

Saudi Arabia Global Education Exhibition

24 Sep 2026 - 26 Sep 2026

Information

Saudi Arabia has become one of the most important and reliable student recruitment markets globally. Driven by national reforms, strong government investment and a rapidly growing youth population, the country offers long-term potential for institutions seeking high-quality, well-prepared international students.

Saudi Arabia continues to invest heavily in international education as part of its Vision 2030 strategy. Funding supports:

Overseas scholarships

Talent development programmes

English-medium study pathways

Skills training aligned with future labour-market needs

This sustained investment ensures consistent demand for international study opportunities.

. Large and Growing Youth Population

With more than 60% of the population under 30, Saudi Arabia has:

A large pool of school leavers

High demand for undergraduate and postgraduate programmes

Long-term recruitment stability

This demographic strength positions the country as a reliable source of international students for years to come.

Expanding Interest in Creative and Emerging Fields

Driven by cultural and economic reforms, Saudi students are showing growing interest in:

Fashion and design

Film, media, and performing arts

Digital arts and creative technologies

Business, engineering, and health sciences

This creates opportunities for institutions with specialised or creative programmes.

Unlike some regions with fluctuating demand, Saudi Arabia remains:

Consistent

Well-funded

Strategically focused on international education

This stability makes it a secure long-term market for institutions building sustainable recruitment pipelines.

Visitor numbers :

Jeddah 10,000

Primary School	10%	Undergraduate	25%	Professional Training	10%
High School	10%	Postgraduate	25%	Careers	15%
Further / Vocational	10%	Languages	15%	Other	10%
Foundation / Prep	15%				

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

Jeddah 24 Sep 2026 - 26 Sep 2026

Jeddah Hilton Hotel

- 9m2 Standard Equipped Stand | **€3965.00** [Book Now](#)

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