Africa | Kenya | 25th ISFA International Student & Career Fairs Africa Fall 2027

25 Sep 2027 - 28 Sep 2027

Information

Come and participate at the 25th 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 :

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%				

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 &amp 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 30-03-2027

Nairobi 25 Sep 2027

Sarit Expo Centre

- Distant Participation One City | **~~€900.00~~ €855** Book Now
- Distant Participation Full Tour | **~~€1800.00~~ €1710** Book Now
- Working Space + | **~~€2600.00~~ €2470** Book Now

Mombasa 28 Sep 2027

TBC

- Distant Participation One City | **~~€900.00~~ €855** Book Now
- Distant Participation Full Tour | **~~€1800.00~~ €1710** Book Now
- Working Space | **~~€1800.00~~ €1710** Book Now

BOOK FULL TOUR

UniversityFairs

International Education Fair Korea - Spring 2027

03 Apr 2027 - 11 Apr 2027

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 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%				

Busan 12,617

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 &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

Seoul 03 Apr 2027 - 04 Apr 2027

COEX

- 6m2 Standard Equipped Stand | **€2900.00** Book Now
- 9m2 Standard Equipped Stand (Incl. display unit) | **€3200.00** Book Now

Busan 10 Apr 2027 - 11 Apr 2027

BEXCO

- 6m2 Standard Equipped Stand | **€2400.00** Book Now

BOOK FULL TOUR

UniversityFairs

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 &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

Kuala Lumpur 10 Apr 2027 - 11 Apr 2027

Kuala Lumpur Convention Centre

- 9m2 Standard Equipped Stand (Incl. display unit) | **€2100.00** Book Now

Johor Bahru 24 Apr 2027 - 25 Apr 2027

Persada International

- 9m2 Standard Equipped Stand (Incl. display unit) | **€2100.00** Book Now

Putrajaya 15 May 2027 - 16 May 2027

IOI Grand Mall

- 9m2 Standard Equipped Stand (Incl. display unit) | **€2100.00** Book Now

Penang 22 May 2027 - 23 May 2027

Setia SPICE

- 9m2 Standard Equipped Stand (Incl. display unit) | **€2100.00** Book Now

BOOK FULL TOUR

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 :

Istanbul (European Side) 3,169

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

Istanbul (Asian side) 1,547

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

Ankara 1,547

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

Foundation / Prep	%

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