# Turkey - International Student Fairs - Spring 2027

20 Mar 2027 - 26 Mar 2027

## Information

We invite you attend the International Student Fairs in Turkey. We are pleased to offer this great opportunity for international schools keen on recruiting students from Turkey.

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.

#### Reasons to Register

In Fall 2018, 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, Russia, 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 institution.

- 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 graduate are currently looking for overseas education opportunities

**Fair Outline**

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 abraod is over 40,000 annually.

International Student Fairs in Turkey are known for being a pioneer in student recruitment fairs with its 20 years 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 Virtual 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 it!

**Visitor numbers :**

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### Istanbul (European Side) 3,169

| | | | | | |
|---|---|---|---|---|---|
| **Primary School** | % | **Undergraduate** | 70% | **Professional Training** | % |
| **High School** | % | **Postgraduate** | 30% | **Careers** | % |
| **Further / Vocational** | % | **Languages** | % | **Other** | % |
| **Foundation / Prep** | % | | | | |

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### Istanbul (Asian side) 1,547

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|---|---|---|---|---|---|
| **Primary School** | % | **Undergraduate** | 70% | **Professional Training** | % |
| **High School** | % | **Postgraduate** | 30% | **Careers** | % |
| **Further / Vocational** | % | **Languages** | % | **Other** | % |
| **Foundation / Prep** | % | | | | |

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### Ankara 1,547

| | | | | | |
|---|---|---|---|---|---|
| **Primary School** | % | **Undergraduate** | 70% | **Professional Training** | % |
| **High School** | % | **Postgraduate** | 30% | **Careers** | % |
| **Further / Vocational** | % | **Languages** | % | **Other** | % |
| **Foundation / Prep** | % | | | | |

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### Izmir 2,039

| | | | | | |
|---|---|---|---|---|---|
| **Primary School** | % | **Undergraduate** | 70% | **Professional Training** | % |
| **High School** | % | **Postgraduate** | 30% | **Careers** | % |
| **Further / Vocational** | % | **Languages** | % | **Other** | % |
| **Foundation / Prep** | % | | | | |

## Exhibitors

#### Who should attend

Universities
Language schools
Hotel management schools
Gap year organisations
Colleges
Business schools

## Levels &amp Subjects

#### Academic Levels

- Language learning
- 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

**SPECIAL OFFERS ON THIS FAIR**

- Early Bird Discount  10%  until 15-12-2026

### Istanbul (European Side) 20 Mar 2027 - 21 Mar 2027

*Istanbul Congress Centre (European Side)*

- Working Space (Per City When All Cities Selected) | **~~€2480.00~~ €2232** Book Now
- Working Space | **~~€3500.00~~ €3150** Book Now

### Istanbul (Asian side) 22 Mar 2027

*Hilton Istanbul Kozyatagi Hotel*

- Working Space (Per City When All Cities Selected) | **~~€1240.00~~ €1116** Book Now
- Working Space | **~~€1400.00~~ €1260** Book Now

### Ankara 24 Mar 2027

*Sheraton Hotel*

- Working Space (Per City When All Cities Selected) | **~~€1240.00~~ €1116** Book Now
- Working Space | **~~€1400.00~~ €1260** Book Now

### Izmir 26 Mar 2027

*Ege Palas Business Hotel*

- Working Space (Per City When All Cities Selected) | **~~€1240.00~~ €1116** Book Now
- Working Space | **~~€1400.00~~ €1260** Book Now

BOOK FULL TOUR