

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

Primary School	%	Undergraduate	35%	Professional Training	5%
High School	%	Postgraduate	30%	Careers	5%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	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
- Early Bird Discount 5% until 31-05-2024

Kigali 28 Oct 2024

Serena hotel

- Distant Participation One City | ~~€950.00~~ €902.5 [Book Now](#)
- Working Space | ~~€2400.00~~ €2280 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

Mombasa 30 Oct 2024

Bliss hotel

- Distant Participation One City | ~~€950.00~~ €902.5 [Book Now](#)
- Working Space | ~~€1800.00~~ €1710 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

Nairobi 01 Nov 2024 - 02 Nov 2024

Sarit Expo Centre

- Distant Participation One City | ~~€1100.00~~ €1045 [Book Now](#)
- Working Space | ~~€2600.00~~ €2470 [Book Now](#)
- Distant Participation Full Tour | ~~€3000.00~~ €2850 [Book Now](#)

[BOOK FULL TOUR](#)

Days of International Education Hungary - Fall

26 Oct 2024

Information

Many education providers have already understood the great possibilities of the Hungarian market for successful student recruitment. This is the market where a certain “gap” has been formed in the area of study abroad offers.

The main aims of the fair are to increase the awareness of study abroad opportunities, promotion of the fair’s participants and their programmes & services, and recruit new students. Participants of the fair will represent a variety of study abroad opportunities.

Market Overview

The total number of students in the higher education system was over 380,000 during the 2020/2021 academic year. Hungary has 70 operating higher education institutions. Hungarian institutions of higher education have started the transformation toward the regulations of the Bologna system. In the new system, both colleges and universities may launch bachelor, master, and Ph.D. programs provided that the necessary requirements are fulfilled. This also means that all awarded degrees are equivalent and transferrable throughout the EU and many other countries.

Fair Outline

The importance of the education fair in Hungary for the students, the parents, and the educational decision-makers is given by the fact that it makes them possible to get all the necessary information at the same time, the same place: the students taking an entrance examination in the near future can inquire about the chances and the opportunities to take the entrance exam, while the decision-makers can inquire about the available tenders and the school equipment supply.

Visitor numbers :

Budapest 4,500

Primary School 0% Undergraduate 35% Professional Training 0%

High School	15%	Postgraduate	10%	Careers	0%
Further / Vocational	15%	Languages	10%	Other	5%
Foundation / Prep	0%				

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
 Equipment suppliers
 Education agencies
 Companies (Careers)
 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

Budapest 26 Oct 2024

Radisson Blu Beke Hotel

- Working Space | €2318.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

Days of International Education Slovakia - Fall

27 Oct 2024

Information

Many education providers have already understood the great possibilities of the Slovakian market for successful student recruitment. This is the market where a certain “gap” has been formed in the area of study abroad offers.

The main aims of the fair are to increase the awareness of study abroad opportunities, promotion of the fair’s participants and their programmes & services, and recruit new students. Participants of the fair will represent a variety of study abroad opportunities.

Market Overview

Fair Outline

Visitor numbers :

Bratislava 4,500

Primary School	0%	Undergraduate	35%	Professional Training	0%
High School	15%	Postgraduate	10%	Careers	0%
Further / Vocational	15%	Languages	10%	Other	5%
Foundation / Prep	0%				

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
- Equipment suppliers
- Education agencies
- Companies (Careers)
- 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

Bratislava 27 Oct 2024

Park by Radisson Danube Bratislava

- Working Space | **€2318.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

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](#)

EuroAsia Agent Workshop - Fall 2024

27 Oct 2024 - 29 Oct 2024

Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 10 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 previous Fall event welcomed over 300 exhibitors representing over 150 institutions from 27 different countries to the events in Bursa, Ankara, Izmir, and Istanbul.

Market Overview

Turkey is a quickly-developing country, with the youngest population ratio in Europe. The country is working towards being in the top 15 economies of the World by 2020; so now, more than ever, there is a large market for a skilled, educated, globally-minded current and future workforce.

The demand for studying abroad is not only from secondary school students and graduates, but also from 2.5 million university students. The majority of Turkish university students know the role and importance of study abroad in getting a better job in a competitive business world. There are approximately 3.5 million students studying at Turkish universities which also includes Open University students. Around 2 million of them are studying on a 4 year course.

There are around 350,000 university students in Istanbul at around 50 universities. Over 200,000 students at around 20 universities in Ankara. Izmir has 9 universities and 110,000 university students.

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 500

Primary School	0%	Undergraduate	10%	Professional Training	10%
High School	0%	Postgraduate	10%	Careers	10%
Further / Vocational	0%	Languages	10%	Other	10%
Foundation / Prep	10%				

Exhibitors

Who should attend

Business schools
Colleges
Education agencies
Funding & scholarship providers
Hotel management schools
Language schools
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

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

Istanbul 27 Oct 2024 - 29 Oct 2024

EuroAsia Agent University Conference & Workshop - Marmara Hotel Taksim

- Agent Workshop | **€3087.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

International Education Fair Finland - Winter 2024

26 Nov 2024 - 27 Nov 2024

Information

The Education Fair in Helsinki is an international education fair for upper secondary school students and graduates.

Reasons to Attend

The Finland Education Fair is an international further education fair for upper secondary school students and graduates. The visitors are also more and more interested in educational and working possibilities abroad. The 2020 edition of the Finland Education Fair received over 15,000 visitors and 142 exhibitors.

Market Overview

Education has always been a high priority for Finland. At the moment, Finland has 16 university-level institutions and 25 polytechnics. The latest statistics show that over 13,000 students from Finland were studying internationally in 2009.

Finland has developed its world-class education system which offers students wonderful higher education opportunities in almost all fields of study. The reputation of its education system is high not only because it provides a high standard of education but because also because it is continuously working and investing for increment in the level of educational standards. As such, the national educational strategy is to invest a substantial amount in research-based education to develop the country as an information society. The higher educational wings of Finland constitute Universities and Polytechnics which provide the most advanced state-of-art facilities to its students.

Fair Outline

Most of the Finnish universities and polytechnic institutes participate in the fair. Participation in the Finnish further education field makes Studia a vital part of Finnish student counselling.

Exhibitor feedback

- 100% of the exhibitors were satisfied with the fair
- 95% of the exhibitors reached their target group very well or well
- 95 % of the exhibitors will certainly or most probably participate in the fair next time

Visitor numbers :

Helsinki 13,000

Primary School	%	Undergraduate	40%	Professional Training	%
High School	%	Postgraduate	6%	Careers	13%
Further / Vocational	19%	Languages	%	Other	12%
Foundation / Prep	15%				

Exhibitors

Who should attend

Boarding schools
Business schools
Colleges
Education agencies
Equipment suppliers
Funding & scholarship providers
Gap year organisations
Government bodies
Hotel management schools
Language schools
Primary 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

Helsinki 26 Nov 2024 - 27 Nov 2024

Expo & Convention Centre Helsinki, Messukeskus

- 6m2 Standard Equipped Stand | **€2968.00** [Book Now](#)
- 8m2 Standard Equipped Stand | **€4137.00** [Book Now](#)
- 10m2 Standard Equipped Stand | **€5010.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€5880.00** [Book Now](#)

[BOOK FULL TOUR](#)



Poland - International Recruitment Tour - Fall

10 Oct 2024 - 13 Oct 2024

Information

The specialised public fair for International Education is taking place in four cities of Poland for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

Reasons to Attend

The International Recruitment Tour in Poland is one of the important specialised education abroad events. The fair features unique educational institutions that represent a wide range of educational and professional programmes: general, intensive and special language courses, basic and secondary education, further education and professional training, diploma programmes, BA/BSc, Masters/MBA, postgraduate and others. Visitors from various target groups including schoolchildren and their parents, young people and students, adults and business people, representatives of private and state companies and organisations, mass media. Each year the fairs receive 2,000 – 5,000 visitors in each country.

Market Overview

More and more students from Poland tend to look for opportunities to gain high-quality international education, professional training and experience. Foreign language courses are becoming increasingly popular among people of different ages and occupations. Every year the number of students going abroad to language schools and universities is steadily growing.

Poland has a long tradition of providing high-quality education. For young people, it is a vibrant and international environment with the possibility to make use of the latest developments in different study fields, which makes the region an attractive place for living and studying.

The fairs are free to access by the public, allowing visitors to get acquainted with the student fair's participants; their courses and programmes and to take enrolments. On the other hand, education providers have the opportunity to meet and support their education agents, the Baltic Council and to establish new contacts.

The success of this fair is based on the qualitative service and professionalism of the organizers combined with a broad promotion campaign providing return of investments for the fair's participants.

During the last several years Poland has become more attractive for education providers from all over the world. This is not a casual interest, but a developing tendency proving that the potential and demand for the educational industry abroad in the country is very high.

The potential for the development of the education industry abroad is very high in Poland and the demand for quality programmes will continue to grow.

Visitor numbers :

Krakow 1,000

Primary School	1%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	5%				

Warsaw 3,000

Primary School	1%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	5%				

Gdansk 1,000

Primary School	%	Undergraduate	40%	Professional Training	1%
High School	20%	Postgraduate	3%	Careers	%
Further / Vocational	10%	Languages	20%	Other	%
Foundation / Prep	5%				

Exhibitors

Who should attend

- Universities
- Summer schools
- Professional bodies
- Primary schools
- Language schools
- Hotel management schools
- Funding & scholarship providers
- Colleges
- Business schools
- Boarding schools

Levels & Subjects

Academic Levels

- Professional training
- Language learning
- Primary education (boarding)
- 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

Krakow 10 Oct 2024

Hotel Vienna House Andel

- Working Space / Online Participation | **€2318.00** [Book Now](#)

Warsaw 12 Oct 2024

Radisson Blu Sobieski Hotel

- Working Space / Online Participation | **€2318.00** [Book Now](#)

Gdansk 13 Oct 2024

Radisson Hotel

- Working Space / Online Participation | **€2318.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

Study Abroad Scholarship Expo in Macedonia - Fall 2024

26 Oct 2024

Information

The STUDY ABROAD EXPO is a unique event of national importance in Macedonia, where a variety of study programs, scholarships and other forms of financial aid available to Macedonian citizens for studying abroad are presented at a single location. The first exhibition was launched for the first time in 2010. The event is annual, recognisable, high-profile Macedonian educational brand and a highly valued initiative promoting investment in knowledge and human potential.

The main goal of the EXPO is the promotion of study abroad and the importance of scholarships as growing access to higher education. It helps prospective students and academic society on all levels to find programs and financial sources for education abroad (scholarships and financial aid for studying abroad, research stay and academic work).

EXPO also promotes the importance of finding the right study program and bringing learning results in line with the needs of the labor market.

Participants at the EXPO are international institutions whose representatives provide all necessary information on their study and scholarship programs and direct contact with visitors. Participating institutions are universities, embassies and cultural centers of foreign countries in Macedonia.

This event has huge media coverage so the promotion is done at the highest level for sponsors and for the participants.

Visitor numbers :

Skopje 1,200			
Primary School	10%	Undergraduate	10%
High School	10%	Postgraduate	10%
Further / Vocational	10%	Languages	10%
Foundation / Prep	10%	Other	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

Skopje 26 Oct 2024

TBC

- Working Space with Sponsorship Package | **€2300.00** [Book Now](#)

[BOOK FULL TOUR](#)