

HONG KONG INTERNATIONAL EDUCATION FAIR - SUMMER

04 Jul 2020 - 05 Jul 2020

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 favor 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 1st HKDSE and HKAL results.

In 2017, 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 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 trainings 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 organisations and associations, educational professions and media parties. To cope with challenges in highly competitive knowledge-based community, we aspire to stride across the transitional period of the 3.3.4. education system with students, encourage them to pursue promising future with 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 trainings
- 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 :

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

Prices & Booking

Hong Kong 04 Jul 2020 - 05 Jul 2020

Hall 3E Hong Kong Convention and Exhibition Centre

- 9m2 Standard Equipped Stand | **€3130.00**

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IEFT INTERNATIONAL EDUCATION FAIRS OF TURKEY ROADSHOW - SPRING

15 Mar 2020 - 28 Oct 2020

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 :

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%				

Izmir 2,700

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

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%				

Istanbul 100

Primary School	0%	Undergraduate	10%	Professional Training	10%
High School	0%	Postgraduate	10%	Careers	10%
Further / Vocational	0%	Languages	10%	Other	10%
Foundation / Prep	10%				

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, LL.M, Dip, PhD)
- Undergraduate (Bachelors)
- Foundation (Preparatory)
- Further education & vocational
- Language learning
- Professional training

Prices & Booking

Ankara 15 Mar 2020

Ankara Sheraton Hotel

- Working Space (All Cities Selected) | **€1265.00**
- Working Space | **€1365.00**

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Izmir 17 Mar 2020

Izmir Hilton Hotel

- Working Space (All Cities Selected) | **€1265.00**
- Working Space | **€1274.00**

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Istanbul (Asian side) 19 Mar 2020

Istanbul (Asian side)- Wyndham Grand Kalamis

- Working Space (All Cities Selected) | **€1265.00**
- Working Space | **€1365.00**
- Working Space (Selected with Istanbul European Side) | **€1621.00**

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Istanbul 21 Mar 2020 - 22 Mar 2020

Istanbul (European side)- Istanbul Congress Centre

- 5m2 Standard Equipped Stand (When all cities selected) | **€2530.00**
- 5m2 Standard Equipped Stand (When Selected with Asian Side) | **€3185.00**
- 5m2 Standard Equipped Stand | **€3595.00**

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Istanbul 26 Oct 2020 - 28 Oct 2020

EuroAsia Workshop- The Marmara Hotel Taksim

- Agent Workshop | **€2874.00**

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INTERNATIONAL EDUCATION EXHIBITION IN MONGOLIA - SPRING

28 Mar 2020 - 29 Mar 2020

Information

The International Education Exhibition Fall in Mongolia is the place where educational providers worldwide have the opportunity to meet with talented and intelligent students from Mongolia. The fair offers a unique opportunity to learn more about studies abroad first hand, to choose programmes and courses and decide on educational institutions for studies.

Reasons to Attend

The International Education Exhibition in Mongolia has grown to be a leading education exhibition, where thousands of serious and motivated students and their families meet with prestigious education providers from all around the world. The Mongolia education fair will attract prospective students, concerned parents, academics and teaching staff as well as professionals from all walks of life.

There is a growing interest from the mass media and governmental organisations in developing this educational event, which has become an important entry on Ulaanbaatar's calendar. Students with their families take part in all the activities during the exhibition days. Strong targeted links with local universities and schools ensure the right visitors attend the fair. Education providers have the opportunity to grow quickly in this emerging student market.

Market Overview

The Mongolian student market is developing as the economy rapidly expands due to investments from foreign companies. Living standards are on the rise and for many people the prospect of sending their children to study abroad is becoming a reality.

The USA accounts for nearly 1,000 students with other popular destinations including UK, Canada, Australia, Germany, Japan, South Korea, Peoples Republic China, Taiwan, Malaysia, and Singapore.

Enrolments in private higher education institutions have tripled since 1995, and there have also been large enrolment increases in public sector institutions. Around 30,000 students enter Mongolian universities and colleges every year (Ministry of Sciences, Education and Culture, 2003).

Fair Outline

International Education Exhibition Mongolia draws its maximum student participation, thereby ensuring exceptional quality. It is organized with the specific objective of helping institutes of higher learning reach a national cross section of students who have the qualifications and the means to contemplate further education.

As an exhibitor at this student fair you will have advantages such as:

- Face-to-Face personal access and interaction to all the students, parents and top decision markers and representatives from all over Mongolia.
- The opportunity to feature and demonstrate your new perspectives and programmes in a one-to-one environment.
- Meet and find local authorised partners and agents.
- Recruit students to study at your institution abroad.

Visitor numbers :

Ulaanbaatar 3,700

Primary School	%	Undergraduate	25%	Professional Training	9%
High School	35%	Postgraduate	15%	Careers	6%
Further / Vocational	5%	Languages	%	Other	%
Foundation / Prep	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
Publishers
Student service providers
Summer schools
Universities

Levels & Subjects

Academic Levels

ACADEMIC LEVELS

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

Prices & Booking

Ulaanbaatar 28 Mar 2020 - 29 Mar 2020

Premier Tuushin Hotel

- 6m2 Standard Equipped Stand | **€1678.00**

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BOOK FULL TOUR

KOREA- INTERNATIONAL EDUCATION FAIR- SPRING

28 Mar 2020 - 05 Apr 2020

Information

We welcome you to take part in the largest study abroad exhibition in Korea.

Reasons to Attend

The Korea International Education Fair brings more than 600 schools and associations related to studying abroad from 20 countries with also 50 associations related to emigration from 10 countries.

Market Overview

Korea is a rapid-growing education-market with students who are eager to improve their global competitiveness and parents who are keen interested in their children, especially in the part of education. Every year about 300,000 people are going to study abroad or get language courses.

The number of Korean students studying abroad is increasing. According to a recent report, the number of Korean students studying abroad has jumped more than 32 percent over the past five years. Of the total, 60.7 percent went abroad to pursue degrees, with the remaining 39.3 percent for language study.

Fair Outline

Korea Study Abroad Fair visitors benefit from the rich information about studying abroad and emigration which is provided at this one-stop service, face-to-face, at the fair. The fair has many supporters including embassies, state governments, education offices, and emigration offices.

As the biggest study abroad fair in Korea, this is the best place for you to build connections and promote your institution and programs to Korean students and parents directly. The Korea Student & Emigration Fair, with various programs including high standard seminars is certainly worthwhile participating at and visiting

The fair is supported by many government bodies including Embassy of the People's Republic of China, Korean Overseas Study Association, New Zealand Embassy, Nuffic NESO Korea, Philippine Department of Tourism-Korea, South African Embassy, The British Council, US Embassy, and many more.

Do not miss this great opportunity to generate more recruitment of Korean students. We look forward to your participation for a successful Korea Study Abroad Fair 2019 Spring!

Visitor numbers :

Seoul 25,895

Primary School	16%	Undergraduate	20%	Professional Training	10%
High School	12.5%	Postgraduate	20%	Careers	19.2%
Further / Vocational	10%	Languages	25.4%	Other	10%
Foundation / Prep	10%				

Busan 3,000

Primary School	10%	Undergraduate	20%	Professional Training	10%
High School	10%	Postgraduate	20%	Careers	10%
Further / Vocational	10%	Languages	25.4%	Other	10%
Foundation / Prep	10%				

Exhibitors

Who should attend

- Universities
- Summer schools
- Student service providers
- Publishers
- Professional bodies
- Primary schools
- Language schools
- Hotel management schools
- Government bodies
- Gap year organisations
- Funding & scholarship providers
- Equipment suppliers
- Education agencies
- Companies (Careers)
- 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

Seoul 28 Mar 2020 - 29 Mar 2020

Hall A (1F) COEX

- 9m2 Standard Equipped Stand | **€2801.00**

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Busan 04 Apr 2020 - 05 Apr 2020

Hall 5, Center2, BEXCO

- 6m2 Standard Equipped Stand | **€2132.00**

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TURKEY - A2 INTERNATIONAL STUDENT FAIRS - SPRING

04 Apr 2020 - 10 Apr 2020

Information

We invite you attend the Fall International 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.

Reasons to Attend

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

Taking place in Izmir, Ankara, Istanbul (European and Asian sides), the exhibition takes place at the time of the year

when students start seriously thinking about their next step in education.

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 :

Istanbul 3,169

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

Istanbul 1,012

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

Ankara 1,547

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

Izmir 2,039

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

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)

Prices & Booking

Istanbul 04 Apr 2020 - 05 Apr 2020

Hilton Hotel Harbiye Convention Center

- Working Space (Per City When All Cities Selected) | **€1488.00**
- Working Space (When Selected with Istanbul Asian Side) | **€3000.00**
- Working Space | **€3250.00**

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Istanbul 06 Apr 2020

Dedeman

- Working Space (Per City When All Cities Selected) | **€1488.00**
- Working Space (Selected with Istanbul European Side) | **€1500.00**
- Working Space | **€1650.00**

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Ankara 08 Apr 2020

Ankara Sheraton Hotel

- Working Space (Per City When All Cities Selected) | **€1190.00**
- Working Space | **€1650.00**

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Izmir 10 Apr 2020

Hilton Hotel

- Working Space (Per City When All Cities Selected) | **€1190.00**
- Working Space | **€1650.00**

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