

# POLAND - INTERNATIONAL RECRUITMENT TOUR - SPRING

20 Mar 2021 - 25 Mar 2021

## Information

The biggest Baltic State specialised public fair for International Education is taking place in three capitals – Vilnius, Riga and Tallinn during October 2018. Organised in a workshop style, the fair provides a relaxed atmosphere of the Radisson Blu Hotels' conference centres for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

## Reasons to Attend

The Baltic International Recruitment Tour is the biggest specialised education abroad event in the Baltic States. The fair features unique educational institutions that represent the 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 the Baltic States 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.

The Baltic region 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. According to statistics from a poll by the non-profit organisation Dream Foundation, over 60 percent of Baltic students would like to study at a foreign university.

## Fair Outline

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 qualitative service and professionalism of the organizers combined with broad promotion campaign providing return of investments for the fair's participants.

During the last several years the Baltic States (Latvia, Estonia and Lithuania) have 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 Baltic region is very high.

The Baltic international recruitment tour has been in place since 2005 with a growing number of participants and a strong presence of institutions presenting their programmes and services. The potential for the development of the education industry abroad is very high in the Baltics and the demand for quality programmes will continue to grow.

## Visitor numbers :

### Warsaw TBC

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

### Lodz TBC

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

### Krakow TBC

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

### Katowice TBC

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

## Wroclaw TBC

|                             |     |                      |     |                              |    |
|-----------------------------|-----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | 1%  | <b>Undergraduate</b> | 40% | <b>Professional Training</b> | 1% |
| <b>High School</b>          | 20% | <b>Postgraduate</b>  | 3%  | <b>Careers</b>               | %  |
| <b>Further / Vocational</b> | 10% | <b>Languages</b>     | 20% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 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, LL.M, Dip, PhD)

## Prices & Booking

### Warsaw 20 Mar 2021

*Radisson Blu Sobieski*

- Working Space | **€2000.00**

BOOK NOW

### Lodz 21 Mar 2021

*TBC*

- Working Space | **€2000.00**

BOOK NOW

### Krakow 23 Mar 2021

*Park Inn Radisson*

- Working Space | **€2000.00**

BOOK NOW

### Katowice 24 Mar 2021

*Novotel Katowice Centrum*

- Working Space | **€2000.00**

BOOK NOW

### Wroclav 25 Mar 2021

*Hotel Mercure Wroclav Centrum*

- Working Space | **€2000.00**

BOOK NOW

BOOK FULL TOUR