

# Hong Kong International Education Fair - Summer

## Information

Hong Kong International Student Fair has become the most popular and informative education event in Hong Kong since its debut in 2004. The large-scale and well-found study resources exchange platform favors this event to be the most popular summer Expo of its kind in the city.

## Reasons to Attend

The fair is well-positioned to continue delivering rich information exposures and timely preparation for candidates\* and parents in tandem with the release of 1<sup>st</sup> HKDSE and HKAL results.

In 2019, over 20,000 visitors and 400 education providers from 20 countries and regions (Hong Kong, China, the U.K., the U.S.A., Australia, New Zealand, Canada, Switzerland and Japan), gathered to provide students with the latest career-oriented programs and academic courses. A wide spectrum of learning programs in diplomas, higher diplomas, associate degrees, bachelor degrees, master degrees, and vocational training will be available.

## Market Overview

Hong Kong is a Special Administrative Region of the People's Republic of China and has a population of 7 million people. It is a dynamic market environment, now being influenced positively by major education reforms and changes to the academic structure being phased in between 2009 and 2012.

There is a well-established tradition among Hong Kong families of sending their children to study overseas. According to a Thematic Household Survey Report on 'Hong Kong students studying outside Hong Kong', by the Census and Statistics Department in December 2010, there were 66,700 people aged 25 and below who intended to study outside Hong Kong in the next five years.

## Fair Outline

The Hong Kong fair is widely supported by various youth organizations and associations, educational professions, and media parties. To cope with challenges in a highly competitive knowledge-based community, we aspire to stride across the transitional period of 3.3.4. an education system with students, encourage them to pursue a promising future with a global vision through whole-person education.

## Event Highlights:

- Over 200 local and overseas educational institutions enroll students on-site
- Various associate degrees and diplomas open for application
- Over 30 seminars cover details of various studies information and training

- Career-oriented curriculum
- Prizes for daily lucky draw winners

\*Keen Competition in 2012 Public Examinations:

- 1st HKDSE - 77,000 candidates strive for merely 15,000 4-year curriculum vacancies among local universities
- HK A-Level - 36,000 candidates strive for merely 15,000 3-year curriculum vacancies among local universities

### Further Exhibition Information

More information about this leading student recruitment exhibition can be found by contacting us directly.

### Visitor numbers :

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### Hong Kong 7,000

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | 10% | Undergraduate | 80% | Professional Training | %  |
| High School          | %   | Postgraduate  | 5%  | Careers               | 5% |
| Further / Vocational | 10% | Languages     | %   | Other                 | %  |
| Foundation / Prep    | %   |               |     |                       |    |

### 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

### 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

**Hong Kong 02 Jul 2022 - 03 Jul 2022**

*Hall 3E Hong Kong Convention and Exhibition Centre*

- 9m2 Standard Equipped Stand | **€3200.00** [Book Now](#)

[BOOK FULL TOUR](#)

# IEFT International Education Fairs of Turkey Roadshow - Summer

## 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 :

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### Izmir 2,700

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

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### 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% |               |     |                       |     |

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### Istanbul (Asian side) 2,000

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

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### Istanbul 11,000

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

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

### **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

### Izmir 07 Jun 2020

*Izmir Hilton Hotel*

- Working Space ( All Cities Selected) | **€1265.00** [Book Now](#)
- Working Space | **€1274.00** [Book Now](#)

### Ankara 09 Jun 2020

*Ankara Sheraton Hotel*

- Working Space ( All Cities Selected) | **€1265.00** [Book Now](#)
- Working Space | **€1365.00** [Book Now](#)

### Istanbul (Asian side) 11 Jun 2020

*Istanbul (Asian side)- Wyndham Grand Kalamis*

- Working Space ( All Cities Selected) | **€1265.00** [Book Now](#)
- Working Space | **€1365.00** [Book Now](#)
- Working Space (Selected with Istanbul European Side) | **€1621.00** [Book Now](#)

### Istanbul 13 Jun 2020 - 14 Jun 2020

*Istanbul (European side)- Istanbul Congress Centre*

- 5m2 Standard Equipped Stand (When all cities selected) | **€2530.00** [Book Now](#)

- 5m2 Standard Equipped Stand (When Selected with Asian Side) | €3185.00 [Book Now](#)
- 5m2 Standard Equipped Stand | €3595.00 [Book Now](#)

[BOOK FULL TOUR](#)



# Morocco - International Student Fairs - Spring

## Information

We invite you attend the International Student Fairs in Morocco. We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

## Reasons to Attend

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## Market Overview

## Fair Outline

In the past 10 years, over 500 different institutions from 35 countries have attended the International Student Fairs in Turkey to promote their schools and meet thousands of students at these events. The International Education Fair in Turkey attracts the best student participation. The fair has a reputation for attracting the highest quality students. It attracts the most capable and qualified candidates.

Did you know that each year over 1,5 million Turkish students take the National University Placement Exam, but only 30% of them are placed in a university in Turkey? According to the Ministry of Education Statistics, more than 25,000 Turkish students preferred to study abroad in 2004. Including summer school and short-term tourist visas, the total number of students going abroad is over 40,000 annually.

International Student Fairs in Turkey are known for being a pioneer in student recruitment fairs with its 20 years experience in student recruitment. The fairs will utilize numerous forms of mass communication to deliver the best promotion which includes: local and national TV, radio, newspapers, magazines, billboards, text messaging, internet spots, etc.

The International Education Fairs in Turkey offer you a chance to meet thousands of eligible students, and it is a wonderful opportunity to network with many education agencies, local and international organisations, and



foundations within a cost-effective budget.

The event will also include various social activities and we hope you will enjoy it!

## Visitor numbers :

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### Casablanca 3,120

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | 0% | Undergraduate | 90% | Professional Training | 0% |
| High School          | 3% | Postgraduate  | 5%  | Careers               | 0% |
| Further / Vocational | 0% | Languages     | 2%  | Other                 | 0% |
| Foundation / Prep    | 0% |               |     |                       |    |

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### Marrakesh 750

|                      |    |               |     |                       |    |
|----------------------|----|---------------|-----|-----------------------|----|
| Primary School       | 0% | Undergraduate | 90% | Professional Training | 0% |
| High School          | 5% | Postgraduate  | 3%  | Careers               | 0% |
| Further / Vocational | 0% | Languages     | 2%  | Other                 | 0% |
| Foundation / Prep    | 0% |               |     |                       |    |

## Exhibitors

### Who should attend

Universities  
Summer schools  
Student service providers  
Publishers  
Language schools  
Hotel management schools  
Gap year organisations  
Colleges  
Business schools  
Boarding schools

## Levels & Subjects

### Academic Levels

- Language learning
- Further education & vocational
- Foundation (Preparatory)

- Undergraduate (Bachelors)
- Postgraduate (Masters, MBA, LLM, Dip, PhD)

### Subject Areas

- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Engineering
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

### Prices & Booking

#### Casablanca 15 Apr 2021 - 17 Apr 2021

*TBC*

- Working Space (Per City When All Cities Selected) | **€2370.00** [Book Now](#)
- Working Space | **€2950.00** [Book Now](#)

#### Marrakesh 19 Apr 2021 - 20 Apr 2021

*TBC*

- Working Space (Per City When All Cities Selected) | **€1976.00** [Book Now](#)
- Working Space | **€2950.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Russia - 34th Virtual International Education Fair - Winter

## 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 tuned 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 :**

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## Moscow 1,200

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

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## 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)

### 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

#### 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](#)



University Fairs

## Turkey - A2 International Virtual Student Fairs -

# Summer

## Information

We invite you attend the International Virtual Student Fairs in Turkey. We are pleased to offer this great opportunity for international schools keen on recruiting students from Turkey.

The International Education Fairs in Turkey are the only international study abroad fairs in the country supported officially by UED (The Association of International Education Counsellors of Turkey) and its prestigious member agencies.

The benefits of this Virtual Fair:

- \* You don't need to travel
- \* Safe environment for you and the students
- \* Decorate your booth with banners, posters and upload your brochures and videos on your profile.
- \* Live / Video Chat with students and parents from all over Turkey
- \* Organise webinars for prospective students during the fair
- \* Enjoy support of a dedicated counselor / translator during the virtual fair
- \* Receive contact details of students that have interacted with you or downloaded your materials
- \* Review in-depth statistics on student visitors (age, gender, location, programs of interest etc...)

## Reasons to Register

In Fall 2016, the education exhibition received over 13,100 students in 5 days and secured over 120 institutions from 15 countries (Australia, Azerbaijan, Canada, China, Cyprus, France, Italy, Latvia, Russia, Spain, Switzerland, The Netherlands, Turkey, USA, & the UK). In addition to the international institutions, counseling agencies and the local & International sponsors, Austrade, British Council, CampusFrance, DAAD, Fulbright, Institut Francais, US Embassy, US Consulate, UED, Consulate of Ukraine, exhibited at the fairs.

Teenagers make up 30% of Turkey's population, two times higher than the EU average. In 2010, over 1.5 million students took the National University Placement Exam and only 327,869 students were placed in a four-year university in Turkey. Turkish students are looking to foreign institutions for admission.

## 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**

In the past 10 years, over 500 different institutions from 35 countries have attended the International Student Fairs in Turkey to promote their schools and meet thousands of students at these events. The International Education Fair in Turkey attracts the best student participation. The fair has a reputation for attracting the highest quality students. It attracts the most capable and qualified candidates.

Did you know that each year over 1,5 million Turkish students take the National University Placement Exam, but only 30% of them are placed in a university in Turkey? According to the Ministry of Education Statistics, more than 25,000 Turkish students preferred to study abroad in 2004. Including summer school and short-term tourist visas, the total number of students going abroad is over 40,000 annually.

International Student Fairs in Turkey are known for being a pioneer in student recruitment fairs with its 20 years experience in student recruitment. The fairs will utilize numerous forms of mass communication to deliver the best promotion which includes: local and national TV, radio, newspapers, magazines, billboards, text messaging, internet spots, etc.

The International Virtual Education Fairs in Turkey offer you a chance to meet thousands of eligible students, and it is a wonderful opportunity to network with many education agencies, local and international organisations, and foundations within a cost-effective budget.

The event will also include various social activities and we hope you will enjoy it!

### **Visitor numbers :**

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#### **All Turkey 5,000**

|                      |   |               |     |                       |   |
|----------------------|---|---------------|-----|-----------------------|---|
| Primary School       | % | Undergraduate | 70% | Professional Training | % |
| High School          | % | Postgraduate  | 30% | Careers               | % |
| Further / Vocational | % | Languages     | %   | Other                 | % |
| Foundation / Prep    | % |               |     |                       |   |

### **Exhibitors**

#### **Who should attend**

Universities



Summer schools  
Student service providers  
Publishers  
Language schools  
Hotel management schools  
Gap year organisations  
Colleges  
Business schools  
Boarding schools

## **Levels & Subjects**

### **Academic Levels**

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

### **Subject Areas**

- Tourism, leisure & hospitality
- Social science
- Science
- Retailing & marketing
- Mathematics
- Law & LLM
- Languages
- Humanities
- Engineering
- Economics
- Computer science & IT
- Business, MBA & management
- Architecture, construction, building & surveying
- Accountancy, finance & insurance

## **Prices & Booking**

**All Turkey 02 May 2020 - 03 May 2020**

*Not applicable*

- Virtual participation | **€2500.00** [Book Now](#)

[BOOK FULL TOUR](#)