

# Africa - Kenya, Rwanda, Tanzania -20th ISFA Fall

28 Oct 2024 - 02 Nov 2024

## Information

Come and participate at the 20th 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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#### **Kigali 1,200**

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

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#### **Mombasa 1,200**

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

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#### **Nairobi 1,200**

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

- Three cities 10% until 02-11-2024
- Early Bird Discount 5% until 31-05-2024

### Kigali 28 Oct 2024

*Serena hotel*

- Distant Participation One City | ~~€950.00~~ €902.5 [Book Now](#)
- Working Space | ~~€2400.00~~ €2280 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

### Mombasa 30 Oct 2024

*Bliss hotel*

- Distant Participation One City | ~~€950.00~~ €902.5 [Book Now](#)
- Working Space | ~~€1800.00~~ €1710 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

### Nairobi 01 Nov 2024 - 02 Nov 2024

*Sarit Expo Centre*

- Distant Participation One City | ~~€1100.00~~ €1045 [Book Now](#)
- Working Space | ~~€2600.00~~ €2470 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

[BOOK FULL TOUR](#)

# Days of International Education Slovakia - Fall

27 Oct 2024

## Information

Many education providers have already understood the great possibilities of the Slovakian market for successful student recruitment. This is the market where a certain “gap” has been formed in the area of study abroad offers.

The main aims of the fair are to increase the awareness of study abroad opportunities, promotion of the fair’s participants and their programmes & services, and recruit new students. Participants of the fair will represent a variety of study abroad opportunities.

## Market Overview

## Fair Outline

## Visitor numbers :

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### Bratislava 4,500

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | 0%  | Undergraduate | 35% | Professional Training | 0% |
| High School          | 15% | Postgraduate  | 10% | Careers               | 0% |
| Further / Vocational | 15% | Languages     | 10% | Other                 | 5% |
| Foundation / Prep    | 0%  |               |     |                       |    |

## 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  
Equipment suppliers  
Education agencies  
Companies (Careers)  
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

**Bratislava 27 Oct 2024**

*Park by Radisson Danube Bratislava*

- Working Space | €2318.00 [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Fair Finland - Winter 2024

26 Nov 2024 - 27 Nov 2024

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

**Helsinki 26 Nov 2024 - 27 Nov 2024**

*Expo & Convention Centre Helsinki, Messukeskus*

- 6m2 Standard Equipped Stand | **€2968.00** [Book Now](#)
- 8m2 Standard Equipped Stand | **€4137.00** [Book Now](#)
- 10m2 Standard Equipped Stand | **€5010.00** [Book Now](#)

- 12m2 Standard Equipped Stand | **€5880.00** [Book Now](#)

[BOOK FULL TOUR](#)