

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

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)

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

INTERNATIONAL EDUCATION FAIR IN GEORGIA

22 Feb 2019 - 23 Feb 2019

Information

International Education Fair in Georgia will present a great number of educational establishments, and the opportunities of study programmes in Georgia and other countries.

Reasons to Attend

More than 25% of undergraduate students, graduate students and senior schoolchildren in Georgia are currently looking for overseas education opportunities. The registration for University National Exams in Georgia last from February to March. The National Exams last from June to July. Therefore, the fair date in February is the best time for both students and institutions, according to their next steps in education.

At the International Education Fair in 2017 there were 114 exhibitors in total. Visitors had an opportunity to meet representatives from 16 countries: Australia, China, Czech Republic, Estonia, France, Georgia, Germany, Hungary, Latvia, Lithuania, the Netherlands, North Cyprus, Poland, Turkey, UK and USA.

There has been a development of the number of visitors attending the fair each year:

2012 – 5,800

2013 – 7,200

2014 – 9,000

2015 – 12,000

2016 – 12,000

This incline in numbers highlights the increase in student interest in international education and demonstrates education as a priority for many visitors.

Market Overview

- Approximately 36,000 entrants/applicants are passing national exams in July to study in the higher education institutions of Georgia.
- 25% of undergraduate and graduate students, and senior schoolchildren in Georgia are currently looking for overseas education opportunities
- There are 59 Universities in Georgia (31% State Universities and 69% Private Authorized Universities) with over 124,000 students studying at higher education level.
- There are 13 colleges authorized with over 240,000 students studying at secondary level.
- The three-level system of higher education consists of: the first level - Bachelor's degree, the second step - Master's degree, the third step - PhD

The fair date is the best time for both students and institutions according to their next step in education (the registration for university national exams in Georgia last from February to March, the national exams in last from

June to July).

Fair Outline

International Education Fair is a great platform for professionals and decision-makers in the education sector to exchange their experience and know-how. The parallel events: presentations, seminars and workshops will reach the goals and aims of the exhibition.

Studying abroad is becoming more and more popular among Georgian students as the country itself continues to pursue integration into the international society and the demand for professionals with international experience is rapidly increasing amongst Georgian and regional employers. The B2C concept of the exhibition shows a very clear value to the exhibitors as well as visitors. It is an "Open Door Day" for all the presented organizations an opportunity to receive all required information directly from the source for the visitors.

The International Education fair will cover such subjects as state and private higher education institutions, colleges, vocational schools, training centers, language schools and courses, as well as will provide information on new study programmes, and information about the services for students and educational institutions. Education Fair 2018 will bring together the quality international education providers with study abroad agents and education consultants.

The exhibition is promoted through an aggressive and informative marketing campaign encompassing a variety of effective marketing tools to reach all visitors segments. Media includes target group-specific direct marketing, online campaigns, advertising in numerous trade publications and in the general business press, extensive press activities and networking with industry associations and media.

Further Exhibition Information

More information about this leading student recruitment exhibition can be found by selecting the tabs below.

To reserve your place at this international education fair, please select the 'Prices' tab and choose the buttons that meet your requirements. Place your purchase in your shopping cart by selecting the 'Click To Proceed' button, select 'checkout', and fill in your registration details.

Visitor numbers :

Tbilisi 12,000

Primary School	0%	Undergraduate	45%	Professional Training	9%
High School	0%	Postgraduate	35%	Careers	4%
Further / Vocational	25%	Languages	47%	Other	7%
Foundation / Prep	19%				

Exhibitors

Who should attend

Universities
Summer schools
Student service providers
Publishers
Professional bodies
Language schools
Hotel management schools
Government bodies
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, LL.M, Dip, PhD)

Prices & Booking

Tbilisi 22 Feb 2019 - 23 Feb 2019

Exhibition Centre ExpoGeorgia Co. Fairground

- 9m2 Standard Equipped Stand | **€2094.00**

[BOOK NOW](#)

BOOK FULL TOUR

INTERNATIONAL EDUCATION FAIR UK- LONDON SPRING

23 Feb 2019

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

Prices & Booking

London 23 Feb 2019

London

- Working Space | **€1530.00**

[BOOK NOW](#)

[BOOK FULL TOUR](#)

INTERNATIONAL EDUCATION FAIRS OF TURKEY - SPRING

24 Feb 2019 - 03 Mar 2019

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 2016 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 7,767

Primary School	%	Undergraduate	25%	Professional Training	%
High School	8%	Postgraduate	33%	Careers	%
Further / Vocational	6%	Languages	23%	Other	5%
Foundation / Prep	%				

Istanbul (3 days) + 1 city 2,039

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

Istanbul (European side) + 2 cities 6,755

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

Istanbul (European side) + 1 city 4,962

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

Istanbul (European + Asian side) 4,181

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

Istanbul (European side) 3,169

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)

Prices & Booking

Istanbul, Ankara and Izmir 24 Feb 2019 - 03 Mar 2019

Istanbul (3 days) + 2 cities

- Working Space | **€6440.00**

[BOOK NOW](#)

Istanbul (3 days) + 1 city 24 Feb 2019 - 03 Mar 2019

Istanbul (3 days) + 1 city

- Working Space | **€5790.00**

[BOOK NOW](#)

Istanbul (European side) + 2 cities 24 Feb 2019 - 03 Mar 2019

Istanbul (European side) + 2 cities

- Working Space | **€5790.00**

[BOOK NOW](#)

Istanbul (European side) + 1 city 24 Feb 2019 - 03 Mar 2019

Istanbul (European side) + 1 city

- Working Space | **€4860.00**

BOOK NOW

Istanbul (European + Asian side) 28 Feb 2019 - 03 Mar 2019

Istanbul (European + Asian side)

- Working Space | **€4860.00**

BOOK NOW

Istanbul (European side) 02 Mar 2019 - 03 Mar 2019

Istanbul Congress Centre

- 5m2 Standard Equipped Stand | **€3660.00**

BOOK NOW

BOOK FULL TOUR

INTERNATIONAL EDUCATION MEXICO EXPO ROADSHOW - SPRING

19 Feb 2019

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)

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

STUDENT RECRUITMENT FAIRS NORWAY - SPRING

Information

The Student Recruitment Fairs Norway will take place January and February in various cities throughout the country.

Reasons to Attend

The Student Recruitment Fairs consist of 11 fairs in central cities in Norway held during January and February every year with close to 100,000 visitors in total.

Market Overview

Over 20,000 students from Norway choose to study abroad each year. Studying abroad is becoming more and more popular among Norwegian students. Thanks to the State Educational Loan Fund, they can receive the financial support they need to complete parts of or the entire degree abroad. Many students therefore take this opportunity to obtain valuable international experience.

Most Norwegians have a high level of English skills and are hardworking and motivated students. Many of them are also eager.

Fair Outline

Take the opportunity to present and promote directly to your future students your latest educational programs and benefits and advantages that you offer for them. A wide range of both Norwegian and foreign exhibitors participate at the fairs every year. In 2015 400 exhibitors from over 20 different countries were represented. There were almost 100 international exhibitors.

Visitor numbers :

Lillestrøm 15,423

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Halden 3,675

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Kristiansand 6,453

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Sandefjord 7,102

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Stavanger 8,841

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Bergen 10,503

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Alesund 3,817

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Trondheim 9,399

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

Tromso 4,152

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	10%
Foundation / Prep	%				

Oslo 15,817

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	10%
Foundation / Prep	%				

Exhibitors

Who should attend

- Business schools
- Colleges
- Funding & scholarship providers
- Gap year organisations
- Government bodies
- Hotel management schools
- Language schools
- Professional bodies
- Student service providers
- Summer schools
- Universities

Levels & Subjects

Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Foundation (Preparatory)
- Further education & vocational
- Language learning
- Professional training

Prices & Booking

Lillestrøm 07 Jan 2019 - 08 Jan 2019

Norges Varemesse

- 9m2 Standard Equipped Stand | **€5141.00**
- 12m2 Standard Equipped Stand | **€6109.00**

BOOK NOW

BOOK NOW

Halden 10 Jan 2019 - 11 Jan 2019

Østfold University College

- 9m2 Standard Equipped Stand | **€3890.00**
- 12m2 Standard Equipped Stand | **€4526.00**

BOOK NOW

BOOK NOW

Kristiansand 14 Jan 2019 - 15 Jan 2019

Gimlehallen

- 9m2 Standard Equipped Stand | **€3890.00**
- 12m2 Standard Equipped Stand | **€4526.00**

BOOK NOW

BOOK NOW

Sandefjord 17 Jan 2019 - 18 Jan 2019

Jotunhallen

- 9m2 Standard Equipped Stand | **€3890.00**
- 12m2 Standard Equipped Stand | **€4526.00**

BOOK NOW

BOOK NOW

Stavanger 21 Jan 2019 - 22 Jan 2019

Stavanger Forum

- 9m2 Standard Equipped Stand | **€4615.00**
- 12m2 Standard Equipped Stand | **€5460.00**

BOOK NOW

BOOK NOW

Bergen 24 Jan 2019 - 25 Jan 2019

Grieghallen

- 9m2 Standard Equipped Stand | **€4614.00**
- 12m2 Standard Equipped Stand | **€5460.00**

BOOK NOW

BOOK NOW

Alesund 28 Jan 2019 - 29 Jan 2019

Fagerlihallen

- 9m2 Standard Equipped Stand | **€3890.00**
- 12m2 Standard Equipped Stand | **€4526.00**

BOOK NOW

BOOK NOW

Trondheim 31 Jan 2019 - 01 Feb 2019

Trondheim Spektrum

- 9m2 Standard Equipped Stand | **€4614.00**
- 12m2 Standard Equipped Stand | **€5460.00**

BOOK NOW

BOOK NOW

Tromso 07 Feb 2019 - 08 Feb 2019

Tromsøhallen

- 9m2 Standard Equipped Stand | **€3890.00**
- 12m2 Standard Equipped Stand | **€4526.00**

BOOK NOW

BOOK NOW

Oslo 13 Feb 2019 - 14 Feb 2019

Oslo Spektrum

- 9m2 Standard Equipped Stand | **€5141.00**
- 12m2 Standard Equipped Stand | **€6109.00**

BOOK NOW

BOOK NOW

BOOK FULL TOUR

WORLD EDUCATION FAIR - BULGARIA - SPRING

23 Feb 2019 - 26 Feb 2019

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)

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 Chernomore

- Working Space | **€1490.00**

BOOK NOW

BOOK FULL TOUR

WORLD EDUCATION FAIR, ALBANIA- SPRING

Information

'World Education Fair' Project is the largest educational Fair in Albania. Its main goal is to inform potential applicants about the newest trends in education abroad and to promote the innovative aspects of the education structure of higher and secondary institutions.

Our mission to help students discover their vocation and find suitable paths to pursue their dream career is not all we do. We always aim to help partner universities and schools in their search for potential students. Provision of comprehensive information and guidance through all the steps of the application process is our main responsibility. What is more, we familiarise the young people with the opportunities to obtain a high quality education abroad, including a variety of language programs, elite secondary schools, undergraduate and postgraduate courses along with high level of service provided to both our clients and partners. We believe that education is a life-time investment. Hence, our main objective is to provide all the available information about education abroad.

Reasons to Attend

Why join the World Education Fair?

- Supported and organized by the most professional students' recruitment company with more than 23 years of experience;
- Sophisticated registration system pre-matching students' interests with the programs of the participating institutions;
- Wide media coverage combined with intensive advertising and PR campaigns;
- High rate of attendance efficiency and a unique opportunity for representatives to establish direct contact with prospective students of various ages and backgrounds;
- Dedicated follow-up system resulting in high conversion rate from visitors to applicants;
- High standard of the fairs with carefully selected venues - 4 and 5-star hotels in central city locations;
- Full organizational support before and during the fairs –wide range of marketing activities, interpreters, advertising materials, table branding, travel arrangements etc.

World Education provides for our partners:

- Our market share depending on the country varies between 30% and 70%.
- Our staff is professionally trained and divided into separate units responsible for the company products
- Our own catalogue issued in 3 000 copies each year, includes profiles of partner organizations. Its wide distribution covers all target groups
- Since November 2014 we are officially registered UCAS apply center - one of the biggest in the Balkans
- We pride ourselves of being a member of London Chamber of Commerce - LCCI, EAIE and accredited by

ICEF.

Market Overview

With each year, there are more and more Albanian students who choose to study abroad. The numbers vary according to different estimations as there is no single organisation that addresses this group of Albanians. Many students are studying in the United Kingdom, USA, Germany, France, The Netherlands, Denmark. There is also interest shown in Greece, Montenegro, Italy, Spain and Switzerland.

Fair Outline

The World Education Fairs themselves have become a must for every student interested in education abroad. Now more and more students use the opportunity to meet with educational organisation face-to-face, when choosing their future university, college or school and course/s of study. The international educational fairs in Albania & Kosovo will continue this trend.

The World Education Fairs in Romania and Bulgaria, partnered with Albania and Kosovo, have been a successful recruitment tool for institution thanks to a few important points:

- Consistent marketing research, establishing the trends
- Attracting the young people to choose for their education abroad
- Massive promotional campaign and personal attention to the students
- Pre-registration of more than 70% of visitors.

The desired result, which has been experienced by most participants of the Project, is access to a high number of visitors and the successful recruitment of students. It is important for us to maintain the highest standards, inviting organisation offering quality programmes, choosing venues in places with top central locations in 5 –star hotels and with extra services provided. In addition to participating during the events, the participants use services to follow-up on their marketing efforts, to visit high schools and to organise extra promotional activities, such as the University Catalogue (See Advertising for details) and to give presentations. Get involved and see the results!

Visitor numbers :

2,000

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

Prices & Booking

15 Feb 2019 - 16 Feb 2019

Rogner Hotel Europapark

- Working Space | **€2190.00**

BOOK NOW

BOOK FULL TOUR