

# Einstieg Recruitment Fairs in Germany - Spring

## 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

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

### **Subject Areas**

- 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

### Cologne 08 Feb 2019 - 09 Feb 2019

*Koeln Messe*

- 9m2 Comfort Raw Stand | **€2411.00** [Book Now](#)
- 12 m2 Corner Comfort Stand | **€3295.00** [Book Now](#)

### Hamburg 22 Feb 2019 - 23 Feb 2019

*Hamburg Messe & Congress GmbH*

- 9m2 Comfort Raw Stand | **€2411.00** [Book Now](#)
- 12m2 Comfort Corner Stand | **€3295.00** [Book Now](#)

### Frankfurt 24 May 2019 - 25 May 2019

*Frankfurt*

- 9m2 Comfort Raw Stand | **€2411.00** [Book Now](#)
- 12 m2 Corner Comfort Stand | **€3295.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# International Education Fair UK- London Spring

## Information

Visitor numbers :

---

### London TBC

Primary School	10%	Undergraduate	10%	Professional Training	10%
High School	10%	Postgraduate	10%	Careers	10%
Further / Vocational	10%	Languages	10%	Other	10%
Foundation / Prep	10%				

## Exhibitors

Who should attend

## Levels & Subjects

Academic Levels

Subject Areas

## Prices & Booking

London 23 Feb 2019

*London*

- Working Space | €1530.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# International Education Fairs of Turkey - Spring

## Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 12 years, the International Education Fair of Turkey has grown to become the largest education exhibition in both Turkey and the Middle-East, with universities from more than 30 countries attending every year.

## Reasons to Attend

The Fair focuses solely on the Turkish Market, and therefore has built a reputation with students throughout the

country through strong marketing and promotion of the exhibitions, and excellent relationships with local high schools, universities, language schools and Turkish agents. The Fall 2019 event welcomed over 300 exhibitors representing over 150 institutions from 25 different countries.

### 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

Fair students are from very respected universities and high schools of Turkey. The international education fairs in Turkey are also visited by a number of young and experienced professionals looking for education opportunities abroad. The Fair has a professional and hands-on approach to meeting the needs of our participating institutions, and also to bringing the highest quality Turkish students to its fairs. The Fair is committed to making the recruitment process both successful and enjoyable for both participants and students.

Students attending the exhibition are looking for education all over the world. While the UK and the USA continue to dominate student interest, they are looking more and more towards programs in Canada, Europe and Asia.

We give participating institutions complete support before, during and after the fairs, including:

- Material transportation between cities
- Professional stands with the option of uniquely designed backdrops
- Local high-school and university visits
- Free promotion in IEFT's Study Abroad Magazine, distributed to nearly 20,000 student visitors
- Optional web banners, flyer distribution, newspaper advertisements, and any other promotional branding needs an institution may have
- Well-organized accommodation and transportation options
- Complete visitor statistics sent to all participants upon completion of fair tour
- Amazing social and cultural activities throughout fair

### Visitor numbers :

---

#### Istanbul, Ankara and Izmir 8,000

Primary School	%	Undergraduate	25%	Professional Training	%
High School	8%	Postgraduate	33%	Careers	%

Further / Vocational 6% Languages 23% Other 5%  
Foundation / Prep %

---

Istanbul (Asian side) 1,500

Primary School % Undergraduate 32% Professional Training %  
High School 6% Postgraduate 44% Careers %  
Further / Vocational % Languages 37% Other 21%  
Foundation / Prep %

---

Istanbul (European Side) 4,500

Primary School % Undergraduate 32% Professional Training %  
High School 6% Postgraduate 44% Careers %  
Further / Vocational % Languages 37% Other 21%  
Foundation / Prep %

Exhibitors

Who should attend

- Universities
- Summer schools
- Student service providers
- Language schools
- Hotel management schools
- Funding & scholarship providers
- Education agencies
- Colleges
- Business 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

### Istanbul, Ankara and Izmir 17 Mar 2024 - 24 Mar 2024

*Istanbul (3 days) + 2 cities*

- Full Tour 4 cities | **€6660.00** [Book Now](#)

### Istanbul (Asian side) 21 Mar 2024

*Hilton Kozyatagi Hotel*

- Working Space | **€1600.00** [Book Now](#)

### Istanbul (European Side) 23 Mar 2024 - 24 Mar 2024

*Hilton Bosphorus Hotel Harbiye - European Side*

- 5m2 Standard Equipped Stand | **€3707.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# 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 :

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%				

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%				

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%				

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%				

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](#)



University Fairs

# World Education Fair - Bulgaria - Spring

## Information

World Education Fair is the biggest international education exhibition of its kind in Bulgaria. Since 2003, the event has attracted young people, which are interested to study abroad for their secondary or higher education in distinguished international institutions. Thanks to the project, foreign educational institutions are promoted and

popularised in Bulgaria.

### Reasons to Attend

World Education Fair is an ideal event for exhibitors – as many as half of Bulgaria's prospective university students apply abroad. Students are attracted by the presence of international universities, schools, and colleges, as the event focuses on undergraduate, postgraduate and MBA studies. According to the Eurostat data from 2015, the Bulgarians which study in different universities throughout Europe are 22,800.

### Market Overview

Some 30,000 Bulgarian students currently study abroad, according to the Head of the State Agency for Bulgarians Abroad. Over 50% of those Bulgarian high school seniors who seek higher education apply to schools abroad.

### Fair Outline

World Education Fair receives a high number of visitors and successful recruitment of students. In 2016, a total number of 120 exhibitors attended the fair from 18 countries. These countries included: Switzerland, The Netherlands, UK, Belgium, Spain, Italy, Denmark, Czech Republic, Bulgaria, Greece, Poland, Liechtenstein, Germany, Austria, USA, China, France and Romania. There were a total number of 3387 visitors who attended the fair in 2016. The fairs are heavily promoted in Bulgaria with extensive promotional campaign in various channels targeting both students and their parents. World Education Fairs has built a database of more than 50,000 people, whereas only in the last two editions WEF in Bulgaria has more than 9,000 registrations. One of the biggest advantages is that WEF has more than 70 % pre-registration of visitors, which speaks for the effectiveness of the made promotional campaign.

### Visitor numbers :

---

#### Sofia 4,000

Primary School	%	Undergraduate	70%	Professional Training	%
High School	%	Postgraduate	30%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	2%				

---

#### Varna 2,500

Primary School	%	Undergraduate	49%	Professional Training	%
High School	%	Postgraduate	49%	Careers	%
Further / Vocational	%	Languages	%	Other	%
Foundation / Prep	2%				

### Exhibitors

## **Who should attend**

Universities  
Hotel management schools  
Colleges  
Business 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**

**Sofia 23 Feb 2019 - 24 Feb 2019**

*The National Palace of Culture*

- Working Space | €2190.00 [Book Now](#)

**Varna 26 Feb 2019**

*Interhotel Chernomorec*

- Working Space | €1490.00 [Book Now](#)

[BOOK FULL TOUR](#)