

# IEFT INTERNATIONAL EDUCATION FAIRS OF TURKEY ROADSHOW - SPRING

15 Mar 2020 - 28 Oct 2020

## Information

The fair welcomes around 20,000 Turkish students to each of the semi-annual fairs. Throughout the past **19** years, **International Education Fairs of Turkey** has grown to become the largest education exhibition in Turkey, with universities from all over the World 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 last Fall event welcomed around 200 institutions from all over the world and 20.000 visitors to the events in 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. IEFT - The international education fairs of 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 :

### Ankara 3,400

Primary School	%	Undergraduate	34%	Professional Training	25%
High School	3%	Postgraduate	45%	Careers	0%
Further / Vocational	15%	Languages	41%	Other	0%
Foundation / Prep	14%				

### Izmir 2,700

Primary School	%	Undergraduate	35%	Professional Training	%
High School	%	Postgraduate	45%	Careers	%
Further / Vocational	%	Languages	40%	Other	%
Foundation / Prep	15%				

### Istanbul (Asian side) 2,000

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>34%</b>	<b>Professional Training</b>	<b>25%</b>
<b>High School</b>	<b>3%</b>	<b>Postgraduate</b>	<b>45%</b>	<b>Careers</b>	<b>%</b>
<b>Further / Vocational</b>	<b>15%</b>	<b>Languages</b>	<b>41%</b>	<b>Other</b>	<b>%</b>
<b>Foundation / Prep</b>	<b>14%</b>				

### Istanbul 11,000

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	<b>34%</b>	<b>Professional Training</b>	<b>25%</b>
<b>High School</b>	<b>3%</b>	<b>Postgraduate</b>	<b>45%</b>	<b>Careers</b>	<b>%</b>
<b>Further / Vocational</b>	<b>15%</b>	<b>Languages</b>	<b>41%</b>	<b>Other</b>	<b>44%</b>
<b>Foundation / Prep</b>	<b>14%</b>				

### Istanbul 100

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

## 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, LL.M, Dip, PhD)
- Undergraduate (Bachelors)
- Foundation (Preparatory)
- Further education & vocational
- Language learning
- Professional training

## Prices & Booking

### Ankara 15 Mar 2020

*Ankara Sheraton Hotel*

- Working Space ( All Cities Selected) | **€1265.00**
- Working Space | **€1365.00**

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BOOK NOW

### Izmir 17 Mar 2020

*Izmir Hilton Hotel*

- Working Space ( All Cities Selected) | **€1265.00**
- Working Space | **€1274.00**

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### Istanbul (Asian side) 19 Mar 2020

*Istanbul (Asian side)- Wyndham Grand Kalamis*

- Working Space ( All Cities Selected) | **€1265.00**
- Working Space | **€1365.00**
- Working Space (Selected with Istanbul European Side) | **€1621.00**

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## Istanbul 21 Mar 2020 - 22 Mar 2020

*Istanbul (European side)- Istanbul Congress Centre*

- 5m2 Standard Equipped Stand (When all cities selected) | **€2530.00**
- 5m2 Standard Equipped Stand (When Selected with Asian Side) | **€3185.00**
- 5m2 Standard Equipped Stand | **€3595.00**

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## Istanbul 26 Oct 2020 - 28 Oct 2020

*EuroAsia Workshop- The Marmara Hotel Taksim*

- Agent Workshop | **€2874.00**

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BOOK FULL TOUR