

# Africa - Kenya, Rwanda, Tanzania -20th ISFA Fall

28 Oct 2024 - 02 Nov 2024

## Information

Come and participate at the 20th edition of the ISFA International Student Fairs Africa, the most friendly, result driven, professional and fun event in East Africa!

We make sure that you will meet **top students** in Africa and also enjoy yourself through a pack of various activities including a **group safari and sightseeing**.

## Reasons to Attend

- Excellent proven recruitment conversion rate at the fair and after
- Good ratio of return clients
- Carefully planned and executed promotion
- Exciting socializing activities and cultural tours
- Meeting new friends and long-term partners

The exhibition will bring together students and international education providers with the focus on recruiting students for foundation, undergraduate and postgraduate levels.

Higher education has recorded strong growth in East Africa in recent years due to increased demand. The use of websites, subscribing to academic journals, use of intranet, social media and other e-learning tools have revolutionised the academic sector in East Africa.

## Market Overview

Altogether, there are about 100 universities in East Africa, both public and private, with Kenya hosting the highest number, 40.

With local Kenyan universities not being able to offer enough places for students, more students are looking into opportunities to study overseas as they also wish to improve their career prospects in the labour market after graduation.

According to University World News, 57% of 1,044 Kenyan students polled in the recent survey said that they would prefer to study in a foreign university than a local one. The number of Kenyans issued with student visas has been on the rise in recent years according to government statistics.

An increase in Kenyan schools offering A-Levels and International Baccalaureate naturally increased the

number of students willing to study abroad. Those ones who obtained the Kenya Certificate of Secondary Education (KCSE) can still apply to foreign universities but most of such students choose to go for Access Courses abroad.

In the past decade Tanzania's public universities have witnessed rapid growth in enrolment. There are nearly 30 public and private universities in Tanzania. Demand for higher education is large with an estimated student population of 15,000.

According to a recent report from the Tanzania Education Sector Analysis, emphasis has been put on higher education, to adequately meet the growing demand from secondary school leavers and produce skills relevant to current and future economic growth. University enrolment has grown at an average annual rate of 30% over 2005-09.

#### **Fair Outline**

Main areas are undergraduate courses and postgraduate courses with a visible increase in interest for professional qualifications. Many foreign universities attract Kenyan students for access and foundation courses in marketing, business, management and IT.

The main subject areas are: business and finance, medicine and related sciences, IT, engineering, hotel management, humanities, law, science, MBA, and distant learning.

**This year, ISFA are also donating to the [Mara Meru Cheetah](#) project, if you would like to donate 5 Euros from your booking towards the charity, please mention this in the comments section of your invoice.**

#### **Visitor numbers :**

---

#### **Kigali 1,200**

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	15%				

---

#### **Mombasa 1,200**

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	15%				

---

#### **Nairobi 1,200**

<b>Primary School</b>	%	<b>Undergraduate</b>	35%	<b>Professional Training</b>	5%
<b>High School</b>	%	<b>Postgraduate</b>	30%	<b>Careers</b>	5%
<b>Further / Vocational</b>	10%	<b>Languages</b>	%	<b>Other</b>	%
<b>Foundation / Prep</b>	15%				

## 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  
 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, 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

### SPECIAL OFFERS ON THIS FAIR

- Three cities 10% until 02-11-2024

### Kigali 28 Oct 2024

*Serena hotel*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€2400.00** [Book Now](#)
- Distant Participation Full Tour | **€2700.00** [Book Now](#)

### Mombasa 30 Oct 2024

*Bliss hotel*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€1800.00** [Book Now](#)
- Distant Participation Full Tour | **€2700.00** [Book Now](#)

### Nairobi 01 Nov 2024 - 02 Nov 2024

*Sarit Expo Centre*

- Distant Participation One City | **€900.00** [Book Now](#)
- Working Space | **€2600.00** [Book Now](#)
- Distant Participation Full Tour | **€2700.00** [Book Now](#)

[BOOK FULL TOUR](#)

# Education and Training Exhibition in Dubai - Spring

## Information

This event attracts some of the world's leading universities, colleges and other education providers, as well as suppliers of education equipment and technology.

## Reasons to Attend

Every year the exhibition attracts over 35,000 local and expatriate students who are at the threshold of college life and actively looking for higher education, professional development and training options.

The exhibition focuses on General Education, Higher Education, Vocational Education, Training & Professional Development, Global EdTech Forum.

## Market Overview

Dubai is a technologically advanced city with a continuous focus on innovation, offering a conducive environment for experiential learning, creative thinking and independent action. According to data collected by the Unesco Institute for Statistics which has published the Global Education Digest 2019, around 5,742 students from the UAE are studying abroad. Over 700 UAE nationals received government scholarships in 2019 to study overseas. The Dubai exhibition is the Middle East's largest student recruitment platform for the UAE and other GCC countries. It offers a consistently high lead ratio.

The number of schools in the UAE is expected to double in the next decade to meet the high demand for primary and secondary education.

## Fair Outline

The exhibition is the Middle East and Asia's most powerful platform for student recruitment.

Consider the facts:

- Drawing on its experience from being in the market for 25 years, the Exhibition targets different student groups based on preferences and has a conversion rate that is far higher than industry averages
- The Exhibition maintains close links with the corporate world and regularly hosts seminars and presentations on topics that bridge the divide between education and industry.
- It boasts of an exhibitor retention rate of over 90 percent year on year which is testament to its success and position in the UAE education market.
- The Exhibition offers a tangible return on your investment; every single person you interact and

communicate with at the exhibition, has been targeted and invited and is genuinely interested in education.

Education is a top priority for the UAE government in recent years and accounts for more than AED 4.6 billion of the federal budget. Over 400,000 students of 52 nationalities, study in private schools in the UAE of which, over 330,000 students study in English medium schools.

## Visitor numbers :

---

### Dubai 31,000

Primary School	%	Undergraduate	50%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	%	Other	%
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  
Primary schools  
Professional bodies  
Student service providers  
Summer schools  
Universities

## Levels & Subjects

### Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Secondary education (boarding)

### Subject Areas

- Accountancy, finance & insurance
- 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

**Dubai 24 Apr 2024 - 26 Apr 2024**

*Dubai International Convention & Exhibition Centre*

- 9m2 Standard Equipped Stand | **€4788.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€5635.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Education, Training and Career Expo Oman Fall

13 Oct 2024 - 15 Oct 2024

# Information

Leveraging the surge in the Sultanate’s Higher Education, Training and Career sectors, the edition of the leading exhibition in Oman takes place in October each year. While the educational opportunities and options for students are rife, the event will once again offer the best of an in-person platform and provide participants and audiences with the unique opportunity to meet, network and directly interact with the local and global education community.

## Visitor numbers :

---

### Muscat 10,000

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

- 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
- Equipment suppliers
- Primary schools
- Publishers

## Levels & Subjects



## Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)
- Secondary education (boarding)

## 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

**Muscat 13 Oct 2024 - 15 Oct 2024**

*Oman Convention and Exhibition Centre*

- 9m2 Standard Equipped Stand | **€3950.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Morocco Tour ( together with Tunisia) -

# International Student Fairs - Spring 2024

02 May 2024

## Information

We invite you attend the International Education Morocco Tour with additional leg in Tunis ( Tunisia, please book it separately). We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

### Reasons to Attend

Market Overview

### Fair Outline

## Visitor numbers :

---

### Marrakesh 3,120

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

---

### Rabat 750

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	5%	Postgraduate	3%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

---

### Casablanca 3,120

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

# **Exhibitors**

## **Who should attend**

Universities  
Summer schools  
Student service providers  
Publishers  
Language schools  
Hotel management schools  
Gap year organisations  
Colleges  
Business schools  
Boarding schools

## **Levels & Subjects**

### **Academic Levels**

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

### **Subject Areas**

- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Engineering
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

## Prices & Booking

### Marrakesh 29 Apr 2024

*Kenzi Rose Garden*

- Working Space | €2450.00 [Book Now](#)

### Rabat 01 May 2024

*Hotel de Rabat*

- Working Space | €2450.00 [Book Now](#)

### Casablanca 02 May 2024

*Hotel Marriott*

- Working Space | €2450.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# Tunisia ( together with Morocco Tour) - International Student Fairs - Spring 2024

04 May 2024

## Information

We invite you attend the International Education Morocco Tour with additional leg in Tunis ( Tunisia, please book it separately). We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

### Reasons to Attend

Market Overview

### Fair Outline

### Visitor numbers :

---

**Tunis 3,120**

Primary School	0%	Undergraduate	90%	Professional Training	0%
High School	3%	Postgraduate	5%	Careers	0%
Further / Vocational	0%	Languages	2%	Other	0%
Foundation / Prep	0%				

## Exhibitors

### Who should attend

Universities  
Summer schools  
Student service providers  
Publishers  
Language schools  
Hotel management schools

Gap year organisations  
Colleges  
Business schools  
Boarding schools

## **Levels & Subjects**

### **Academic Levels**

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

### **Subject Areas**

- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Engineering
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

## **Prices & Booking**

**Tunis 04 May 2024**

*Laico Hotel*

- Working Space | €2450.00 [Book Now](#)

[BOOK FULL TOUR](#)