

# INTERNATIONAL EDUCATION FAIR FINLAND - FALL 2020

## Information

The Education Fair in Helsinki is an international education fair for upper secondary school students and graduates.

### Reasons to Attend

The Finland Education Fair is an international further education fair for upper secondary school students and graduates. The visitors are also more and more interested in educational and working possibilities abroad. The 2017 edition of the Finland Education Fair received over 15,000 visitors and 142 exhibitors.

### Market Overview

Education has always been a high priority for Finland. At the moment, Finland has 16 university level institutions and 25 polytechnics. The latest statistics show that over 13,000 students from Finland were studying internationally in 2009.

Finland has developed its world class education system which offers students wonderful higher education opportunities in almost all fields of study. The reputation of its education system is high not only because it provides high standard of education but because also because it is continuously working and investing for increment in level of educational standards. As such, the national educational strategy is to invest substantial amount on research based education to develop the country as the information society. The higher educational wings of Finland constitutes of Universities and Polytechnics which provide most advanced state-of-art facilities to its students.

### Fair Outline

Most off the Finnish universities and polytechnic institutes participate in the fair. Participation of the Finnish further education field make Studia a vital part of the Finnish student counselling.

#### Exhibitor feedback

- 100% of the exhibitors were satisfied with the fair
- 95% of the exhibitors reached their target group very well or well
- 95 % of the exhibitors will certainly or most probably participate the fair next time

### Visitor numbers :

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**Helsinki 13,000**

|                             |     |                      |     |                              |     |
|-----------------------------|-----|----------------------|-----|------------------------------|-----|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 40% | <b>Professional Training</b> | %   |
| <b>High School</b>          | %   | <b>Postgraduate</b>  | 6%  | <b>Careers</b>               | 13% |
| <b>Further / Vocational</b> | 19% | <b>Languages</b>     | %   | <b>Other</b>                 | 12% |
| <b>Foundation / Prep</b>    | 15% |                      |     |                              |     |

## Exhibitors

### Who should attend

Boarding schools  
 Business schools  
 Colleges  
 Education agencies  
 Equipment suppliers  
 Funding & scholarship providers  
 Gap year organisations  
 Government bodies  
 Hotel management schools  
 Language schools  
 Primary schools  
 Professional bodies  
 Publishers  
 Student service providers  
 Summer schools  
 Universities

## Levels & Subjects

### Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Foundation (Preparatory)
- Further education & vocational
- Secondary education (boarding)
- Language learning
- Professional training

## Prices & Booking

Helsinki 25 Nov 2020 - 26 Nov 2020

*Expo & Convention Centre Helsinki, Messukeskus*

- 6m2 Standard Equipped Stand | **€2615.00**

[BOOK NOW](#)

[BOOK FULL TOUR](#)

# ITALY- STUDENT SALON EXHIBITION

09 Dec 2020 - 16 Apr 2021

## Information

The Student Salon exhibition is the main event in Italy aimed at high school students looking for a university, language, professional and international programs.

The Exhibition involved 231,500 students, 8,111 professors and 2,747 schools in all Italy. These are the numbers, relating to the 2018/2019 school year, making this exhibition is the leader in the domestic and international education sector. The exhibition is taking place in 13 locations and covers the entire national territory. In the previous year, the exhibitors included universities, institutions, schools, 258 training centers and companies.

## Visitor numbers :

### Torino 40,000

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 60% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 10% | Careers               | 5% |
| Further / Vocational | 10% | Languages     | 15% | Other                 | %  |
| Foundation / Prep    | 10% |               |     |                       |    |

### Catania 35,000

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | %  | Undergraduate | 70% | Professional Training | 5% |
| High School          | %  | Postgraduate  | 20% | Careers               | %  |
| Further / Vocational | 5% | Languages     | 15% | Other                 | %  |
| Foundation / Prep    | 5% |               |     |                       |    |

### Rome 40,000

|                             |   |                      |     |                              |    |
|-----------------------------|---|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | % | <b>Undergraduate</b> | 70% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | % | <b>Postgraduate</b>  | 25% | <b>Careers</b>               | %  |
| <b>Further / Vocational</b> | % | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | % |                      |     |                              |    |

### **Bari 42,000**

|                             |     |                      |     |                              |    |
|-----------------------------|-----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 60% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | %   | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | 5% |
| <b>Further / Vocational</b> | 10% | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 10% |                      |     |                              |    |

### **Pisa 40,000**

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | %  | <b>Undergraduate</b> | 70% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | %  | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | %  |
| <b>Further / Vocational</b> | 5% | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 5% |                      |     |                              |    |

### **Venice 40,000**

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | %  | <b>Undergraduate</b> | 70% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | %  | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | %  |
| <b>Further / Vocational</b> | 5% | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 5% |                      |     |                              |    |

### **Milan 40,000**

|                             |     |                      |     |                              |    |
|-----------------------------|-----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 60% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | %   | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | 5% |
| <b>Further / Vocational</b> | 10% | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 10% |                      |     |                              |    |

## Palermo 40,000

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | %  | <b>Undergraduate</b> | 70% | <b>Professional Training</b> | 5% |
| <b>High School</b>          | %  | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | %  |
| <b>Further / Vocational</b> | 5% | <b>Languages</b>     | 15% | <b>Other</b>                 | %  |
| <b>Foundation / Prep</b>    | 5% |                      |     |                              |    |

## 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)

## Prices & Booking

### Torino 08 Oct 2020 - 09 Oct 2020

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

[BOOK NOW](#)

### Catania 26 Oct 2020 - 28 Oct 2020

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

[BOOK NOW](#)

### Rome 10 Nov 2020 - 12 Nov 2020

*Fira Roma, Pavilion 10*

- 9m2 Standard Equipped Stand | **€4025.00**

[BOOK NOW](#)

### Bari 09 Dec 2020 - 11 Dec 2020

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

[BOOK NOW](#)

### Pisa 03 Feb 2021 - 04 Feb 2021

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

BOOK NOW

## Venice 09 Mar 2021 - 10 Mar 2021

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

BOOK NOW

## Milan 17 Mar 2021 - 18 Mar 2021

*TBC*

- 9m2 Standard Equipped Stand | **€4025.00**

BOOK NOW

## Palermo 15 Apr 2021 - 16 Apr 2021

*TBC*

- 9m2 Standard Equipped Stand | **€3600.00**

BOOK NOW

BOOK FULL TOUR



# KENYA & TANZANIA -15TH ISFA INTERNATIONAL STUDENT FAIRS AFRICA - SPRING

22 Feb 2021 - 02 Mar 2021

## Information

Come and participate at the 14th edition of the ISFA International Student Fairs Africa, the most friendly, result driven, professional and fun event in East Africa!

We make sure that you will meet **top students** in Africa and also enjoy yourself through a pack of various activities including a **group safari and sightseeing**.

### Reasons to Attend

- Excellent proven recruitment conversion rate at the fair and after
- Good ratio of return clients
- Carefully planned and executed promotion
- Exciting socializing activities and cultural tours
- Meeting new friends and long-term partners

The exhibition will bring together students and international education providers with the focus on recruiting students for foundation, undergraduate and postgraduate levels.

Higher education has recorded strong growth in East Africa in recent years due to increased demand. The use of websites, subscribing to academic journals, use of intranet, social media and other e-learning tools have revolutionised the academic sector in East Africa.

### Market Overview

Altogether, there are about 100 universities in East Africa, both public and private, with Kenya hosting the highest number, 40.

With local Kenyan universities not being able to offer enough places for students, more students are looking into opportunities to study overseas as they also wish to improve their career prospects in the labour market after graduation.

According to University World News, 57% of 1,044 Kenyan students polled in the recent survey said that they would prefer to study in a foreign university than a local one. The number of Kenyans issued with student visas has been on the rise in recent years according to government statistics.

An increase in Kenyan schools offering A-Levels and International Baccalaureate naturally increased the number of students willing to study abroad. Those ones who obtained the Kenya Certificate of Secondary Education (KCSE)

can still apply to foreign universities but most of such students choose to go for Access Courses abroad.

In the past decade Tanzania's public universities have witnessed rapid growth in enrolment. There are nearly 30 public and private universities in Tanzania. Demand for higher education is large with an estimated student population of 15,000.

According to a recent report from the Tanzania Education Sector Analysis, emphasis has been put on higher education, to adequately meet the growing demand from secondary school leavers and produce skills relevant to current and future economic growth. University enrolment has grown at an average annual rate of 30% over 2005-09.

## Fair Outline

Main areas are undergraduate courses and postgraduate courses with a visible increase in interest for professional qualifications. Many foreign universities attract Kenyan students for access and foundation courses in marketing, business, management and IT.

The main subject areas are: business and finance, medicine and related sciences, IT, engineering, hotel management, humanities, law, science, MBA, and distant learning.

**This year, ISFA are also donating to the [Mara Meru Cheetah](#) project, if you would like to donate 5 Euros from your booking towards the charity, please mention this in the comments section of your invoice.**

## Visitor numbers :

### Dar Es Salaam 800

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 36% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 32% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 5% |
| Foundation / Prep    | 16% |               |     |                       |    |

### Arusha 600

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 35% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 30% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 5% |
| Foundation / Prep    | 15% |               |     |                       |    |

## Nairobi 1,200

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 35% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 30% | Careers               | 5% |
| Further / Vocational | 10% | Languages     | %   | Other                 | %  |
| Foundation / Prep    | 15% |               |     |                       |    |

## Mombasa 600

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 36% | Professional Training | 6% |
| High School          | %   | Postgraduate  | 29% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 4% |
| Foundation / Prep    | 14% |               |     |                       |    |

## Exhibitors

### Who should attend

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Language schools
- Hotel management schools
- Government bodies
- Gap year organisations
- Funding & scholarship providers
- Education agencies
- Colleges
- Business schools
- Boarding schools

## Levels & Subjects

### Academic Levels

- Professional training

- Language learning
- Secondary education (boarding)
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

## Prices & Booking

### Dar Es Salaam 22 Feb 2021

*Serena*

- Working Space | **€2400.00**

BOOK NOW

### Arusha 24 Feb 2021

*Mount Meru Hotel*

- Working Space | **€1600.00**

BOOK NOW

### Nairobi 26 Feb 2021 - 27 Feb 2021

*Serena Hotel*

- Working Space | **€2400.00**

BOOK NOW

### Mombasa 02 Mar 2021

*Voyager hotel*

- Working Space | **€1800.00**

BOOK NOW

BOOK FULL TOUR

# KENYA & TANZANIA -16TH ISFA INTERNATIONAL STUDENT FAIRS AFRICA - FALL

25 Feb 2021 - 27 Sep 2021

## Information

Come and participate at the 16th edition of the ISFA International Student Fairs Africa, the most friendly, result driven, professional and fun event in East Africa!

We make sure that you will meet **top students** in Africa and also enjoy yourself through a pack of various activities including a **group safari and sightseeing**.

### Reasons to Attend

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- Good ratio of return clients
- Carefully planned and executed promotion
- Exciting socializing activities and cultural tours
- Meeting new friends and long-term partners

The exhibition will bring together students and international education providers with the focus on recruiting students for foundation, undergraduate and postgraduate levels.

Higher education has recorded strong growth in East Africa in recent years due to increased demand. The use of websites, subscribing to academic journals, use of intranet, social media and other e-learning tools have revolutionised the academic sector in East Africa.

### Market Overview

Altogether, there are about 100 universities in East Africa, both public and private, with Kenya hosting the highest number, 40.

With local Kenyan universities not being able to offer enough places for students, more students are looking into opportunities to study overseas as they also wish to improve their career prospects in the labour market after graduation.

According to University World News, 57% of 1,044 Kenyan students polled in the recent survey said that they would prefer to study in a foreign university than a local one. The number of Kenyans issued with student visas has been on the rise in recent years according to government statistics.

An increase in Kenyan schools offering A-Levels and International Baccalaureate naturally increased the number of students willing to study abroad. Those ones who obtained the Kenya Certificate of Secondary Education (KCSE)

can still apply to foreign universities but most of such students choose to go for Access Courses abroad.

In the past decade Tanzania's public universities have witnessed rapid growth in enrolment. There are nearly 30 public and private universities in Tanzania. Demand for higher education is large with an estimated student population of 15,000.

According to a recent report from the Tanzania Education Sector Analysis, emphasis has been put on higher education, to adequately meet the growing demand from secondary school leavers and produce skills relevant to current and future economic growth. University enrolment has grown at an average annual rate of 30% over 2005-09.

## Fair Outline

Main areas are undergraduate courses and postgraduate courses with a visible increase in interest for professional qualifications. Many foreign universities attract Kenyan students for access and foundation courses in marketing, business, management and IT.

The main subject areas are: business and finance, medicine and related sciences, IT, engineering, hotel management, humanities, law, science, MBA, and distant learning.

**This year, ISFA are also donating to the [Mara Meru Cheetah](#) project, if you would like to donate 5 Euros from your booking towards the charity, please mention this in the comments section of your invoice.**

## Visitor numbers :

### Arusha 600

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
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| High School          | %   | Postgraduate  | 30% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 5% |
| Foundation / Prep    | 15% |               |     |                       |    |

### Nairobi 1,200

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 35% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 30% | Careers               | 5% |
| Further / Vocational | 10% | Languages     | %   | Other                 | %  |
| Foundation / Prep    | 15% |               |     |                       |    |

## Mombasa 600

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 36% | Professional Training | 6% |
| High School          | %   | Postgraduate  | 29% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 4% |
| Foundation / Prep    | 14% |               |     |                       |    |

## Dar Es Salaam 800

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | %   | Undergraduate | 36% | Professional Training | 5% |
| High School          | %   | Postgraduate  | 32% | Careers               | %  |
| Further / Vocational | 10% | Languages     | %   | Other                 | 5% |
| Foundation / Prep    | 16% |               |     |                       |    |

## Exhibitors

### Who should attend

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Language schools
- Hotel management schools
- Government bodies
- Gap year organisations
- Funding & scholarship providers
- Education agencies
- Colleges
- Business schools
- Boarding schools

## Levels & Subjects

### Academic Levels

- Professional training

- Language learning
- Secondary education (boarding)
- Further education & vocational
- Foundation (Preparatory)
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

## Prices & Booking

### Arusha 25 Feb 2021 - 24 Feb 2021

*Mount Meru Hotel*

- Working Space | **€1600.00**

BOOK NOW

### Nairobi 26 Feb 2021 - 27 Feb 2021

*Serena Hotel*

- Working Space | **€2400.00**

BOOK NOW

### Mombasa 02 Mar 2021

*Voyager hotel*

- Working Space | **€1800.00**

BOOK NOW

### Dar Es Salaam 27 Sep 2021

*Serena*

- Working Space | **€2400.00**

BOOK NOW

BOOK FULL TOUR



# RUSSIA - 34TH VIRTUAL INTERNATIONAL EDUCATION FAIR - WINTER

04 Dec 2020 - 05 Dec 2020

## Information

### **About the fair**

We are very excited to invite you to our **34<sup>th</sup> ICIEP International VIRTUAL Education Exhibition** in Russia.

ICIEP International Education Exhibition in Russia has over a 22-year history and is the first and oldest exhibition since 1998.

The main aim of the events is to provide Russian students with first-hand information on study abroad opportunities and, for foreign education institutions, to meet students and reach their student recruitment targets for the Russian market.

For many years, the exhibition has hosted National Pavilions for universities from Canada, USA, Germany, France, Cyprus, China, Hungary, Estonia, Austria, Finland, Netherlands, Sweden Turkey, Switzerland and many other countries.

In 2018-2019 academic years the fair was attended by over 60 institutions from Austria, Croatia, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Israel, New Zealand, Russia, South Korea, Spain, Taiwan, UK

In the current challenging times it is still of a paramount importance to stay connected to potential students, nurture and increase institution's visibility and awareness as well as stay turned in with the current international recruitment opportunities in the country.

The benefits of participating at our VIRTUAL fair:

- Dedicated professional tailor-made virtual platform for the event
- Individual booth for each exhibitor
- Meeting and chat functionality between exhibitors and attendees
- Presentation Stage Functionality incl. speakers functionality
- Institution/organisation profile incl. logo, banner, information and links to documents incl. video materials
- Video functionality
- Unlimited number of institution representatives
- Separate Exhibitors List

**Participation fee includes:** individual virtual boot on the dedicated platform, presentation on both days,

participation of up to 2 representatives, institution profile, representatives profile, speakers profile, meeting and chat functionality, video functionality, proven student database after the event

### **Levels of Education:**

- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Language learning
- Further education & vocational
- Foundation (Preparatory)

### **Reasons to Attend**

The fair has become the most prominent international education exhibition in Russia, providing students with access to global study opportunities, and it has also created new recruitment opportunities for foreign education institutions in Russia.

It's also the core event of the project Marketing and Promotion of International Education in Russia.

### **Market Overview**

The Russian government has revealed plans to encourage students to study abroad, by funding up to 10,000 students a year to attend some of the world's leading universities. According to a recent survey, education investment has become the favourite choice of many Russian parents. Students and parents alike are looking forward to finding out about opportunities to study abroad, making this event essential both for visitors and recruiters. International experts forecast that by 2020 Russia may enter the top-5 list of leading "demand states" in the world educational market, and the amount paid for education by the Russian students will triple.

The number of Russians receiving an education abroad has grown significantly over the last few years, with English language programs being the most popular courses according to data released by AcademConsult, a local company that organises study abroad for Russian students.

Every year more and more Russian students pack their bags and go to study abroad. The most popular destination is Europe. Latest survey indicates that every third Russian student who is going to study abroad selects United Kingdom, every sixth-seventh - France or Germany. Study in Finland, Sweden and Netherlands is more and more attractive for many young Russians. High quality of Swiss education in the field of hospitality industry is well-known here. USA and Canada are the most popular destinations for studying abroad outside of Europe.

### **Fair Outline**

Each day will attract 1,500 - 2,000 attendees, including Russian secondary school leavers, first, second and final-year university, graduates with work experience, low-level managers and mid-level managers.

The fair attracts exhibitors from countries worldwide, including several governmental bodies and/or their education promotion arms such as the Spanish Embassy, Agency CampusFrance, the Canadian Education Centres Network,

CEAIE ( China), DAAD and others.

## Visitor numbers :

### Moscow 1,200

|                      |     |               |     |                       |   |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School       | %   | Undergraduate | 30% | Professional Training | % |
| High School          | 10% | Postgraduate  | 35% | Careers               | % |
| Further / Vocational | 10% | Languages     | 25% | Other                 | % |
| Foundation / Prep    | %   |               |     |                       |   |

### St Petersburg 1,200

|                      |     |               |     |                       |   |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School       | %   | Undergraduate | 30% | Professional Training | % |
| High School          | 10% | Postgraduate  | 35% | Careers               | % |
| Further / Vocational | 10% | Languages     | 25% | Other                 | % |
| Foundation / Prep    | %   |               |     |                       |   |

## Exhibitors

### Who should attend

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Language schools
- Hotel management schools
- Government bodies
- Gap year organisations
- Funding & scholarship providers
- 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

### Moscow 04 Dec 2020 - 05 Dec 2020

*Online*

- Virtual participation ( Both cities Moscow and St.Petersburg) | **€2200.00**

BOOK NOW

### St Petersburg 04 Dec 2020 - 05 Dec 2020

*Online*

- Virtual participation ( Both cities Moscow and St.Petersburg) | **€2200.00**

BOOK NOW

BOOK FULL TOUR

# SWEDEN - VIRTUAL STUDENT FAIRS IN SWEDEN - WINTER 2020

## Information

### Reasons to Attend

The Student Fairs in Sweden 2019 were visited by over 30,000 people. The education fairs are Sweden's largest vocational and education fairs for students looking to choose an education after high school. Swedish students are very keen to take on the adventure of studying in a foreign country.

23 600 Swedes study abroad in 2018/19. 15 900 were free movers, 7 700 participated in exchange programmes and the rest went abroad for language studies.

Over 27,000 students in their final year of high school come to seek inspiration and answers to support their choice of further education. That is one third of the total population of final year students of high school in Sweden. 80% of the fair visitors come in groups organised by the schools' study guidance counsellors.

### Market Overview

The UK and the US are the most popular destinations for many Swedish students, followed by Australia, Poland, Denmark, Netherlands, Spain, Germany and France. Asia is appealing to more and more students. Roughly 2,300 students studied in Asia in the 09/10 academic year – twice as many recorded for the previous five academic years.

Swedes have excellent knowledge of foreign languages, the reason for the large number of Swedes choosing to study abroad is their knowledge of foreign languages. Many want to study at university level but there is also interest for shorter vocational courses and for work experience.

Sweden has three universities in top 100 and eleven in top 500 of the 2010 edition of the Academic Ranking of World Universities compiled by Shanghai Jiao Tong University.

### Fair Outline

The Student Fairs in Sweden is the largest meeting place for professional and educational choices after high school. The physical fairs in Stockholm attended by high school pupils (mainly grade 3) from all over central Sweden and fair in Malmö primarily by students from Skane.

A lot of effort goes into preparation tasks and tools for visitors at the fairs, as we know from experience how important this is for the output. Apart from the study abroad exhibitors there are Swedish universities and other types of higher educations, future employers and various study related organisations. The fair organiser participates with its professional associations offering advice and information concerning most academic

professions and their employment market.

The fair's study abroad section averages has around 50 exhibitors of which a large part consists of agents. We welcome more representatives from universities, colleges and language schools as visitors prefer to meet "real" representatives from the countries and schools they are looking at.

The Student Fairs in Sweden have a study guidance stand with a large number of study guidance counsellors providing counselling. We recommend that you pay them a visit during your participation.

We also have an extensive work shop programme for the visitors with hundred 20 minute workshops about various topics, such as studying abroad, labour market for academics, various types of educations and ways of planning your choice of career and education.

Swedish students have the right to apply for financial aid for studies in another country. A condition is that the overseas education has been recognised by Högskoleverket (Swedish National Agency for Higher Education). They are present at the exhibition and will assist in questions concerning recognition of overseas educations.

Exhibitors include universities and colleges, polytechnic education, employers and organizations, and representatives of international studies.

## Visitor numbers :

**30,000**

|                             |     |                      |     |                              |   |
|-----------------------------|-----|----------------------|-----|------------------------------|---|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 60% | <b>Professional Training</b> | % |
| <b>High School</b>          | %   | <b>Postgraduate</b>  | %   | <b>Careers</b>               | % |
| <b>Further / Vocational</b> | 10% | <b>Languages</b>     | 20% | <b>Other</b>                 | % |
| <b>Foundation / Prep</b>    | 10% |                      |     |                              |   |

## Exhibitors

### Who should attend

- Universities
- Summer schools
- Language schools
- Hotel management schools
- Government bodies
- Gap year organisations
- Funding & scholarship providers
- Colleges

## Levels & Subjects

### Academic Levels

- Professional training
- Language learning
- Secondary education (boarding)
- Further education & vocational
- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LL.M, Dip, PhD)

## Prices & Booking

24 Nov 2020 - 27 Nov 2020

*Virtual*

- Virtual participation | **€2100.00**

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BOOK FULL TOUR

# VIRTUAL - ESTONIA | LATVIA | LITHUANIA | BALTIC INTERNATIONAL RECRUITMENT TOUR - SPRING

11 Mar 2021 - 15 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 :

### Tallinn 2,000

|                      |     |               |     |                       |   |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School       | %   | Undergraduate | 60% | Professional Training | % |
| High School          | 10% | Postgraduate  | 10% | Careers               | % |
| Further / Vocational | 5%  | Languages     | 10% | Other                 | % |
| Foundation / Prep    | 5%  |               |     |                       |   |

### Riga 5,000

|                      |     |               |     |                       |   |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School       | %   | Undergraduate | 60% | Professional Training | % |
| High School          | 10% | Postgraduate  | 10% | Careers               | % |
| Further / Vocational | 5%  | Languages     | 10% | Other                 | % |
| Foundation / Prep    | 5%  |               |     |                       |   |

### Vilnius 3,000

|                      |     |               |     |                       |   |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School       | %   | Undergraduate | 60% | Professional Training | % |
| High School          | 10% | Postgraduate  | 10% | Careers               | % |
| Further / Vocational | 5%  | Languages     | 10% | Other                 | % |
| Foundation / Prep    | 5%  |               |     |                       |   |

### Kaunas 3,000

|                             |     |                      |     |                              |   |
|-----------------------------|-----|----------------------|-----|------------------------------|---|
| <b>Primary School</b>       | %   | <b>Undergraduate</b> | 60% | <b>Professional Training</b> | % |
| <b>High School</b>          | 10% | <b>Postgraduate</b>  | 10% | <b>Careers</b>               | % |
| <b>Further / Vocational</b> | 5%  | <b>Languages</b>     | 10% | <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

### Tallinn 11 Mar 2021

*Online*

- Virtual Participation per city | **€1200.00**

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### Riga 13 Mar 2021

*Online*

- Working Space | **€1200.00**

BOOK NOW

### Vilnius 14 Mar 2021

*Online*

- Virtual Participation per city | **€1200.00**

BOOK NOW

### Kaunas 15 Mar 2021

*Online*

- Virtual Participation per city | **€1200.00**

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BOOK FULL TOUR