apr 2027

Kuala Lumpur Convention Centre

- 9m2 Standard Equipped Stand | €2100.00 [Book Now](#)

Johor Bahru 24 Apr 2027 - 25 Apr 2027

Persada International

- 9m2 Standard Equipped Stand | €2100.00 [Book Now](#)

Putrajaya 15 May 2027 - 16 May 2027

IOI Grand Mall

- 9m2 Standard Equipped Stand | €2100.00 [Book Now](#)

Penang 22 May 2027 - 23 May 2027

Setia SPICE

- 9m2 Standard Equipped Stand | €2100.00 [Book Now](#)

[BOOK FULL TOUR](#)



International Education Fair Vietnam

15 Oct 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 :

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%				

Hanoi 3,000

Primary School	25%	Undergraduate	10%	Professional Training	0%
High School	20%	Postgraduate	0%	Careers	0%
Further / Vocational	10%	Languages	25%	Other	5%
Foundation / Prep	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](#)



Japan Education Expo - Osaka, Fall 2026

13 Oct 2026 - 15 Oct 2026

Information

The Japan Education Expo is a premier event for students both from Japan and overseas to explore higher education, vocational schools and language programs in Japan and other countries.

Reasons to Attend

The Osaka leg of the Expo presented here saw 7500 visitors and 120 exhibitors last year, receiving students from all over the country.

Market Overview

Over 91,000 Japanese students choose to study abroad each year, a number steadily rebounding toward pre-pandemic peaks as young minds seek global perspectives. Simultaneously, Japan has solidified its status as an educational powerhouse, hosting a record-breaking 408,000 international students.

Continuous efforts are being made by the Japanese government and the private sector to foster global talent, with a core national target of sending 500,000 Japanese students abroad annually by 2033 while expanding university-industry collaboration. With this powerful emphasis on two-way internationalization, Japan remains a premier global hub for higher education, innovation, and cross-border research.

Fair Outline

Supported by key educational authorities, the **Japan Education Expo** is superbly timed to align with major graduation and university entrance periods. During this pivotal time, students and parents will be eagerly collecting vital information on programs, scholarships, and institutions of higher learning to pursue their future goals.

For many students, a visit to this expo marks the beginning of an exciting new chapter. This is where they make crucial decisions—not only on their specific field of study, but also on the academic institutions that will help them shape their future careers. For others, the fair is the perfect venue to gather insights and compare options to make a well-informed choice for their educational journey.

Visitor numbers :

Osaka 7,500

Primary School	0%	Undergraduate	60%	Professional Training	5%
High School	0%	Postgraduate	15%	Careers	0%
Further / Vocational	10%	Languages	5%	Other	0%
Foundation / Prep	10%				

Exhibitors

Who should attend

- Business schools
- Colleges
- Education agencies
- Equipment suppliers
- Funding & scholarship providers
- Government bodies
- Hotel management schools
- Language schools
- Summer schools
- Universities

Levels & Subjects

Academic Levels

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

Osaka 13 Oct 2026 - 15 Oct 2026

Grand Cube Osaka

- 16m2 Standard Equipped Stand | €5250.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

Overseas International Education Expo Taiwan - Fall 2026

03 Oct 2026 - 06 Oct 2026

Information

Overseas International Education Expo is Taiwan's largest and most established education expo, attracting

thousands of students actively planning to study abroad.

Reasons to Attend

Key strengths:

- Impressive marketing investment per expo across digital, print, and outdoor channels
- Multi city reach: Taipei, Taichung, Kaohsiung
- High intent audience: Students in active decision making stages
- Full lead database provided to exhibitors

Opportunity: Efficient, high impact market engagement for institutions from any country.

Market Overview

Taiwan is one of Asia's most consistent and academically strong outbound student markets. Despite a population of just 23 million, Taiwan sends a high number of students abroad each year. Families place strong cultural value on international education, and students are motivated, academically prepared, and globally minded.

Why it matters: Taiwan provides a stable pipeline of high quality undergraduate and postgraduate applicants for institutions worldwide.

Undergraduate Market Insights

- Strong academic preparation: Taiwanese students excel in STEM, arts, languages, and digital skills.
- High English proficiency: Many attend bilingual, international, or English medium schools.
- Interest in creative and tech fields: Music, performing arts, design, gaming, media, and computing are rapidly growing sectors.
- Parents prioritise safety, reputation, and structured support: They favour destinations with strong student services and clear progression pathways.

Opportunity: Undergraduate applicants from Taiwan are academically strong, well prepared, and adapt quickly to international study environments.

Postgraduate Market Insights

- High demand for international master's degrees: Students seek global exposure, career advancement, and specialised training.
- Motivated and mature applicants: PG students typically have clear goals, strong academic backgrounds, and financial readiness.
- Popular fields: Business, engineering, AI/data, design, creative industries, education, and health sciences.

Opportunity: Postgraduate applicants from Taiwan show excellent conversion rates and strong academic performance.

Further Exhibition Information

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

Visitor numbers :

Taipei 1,000

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

Taichung 500

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

Kaohsiung 500

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

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

Taipei 03 Oct 2026 - 04 Oct 2026

Taipei World Trade Center

- Working Space | **€4260.00** [Book Now](#)

Taichung 05 Oct 2026

Evergreen Laurel Hotel

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

Kaohsiung 06 Oct 2026

Howard Plaza Hotel, 7F

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

[BOOK FULL TOUR](#)