

# INTERNATIONAL EDUCATION LATIN AMERICA EXPO ROADSHOW - SPRING 2019

27 Mar 2019 - 15 Apr 2019

## Information

The Latin America 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 Colombia's, Panama's and Venezuela's most productive markets during Latin America's leading International Student Recruitment Fairs.

## Reasons to Attend

As the 3rd largest student market in Latin America, Colombia is a highlight on the EXPO Roadshow schedule and Panama, Ecuador, Peru and Chile have been on the exhibition calendars for the last six years.

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.

## Market Overview

As a region, Latin America is seeing an unprecedented number of student recruiters heading its way. Increased levels of English proficiency and higher per capita incomes have cemented this region as an attractive market to recruit international students.

**Panama** is a fast growing hub for trade, business, finance and logistics, owing to its location between two continents. Panama is also home to the two busiest ports in Latin America, and Tocumen International airport is the most connected airport in Latin America. Panama City has a population of 1.5 million people, and is considered to be the most cosmopolitan capital in Central America. The city is a regional hub of trade and immigration, bridging the gap between North and South America.

**Colombia** sends over 25,000 students abroad for higher education each year. This number has increased by 50% over the last decade. Within Colombia, tertiary enrolments have grown even faster, with the number of students enrolling more than doubling from 2003 to 2013 to over two million. The government's plan requirement that half of all young people continue their studies or training after high school is well on-track.

Bogota is the largest and most populous city in Colombia, and the fourth largest in South America with a population of over 7 million. Bogota holds more schools, colleges and universities than any other city in Colombia, and has high academic levels to reflect this. It has transformed from a city famous for its issues in the past to a model metropolis.

With almost 3 million citizens, Cali is the second largest city in Colombia. Cali has one of the fastest growing economies in the country, and is the main urban and economic centre in South West Colombia.

The city of Medellin, with a population of over 3.5 million, has been rated as the most innovative city in the world, winning awards for its transit system. Budget alterations have made education more widely available across the city.

**Ecuador** is one of the smallest countries in South America with a population of around 13 million, of which 11,000 students continue their higher education abroad each year. The real GDP growth is both stable and strong when compared with the rest of Latin America, at around 4%.

Quito is the capital city of Ecuador and the second most populous. Quito is a cosmopolitan city of great cultural diversity, with one of the best-preserved, least altered historic centres in Latin America.

**Peru** is historically one of the fastest growing economies in Latin America. With a population of over 30 million, Peru is in a state of fast development. Changes to the education sector within the country have created uncertainty, but this has opened the door to international educators.

Lima is the capital city of Peru with a population of approximately 10 million. Home to one-third of Peru's population, Lima is the political, cultural and economic centre of the country. There are several excellent international schools in the city, which follow the standard of a US and European curriculum.

**Chile** is home to a stable political environment and a growing economy. Almost 10,000 students head overseas for their tertiary education per year, and this is likely to continue to grow as the population of students in domestic secondary and tertiary education increases.

Santiago is the 5th largest city in Latin America, and one of the most modern cities on the continent, with a population of approximately 5 million. Santiago is home to Universidad de Chile, which ranks as 4th of all public universities in Latin America.

## Fair Outline

- Over 1000 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: Studycentral is happy to arrange all your 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.

The fairs are supported by Austrade, DAAD, Campusfrance, Education New Zealand, Education USA, British Council and NUFFIC.

## Visitor numbers :

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**Panama City 2,185**

Primary School	%	Undergraduate	23%	Professional Training	5%
High School	2%	Postgraduate	21%	Careers	3%
Further / Vocational	4%	Languages	38%	Other	2%
Foundation / Prep	2%				

### Baranquilla 2,500

Primary School	%	Undergraduate	21%	Professional Training	7%
High School	3%	Postgraduate	20%	Careers	3%
Further / Vocational	4%	Languages	37%	Other	2%
Foundation / Prep	3%				

### Medellin 2,400

Primary School	%	Undergraduate	23%	Professional Training	11%
High School	2%	Postgraduate	40%	Careers	%
Further / Vocational	%	Languages	65%	Other	%
Foundation / Prep	%				

### Pereira 2,500

Primary School	%	Undergraduate	23%	Professional Training	6%
High School	2%	Postgraduate	18%	Careers	3%
Further / Vocational	4%	Languages	40%	Other	2%
Foundation / Prep	2%				

### Bucaramanga TBC

<b>Primary School</b>	%	<b>Undergraduate</b>	23%	<b>Professional Training</b>	6%
<b>High School</b>	2%	<b>Postgraduate</b>	18%	<b>Careers</b>	3%
<b>Further / Vocational</b>	4%	<b>Languages</b>	40%	<b>Other</b>	2%
<b>Foundation / Prep</b>	2%				

### **Bogota TBC**

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

### **Lima TBC**

<b>Primary School</b>	%	<b>Undergraduate</b>	23%	<b>Professional Training</b>	5%
<b>High School</b>	2%	<b>Postgraduate</b>	22%	<b>Careers</b>	3%
<b>Further / Vocational</b>	4%	<b>Languages</b>	37%	<b>Other</b>	2%
<b>Foundation / Prep</b>	2%				

### **Quito TBC**

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

### **Santiago 2,894**

<b>Primary School</b>	%	<b>Undergraduate</b>	24%	<b>Professional Training</b>	6%
<b>High School</b>	3%	<b>Postgraduate</b>	16%	<b>Careers</b>	3%
<b>Further / Vocational</b>	4%	<b>Languages</b>	38%	<b>Other</b>	3%
<b>Foundation / Prep</b>	3%				

## Buenos Aires TBC

<b>Primary School</b>	3%	<b>Undergraduate</b>	16%	<b>Professional Training</b>	6%
<b>High School</b>	4%	<b>Postgraduate</b>	38%	<b>Careers</b>	3%
<b>Further / Vocational</b>	3%	<b>Languages</b>	6%	<b>Other</b>	3%
<b>Foundation / Prep</b>	24%				

## 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

### Panama City 27 Mar 2019

*Hotel RIU Plaza Panamá*

- Working Space | **€2284.00**

BOOK NOW

### Baranquilla 29 Mar 2019

*Dann Carlton Barraquilla*

- Working Space | **€2284.00**

BOOK NOW

### Medellin 31 Mar 2019

*Cento de Eventos Tesoro*

- 6m2 Standard Equipped Stand | **€2284.00**

BOOK NOW

### Pereira 02 Apr 2019

*Hotel Movich Pereira*

- Working Space | **€2284.00**

BOOK NOW

- Working Space | **€2284.00**

BOOK NOW

### Bucaramanga 04 Apr 2019

*Hotel Holiday Inn*

- Working Space | **€2284.00**

BOOK NOW

## Bogota 06 Apr 2019 - 07 Apr 2019

*Ágora Bogotá Centro de Convenciones*

## Lima 09 Apr 2019

*Hotel Swissotel*

- 6m2 Standard Equipped Stand | **€2441.00**

BOOK NOW

## Quito 11 Apr 2019

*Hotel Hilton Colon Quito*

## Santiago 13 Apr 2019

*Hotel W Santiago*

- Working Space | **€2284.00**

BOOK NOW

## Buenos Aires 15 Apr 2019

*Hotel Panamericano*

BOOK FULL TOUR