

# International Education Fairs of Turkey - Spring 2026

## Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 13 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 Fall 2019 event welcomed over 300 exhibitors representing over 150 institutions from 25 different countries.

## Market Overview

Turkey is a quickly-developing country, with the youngest population ratio in Europe and a clear market for overseas education. Turkey has a long history of placing great value in education and the pursuit of lifelong learning. Each year sees approximately 1.65 million Turkish students compete for only 529,000 entrance positions in post secondary institution.

- 2.5 million students are currently studying in the Turkish Higher Education System
- There are 141 State Universities, and 53 Private Universities in Turkey
- 1.5 million students will be seeking undergraduate Education in August
- 800,000 students will be placed in undergraduate programs in Turkey
- 100,000 undergraduate students will seek education abroad
- 2 million undergraduate and graduate are currently looking for overseas education opportunities.

## 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 :

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#### **Istanbul, Ankara and Izmir 15,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	25%	<b>Professional Training</b>	%
<b>High School</b>	8%	<b>Postgraduate</b>	33%	<b>Careers</b>	%
<b>Further / Vocational</b>	6%	<b>Languages</b>	23%	<b>Other</b>	5%
<b>Foundation / Prep</b>	%				

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#### **Ankara 2,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	32%	<b>Professional Training</b>	%
<b>High School</b>	6%	<b>Postgraduate</b>	44%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	37%	<b>Other</b>	21%
<b>Foundation / Prep</b>	%				

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#### **Izmir 2,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	32%	<b>Professional Training</b>	%
<b>High School</b>	6%	<b>Postgraduate</b>	44%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	37%	<b>Other</b>	21%
<b>Foundation / Prep</b>	%				

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#### **Istanbul (Asian Side) 2,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	32%	<b>Professional Training</b>	%
<b>High School</b>	6%	<b>Postgraduate</b>	44%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	37%	<b>Other</b>	21%
<b>Foundation / Prep</b>	%				

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#### **Istanbul (European Side) 8,000**

<b>Primary School</b>	%	<b>Undergraduate</b>	32%	<b>Professional Training</b>	%
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<b>High School</b>	6%	<b>Postgraduate</b>	44%	<b>Careers</b>	%
<b>Further / Vocational</b>	%	<b>Languages</b>	37%	<b>Other</b>	21%
<b>Foundation / Prep</b>	%				

## Exhibitors

### Who should attend

Universities  
 Summer schools  
 Student service providers  
 Language schools  
 Hotel management schools  
 Funding & scholarship providers  
 Education agencies  
 Colleges  
 Business schools

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- 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**

### **Istanbul, Ankara and Izmir 09 Mar 2025 - 16 Mar 2025**

*Istanbul (3 days) + 2 cities*

- Full Tour 3 cities | **€6950.00** [Book Now](#)

### **Ankara 09 Mar 2025**

*Ankara Sheraton Hotel*

- Working Space | **€1500.00** [Book Now](#)

### **Izmir 11 Mar 2025**

*Ege Palas Business Hotel*

- Working Space | **€1500.00** [Book Now](#)

### **Istanbul (Asian Side) 13 Mar 2025**

*Hilton Istanbul Kozyatagi Hotel*

- Working Space | **€1500.00** [Book Now](#)

### **Istanbul (European Side) 15 Mar 2025 - 16 Mar 2025**

*Hilton Bosphorus Hotel Harbiye - European Side*

- Working Space + Banner | **€3950.00** [Book Now](#)

[BOOK FULL TOUR](#)