

# EINSTIEG RECRUITMENT FAIRS IN GERMANY - SPRING

22 Feb 2019 - 25 May 2019

## Information

Einstieg is Germany's leading service provider in the field of undergraduate recruitment - and your reliable partner for the German student market. Our student recruitment fairs all over Germany attract more than 1,500 exhibitors from over 20 countries and more than 175,000 visitors each year.

## Fair Outline

The Einstieg student fairs take place seven times a year and are Germany's largest forum for educational and degree programmes. They give universities and companies the opportunity to get in direct contact with students and young adults to cover their recruiting needs. The fairs are held in some of Germany's most important economical and metropolitan areas.

Usually, a fair takes place over 2 full days (Friday and Saturday) and offers visitors lots of information about degree and other educational programmes in Germany, as well as programmes abroad. Both, students with no distinct career ideas, as well as students with well-defined career goals, find guidance and information alike.

## Reasons to Attend

The events are mostly targeted at German Gymnasium (German grammar school leading to A Levels) students, who are striving to complete the Abitur (German A Levels) exam or have already passed their Abitur. However, committed Realschule (German general secondary school) students as well as students with further vocational qualifications, young employees, and college dropouts can also gain new ideas for their future by visiting the Einstieg fairs. Teachers and parents are important conversation partners for young adults when it comes to making career and study decisions, which is why our fairs also offer useful information for these two target groups.

Our events offer an interesting talks and presentations programme that exhibitors can take part in. We have stages at each fair as well as our Speakers Corner that gives exhibitors the opportunity to speak to visitors in a smaller group and encourage two-way conversation.

Our visitors can do a free online interest-check prior to visiting the fair to find course options and institutions that match their interests, strengths and skills. They can also use the test results to make appointments with matching exhibitors before visiting the fair.

## Market Overview

Germany is ranked among the most well-travelled countries. German adolescents not only take vacations frequently, but their interest in studying or working abroad has been increasing continuously. Surveys among our

recruitment fair visitors indicate that Einstieg visitors are particularly interested in degree programmes or gap years abroad after their graduation - every third respondent shows interest. This is not surprising: the number of pupils attending grammar schools and senior classes of comprehensive schools and therefore intending to moving on to university is comparatively high at Einstieg recruitment fairs.

Generally, the interest of German pupils in international degree programmes has steadily increased over recent decades: according to numbers published by the German Federal Statistical Office, almost 140,000 German young adults studied at universities abroad in 2012 (most current data available) - students were either enrolled for an academic term or degree programmes. Compared to that, roughly 2,400,000 students were enrolled at universities in Germany.

The most popular countries for international academic programmes included Austria, the Netherlands, Switzerland, Great Britain, the United States and France. Overall, 83.4 percent of German students decided to study in Europe. 8.4 percent chose programmes located in North- and South-America, 5.7 percent chose to study in Asia, 1.7 percent studied in Australia and Oceania, and 0.6 percent decided to study abroad in Africa.

## Fair Support

Our fairs are under the patronage of Prof. Dr. Johanna Wanka, Federal Minister for Education and Research.

## Visitor numbers :

### Cologne 25,000

|                      |     |               |     |                       |     |
|----------------------|-----|---------------|-----|-----------------------|-----|
| Primary School       | %   | Undergraduate | 75% | Professional Training | 1%  |
| High School          | %   | Postgraduate  | 2%  | Careers               | 2%  |
| Further / Vocational | 42% | Languages     | 5%  | Other                 | 15% |
| Foundation / Prep    | 5%  |               |     |                       |     |

### Hamburg 36,000

|                      |     |               |     |                       |     |
|----------------------|-----|---------------|-----|-----------------------|-----|
| Primary School       | %   | Undergraduate | 49% | Professional Training | 1%  |
| High School          | %   | Postgraduate  | 1%  | Careers               | 2%  |
| Further / Vocational | 72% | Languages     | 6%  | Other                 | 15% |
| Foundation / Prep    | 5%  |               |     |                       |     |

### Frankfurt 36,000

|                             |     |                      |     |                              |     |
|-----------------------------|-----|----------------------|-----|------------------------------|-----|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 49% | <b>Professional Training</b> | 1%  |
| <b>High School</b>          | %   | <b>Postgraduate</b>  | 1%  | <b>Careers</b>               | 2%  |
| <b>Further / Vocational</b> | 72% | <b>Languages</b>     | 6%  | <b>Other</b>                 | 15% |
| <b>Foundation / Prep</b>    | 5%  |                      |     |                              |     |

## 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
- Companies (Careers)
- Colleges
- Business schools

## Levels & Subjects

### Academic Levels

- Language learning
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)

## Prices & Booking

### Cologne 08 Feb 2019 - 09 Feb 2019

*Koeln Messe*

- 9m2 Comfort Raw Stand | **€2411.00**
- 12 m2 Corner Comfort Stand | **€3295.00**

BOOK NOW

BOOK NOW

### Hamburg 22 Feb 2019 - 23 Feb 2019

*Hamburg Messe & Congress GmbH*

- 9m2 Comfort Raw Stand | **€2411.00**
- 12m2 Comfort Corner Stand | **€3295.00**

BOOK NOW

BOOK NOW

### Frankfurt 24 May 2019 - 25 May 2019

*Frankfurt*

- 9m2 Comfort Raw Stand | **€2411.00**
- 12 m2 Corner Comfort Stand | **€3295.00**

BOOK NOW

BOOK NOW

BOOK FULL TOUR