

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 :

Izmir 2,700

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

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%				

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%				

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](#)



Russia - 34th Virtual International Education Fair - Winter

Information

About the fair

We are very excited to invite you to our **34th 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 booth 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
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- 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](#)