

# Einstieg Recruitment Fairs in Germany - Fall

## 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, can 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 one of 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 :**

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**Dortmund 4,000**

Primary School	%	Undergraduate	50%	Professional Training	%
High School	%	Postgraduate	2%	Careers	5%
Further / Vocational	41%	Languages	10%	Other	29%
Foundation / Prep	5%				

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**Karlsruhe 3,000**

Primary School	%	Undergraduate	61%	Professional Training	%
High School	%	Postgraduate	2%	Careers	%
Further / Vocational	40%	Languages	5%	Other	15%
Foundation / Prep	5%				

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**Berlin TBC**

Primary School	%	Undergraduate	65%	Professional Training	1%
High School	%	Postgraduate	3%	Careers	1%
Further / Vocational	60%	Languages	6%	Other	10%
Foundation / Prep	5%				

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**Munich TBC**

<b>Primary School</b>	%	<b>Undergraduate</b>	77%	<b>Professional Training</b>	1%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	1%
<b>Further / Vocational</b>	42%	<b>Languages</b>	6%	<b>Other</b>	15%
<b>Foundation / Prep</b>	5%				

## Dortmund 4,000

<b>Primary School</b>	%	<b>Undergraduate</b>	50%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	5%
<b>Further / Vocational</b>	41%	<b>Languages</b>	10%	<b>Other</b>	29%
<b>Foundation / Prep</b>	5%				

## Karlsruhe 3,000

<b>Primary School</b>	%	<b>Undergraduate</b>	61%	<b>Professional Training</b>	%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	%
<b>Further / Vocational</b>	40%	<b>Languages</b>	5%	<b>Other</b>	15%
<b>Foundation / Prep</b>	5%				

## Berlin TBC

<b>Primary School</b>	%	<b>Undergraduate</b>	65%	<b>Professional Training</b>	1%
<b>High School</b>	%	<b>Postgraduate</b>	3%	<b>Careers</b>	1%
<b>Further / Vocational</b>	60%	<b>Languages</b>	6%	<b>Other</b>	10%
<b>Foundation / Prep</b>	5%				

## Munich TBC

<b>Primary School</b>	%	<b>Undergraduate</b>	77%	<b>Professional Training</b>	1%
<b>High School</b>	%	<b>Postgraduate</b>	2%	<b>Careers</b>	1%
<b>Further / Vocational</b>	42%	<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)

### **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**

### **Dortmund 14 Sep 2018 - 15 Sep 2018**

*Westfalahallen Dortmund*

- 9 m2 Luxe Equipped stand | **€2600.00** [Book Now](#)

### **Karlsruhe 05 Oct 2018 - 06 Oct 2018**

*Gartenhalle Karlsruhe*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Berlin 09 Nov 2018 - 10 Nov 2018**

*Messe Berlin*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Munich 23 Nov 2018 - 24 Nov 2018**

*MOC Veranstaltungszentrum*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Dortmund 06 Sep 2019 - 07 Sep 2019**

*Westfalenhallen Dortmund*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Karlsruhe 27 Sep 2019 - 28 Sep 2019**

*Gartenhalle Karlsruhe*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Berlin 15 Nov 2019 - 16 Nov 2019**

*Messe Berlin*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

**Munich 22 Nov 2019 - 23 Nov 2019**

*MOC Veranstaltungszentrum*

- 9 m2 Luxe Equipped stand | €2600.00 [Book Now](#)

[BOOK FULL TOUR](#)



# Go-Abroad Fair in Belgium & The Netherlands

## Information

### Go-Abroad Fair: The world is your playground!

De BuitenlandBeurs is the biggest platform in Belgium and the Netherlands regarding study programs, internships, (voluntary) work and language courses abroad. Leading organisations and relevant educational institutions inform visitors on all the aspects and possibilities of an educational and self-enriching stay abroad.

### Reasons to Attend

De BuitenlandBeurs is the number one event in Belgium and the Netherlands for anyone wishing to find out about education, internships, work or knowledge enhancement abroad. This gives you a unique opportunity to present your organisation and to meet the thousands of visitors from the Netherlands from your direct target group.

### Market Overview

#### A unique opportunity to recruit students from Belgium and the Netherlands!

In addition to being an extremely fun experience, studying abroad is also a smart move for students. Research conducted by the European Commission has shown that young people who have studied abroad have a better chance of securing a steady job later on.

The Belgian as well as the Dutch government encourage international exchange programmes and make it financially feasible for students to study abroad. Students who are entitled to student grants and loans in the Netherlands are entitled to use them anywhere in the world. In addition to student grants and loans, students can also obtain a scholarship for a study programme abroad.

More and more Belgian and Dutch young professionals are adventurous and internationally oriented and want to explore their work skills beyond borders.

### Fair Outline

#### Visitors' profile:

- Potential students between 16 and 30 years of age
- Parents and supervisors
- Final-year students and secondary school graduates (including international schools)
- University students
- Young professionals and recent graduates

## Exhibitors' profile:

- Universities, colleges and private educational institutions from around the world
- Institutions that focus on language holidays, voluntary work, gap years and internships abroad
- High school programmes from around the world
- Institutions providing information on financing, scholarships, recognition of diplomas, insurance, health & safety abroad
- Companies searching for Dutch employees
- Embassies and foreign ministries of education

Please note that when both cities are booked, transfer between Utrecht and Ghent is included in the fair price.

## Visitor numbers :

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### Ghent 1,047

Primary School	%	Undergraduate	58%	Professional Training	%
High School	%	Postgraduate	52%	Careers	%
Further / Vocational	%	Languages	%	Other	9%
Foundation / Prep	%				

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### Utrecht 6,692

Primary School	%	Undergraduate	68%	Professional Training	%
High School	%	Postgraduate	33%	Careers	%
Further / Vocational	9%	Languages	%	Other	10%
Foundation / Prep	%				

## Exhibitors

### Who should attend

Boarding schools  
Business schools  
Colleges  
Companies (Careers)  
Education agencies  
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)
- Further education & vocational
- Language learning

### **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**

### **Ghent 24 Nov 2019**

*ICC Ghent*

- 9m2 Standard Equipped Stand | **€2015.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€2570.00** [Book Now](#)
- 18m2 Standard Equipped Stand | **€3680.00** [Book Now](#)
- 24m2 Standard Equipped Stand | **€4790.00** [Book Now](#)



**Utrecht 20 Nov 2020 - 21 Nov 2020**

*Jaarbeurs Utrecht*

- 9m2 Standard Equipped Stand | **€2240.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€2870.00** [Book Now](#)
- 18m2 Standard Equipped Stand | **€4130.00** [Book Now](#)
- 24m2 Standard Equipped Stand | **€5390.00** [Book Now](#)

[BOOK FULL TOUR](#)



# International Education Exhibition in Mongolia - Fall

## Information

The International Education Exhibition Fall in Mongolia is the place where educational providers worldwide have the opportunity to meet with talented and intelligent students from Mongolia. The fair offers a unique opportunity to learn more about studies abroad first hand, to choose programmes and courses and decide on educational institutions for studies.

## Reasons to Attend

The International Education Exhibition in Mongolia has grown to be a leading education exhibition, where thousands of serious and motivated students and their families meet with prestigious education providers from all around the world. The Mongolia education fair will attract prospective students, concerned parents, academics and teaching staff as well as professionals from all walks of life.

There is a growing interest from the mass media and governmental organisations in developing this educational event, which has become an important entry on Ulaanbaatar's calendar. Students with their families take part in all the activities during the exhibition days. Strong targeted links with local universities and schools ensure the right visitors attend the fair. Education providers have the opportunity to grow quickly in this emerging student market.

## Market Overview

The Mongolian student market is developing as the economy rapidly expands due to investments from foreign companies. Living standards are on the rise and for many people the prospect of sending their children to study abroad is becoming a reality.

The USA accounts for nearly 1,000 students with other popular destinations including UK, Canada, Australia, Germany, Japan, South Korea, Peoples Republic China, Taiwan, Malaysia, and Singapore.

Enrolments in private higher education institutions have tripled since 1995, and there have also been large enrolment increases in public sector institutions. Around 30,000 students enter Mongolian universities and colleges every year (Ministry of Sciences, Education and Culture, 2003).

### **Fair Outline**

International Education Exhibition Mongolia draws its maximum student participation, thereby ensuring exceptional quality. It is organized with the specific objective of helping institutes of higher learning reach a national cross section of students who have the qualifications and the means to contemplate further education.

As an exhibitor at this student fair you will have advantages such as:

- Face-to-Face personal access and interaction to all the students, parents and top decision markers and representatives from all over Mongolia.
- The opportunity to feature and demonstrate your new perspectives and programmes in a one-to-one environment.
- Meet and find local authorised partners and agents.
- Recruit students to study at your institution abroad.

### **Visitor numbers :**

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#### **Ulaanbaatar 3,700**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>25%</b>	<b>Professional Training</b>	<b>9%</b>
<b>High School</b>	<b>35%</b>	<b>Postgraduate</b>	<b>15%</b>	<b>Careers</b>	<b>6%</b>
<b>Further / Vocational</b>	<b>5%</b>	<b>Languages</b>	<b>%</b>	<b>Other</b>	<b>%</b>
<b>Foundation / Prep</b>	<b>5%</b>				

### **Exhibitors**

#### **Who should attend**

Boarding schools  
Business schools  
Colleges  
Companies (Careers)  
Education agencies  
Funding & scholarship providers  
Gap year organisations  
Government bodies  
Hotel management schools  
Language 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**

**Ulaanbaatar 05 Oct 2019 - 06 Oct 2019**

*Blue Sky Hotel*

- 6m2 Standard Equipped Stand | **€1678.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Russia - 34th Virtual International Education Fair - Winter

## Information

### About the fair

We are very excited to invite you to our **34<sup>th</sup> ICIEP International VIRTUAL Education Exhibition** in Russia.

ICIEP International Education Exhibition in Russia has over a 22-year history and is the first and oldest exhibition since 1998.

The main aim of the events is to provide Russian students with first-hand information on study abroad opportunities and, for foreign education institutions, to meet students and reach their student recruitment targets for the Russian market.

For many years, the exhibition has hosted National Pavilions for universities from Canada, USA, Germany, France, Cyprus, China, Hungary, Estonia, Austria, Finland, Netherlands, Sweden Turkey, Switzerland and many other countries.

In 2018-2019 academic years the fair was attended by over 60 institutions from Austria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Israel, New Zealand, Russia, South Korea, Spain, Taiwan, UK

In the current challenging times it is still of a paramount importance to stay connected to potential students, nurture and increase institution's visibility and awareness as well as stay turned in with the current international recruitment opportunities in the country.

The benefits of participating at our VIRTUAL fair:

- Dedicated professional tailor-made virtual platform for the event
- Individual booth for each exhibitor
- Meeting and chat functionality between exhibitors and attendees
- Presentation Stage Functionality incl. speakers functionality
- Institution/organisation profile incl. logo, banner, information and links to documents incl. video materials
- Video functionality

- Unlimited number of institution representatives
- Separate Exhibitors List

**Participation fee includes:** individual virtual booth on the dedicated platform, presentation on both days, participation of up to 2 representatives, institution profile, representatives profile, speakers profile, meeting and chat functionality, video functionality, proven student database after the event

### **Levels of Education:**

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

### **Reasons to Attend**

The fair has become the most prominent international education exhibition in Russia, providing students with access to global study opportunities, and it has also created new recruitment opportunities for foreign education institutions in Russia.

It's also the core event of the project Marketing and Promotion of International Education in Russia.

### **Market Overview**

The Russian government has revealed plans to encourage students to study abroad, by funding up to 10,000 students a year to attend some of the world's leading universities. According to a recent survey, education investment has become the favourite choice of many Russian parents. Students and parents alike are looking forward to finding out about opportunities to study abroad, making this event essential both for visitors and recruiters. International experts forecast that by 2020 Russia may enter the top-5 list of leading "demand states" in the world educational market, and the amount paid for education by the Russian students will triple.

The number of Russians receiving an education abroad has grown significantly over the last few years, with English language programs being the most popular courses according to data released by AcademConsult, a local company that organises study abroad for Russian students.

Every year more and more Russian students pack their bags and go to study abroad. The most popular destination is Europe. Latest survey indicates that every third Russian student who is going to study abroad selects United Kingdom, every sixth-seventh - France or Germany. Study in Finland, Sweden and Netherlands is more and more attractive for many young Russians. High quality of Swiss education in the field of hospitality industry is well-known here. USA and Canada are the most popular destinations for studying abroad outside of Europe.

### **Fair Outline**

Each day will attract 1,500 - 2,000 attendees, including Russian secondary school leavers, first, second and final-

year university, graduates with work experience, low-level managers and mid-level managers.

The fair attracts exhibitors from countries worldwide, including several governmental bodies and/or their education promotion arms such as the Spanish Embassy, Agency CampusFrance, the Canadian Education Centres Network, CEAIE ( China), DAAD and others.

## Visitor numbers :

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### Moscow 1,200

Primary School	%	Undergraduate	30%	Professional Training	%
High School	10%	Postgraduate	35%	Careers	%
Further / Vocational	10%	Languages	25%	Other	%
Foundation / Prep	%				

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### St Petersburg 1,200

Primary School	%	Undergraduate	30%	Professional Training	%
High School	10%	Postgraduate	35%	Careers	%
Further / Vocational	10%	Languages	25%	Other	%
Foundation / Prep	%				

## 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
- 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

### Moscow 04 Dec 2020 - 05 Dec 2020

*Online*

- Virtual participation ( Both cities Moscow and St.Petersburg) | **€2200.00** [Book Now](#)

### St Petersburg 04 Dec 2020 - 05 Dec 2020

*Online*

- Virtual participation ( Both cities Moscow and St.Petersburg) | **€2200.00** [Book Now](#)

[BOOK FULL TOUR](#)