

# International Education Mexico EXPO Roadshow - Spring

## Information

The Mexico EXPO Roadshow offers international education institutions, of any discipline and from any country, the opportunity to present their courses to thousands of pre-selected and pre-screened students in Mexico's most productive markets during Mexico's leading International Student Recruitment Fairs.

Language schools, colleges, universities, high schools, IT colleges, business schools, hotel schools, postgraduate and MBA programs from more than 40 countries have experienced increased enrollments and brand awareness through these recruitment events.

## Reasons to Attend

The International Education Mexico EXPO Roadshow held in the spring of 2018 received over 21,000 students for the total EXPO. Mexico is the 11th largest economy in the world, and consistently ranks among the top ten countries sending students to the USA and Canada. There are more than 24,000 students choosing to study abroad, selecting destinations such as Spain, UK, and USA.

## Market Overview

According to the Secretaría de Educación Pública, Mexican public and private colleges are focusing on alliances and agreements with foreign schools to provide joint programs, dual certification and exchange programs for students and professors. These programs have become more important as Mexico has become a key player in the world economy. Mexico currently boasts over 2,000 institutions of higher education.

## Fair Outline

As one of the main Latin American markets, exhibitors will have the opportunity to visit its three largest cities. The Mexico EXPO biannual roadshow has been organised in Mexico for eight years.

- Over 1,000 tables/booths sold each year in 26 different cities across Latin America, Europe and Asia.
- Highest returning client rate in the market: 81%
- Exclusive attendee screening that guarantees the highest-quality students; no “brochure grabbers”.
- Full Service: Fairs & Online Recruitment, Print Ads, PR Services and Business Development.
- Logistics: arrange all accommodation, transportation, and translator needs.
- Agent Meeting Place: All participants are provided with the contact details of agents in each of the expo cities at no additional cost.
- Over 80% of attendees are aged under 30 and 40% have an interest in postgraduate programs.

The fairs normally have the participation of Austrade, DAAD, Campusfrance, Education New Zealand, Education USA, British Council and NUFFIC.

## Visitor numbers :

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### Puebla 1,639

Primary School	0%	Undergraduate	35%	Professional Training	2%
High School	2%	Postgraduate	37%	Careers	5%
Further / Vocational	7%	Languages	38%	Other	12%
Foundation / Prep	20%				

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### Monterrey 2,021

Primary School	0%	Undergraduate	35%	Professional Training	2%
High School	2%	Postgraduate	37%	Careers	10%
Further / Vocational	7%	Languages	38%	Other	10%
Foundation / Prep	20%				

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### Guadalajara 3,964

Primary School	0%	Undergraduate	35%	Professional Training	2%
High School	2%	Postgraduate	37%	Careers	5%
Further / Vocational	7%	Languages	38%	Other	12%
Foundation / Prep	20%				

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### Mexico City 12,818

Primary School	%	Undergraduate	35%	Professional Training	2%
High School	2%	Postgraduate	37%	Careers	5%
Further / Vocational	7%	Languages	38%	Other	12%
Foundation / Prep	20%				

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### Queretaro 1,790

Primary School	0%	Undergraduate	35%	Professional Training	2%
High School	2%	Postgraduate	37%	Careers	5%

**Further / Vocational** 7%   **Languages**   38%   **Other**   12%  
**Foundation / Prep**   20%

## **Exhibitors**

### **Who should attend**

Universities  
Summer schools  
Student service providers  
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
- 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**

### **Puebla 10 Feb 2019**

*Puebla*

- Working Space | €1870.00 [Book Now](#)

### **Monterrey 12 Feb 2019**

*Monterrey*

- Working Space | €1870.00 [Book Now](#)

### **Guadalajara 14 Feb 2019**

*Guadalajara*

- Working Space | €1870.00 [Book Now](#)

### **Mexico City 16 Feb 2019 - 17 Feb 2019**

*Mexico City*

- 6m2 Standard Equipped Stand | €3785.00 [Book Now](#)

### **Queretaro 19 Feb 2019**

*Queretaro*

- Working Space | €1870.00 [Book Now](#)

[BOOK FULL TOUR](#)