

International Student Fairs in Turkey - Fall 2025

12 Oct 2025 - 19 Oct 2025

Information

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.

We are pleased to invite you to the Fall 2023 in the world's most emerging markets: Turkey, Morocco & Azerbaijan.

Reasons to Attend

Previously, 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, 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 institutions.

- 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 graduates 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 is known for being a pioneer in student recruitment fairs with its 20 years of 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 them!

Visitor numbers :

Ankara 1,540

Primary School	0%	Undergraduate	21%	Professional Training	12%
High School	9%	Postgraduate	27%	Careers	14%
Further / Vocational	0%	Languages	16%	Other	10%
Foundation / Prep	0%				

Izmir 2,039

Primary School	0%	Undergraduate	21%	Professional Training	12%
High School	9%	Postgraduate	27%	Careers	14%
Further / Vocational	0%	Languages	16%	Other	10%
Foundation / Prep	0%				

Istanbul (Asian side) 2,000

Primary School	0%	Undergraduate	21%	Professional Training	12%
High School	9%	Postgraduate	27%	Careers	14%
Further / Vocational	0%	Languages	16%	Other	10%

Istanbul (European Side) 8,000

Primary School	0%	Undergraduate	21%	Professional Training	12%
High School	9%	Postgraduate	27%	Careers	14%
Further / Vocational	0%	Languages	16%	Other	10%
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

Ankara 12 Oct 2025

Sheraton Hotel

- Working Space | €1500.00 [Book Now](#)

Izmir 14 Oct 2025

Ege Palas Business Hotel

- Working Space & Online Participation | €1500.00 [Book Now](#)

Istanbul (Asian side) 16 Oct 2025

Dedeman Bostanci Hotel

- Working Space | €1500.00 [Book Now](#)

Istanbul (European Side) 18 Oct 2025 - 19 Oct 2025

Istanbul European Side Hilton Istanbul Bosphorus

- Working Space | €3950.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

Morocco Tour (together with Tunisia) - International Student Fairs - Fall 2025

17 Nov 2025 - 20 Nov 2025

Information

We invite you attend the International Education Morocco Tour with additional leg in Tunis (Tunisia, please book it separately). We are pleased to offer this great opportunity for international schools keen on recruiting students from this country.

Reasons to Attend

Market Overview

Fair Outline

Visitor numbers :

Rabat 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%				

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%				

Fez 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%				

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

Rabat 17 Nov 2025

Hotel de Rabat

- Working Space | €2250.00 [Book Now](#)

Casablanca 18 Nov 2025

Hotel Marriott

- Working Space | €2250.00 [Book Now](#)

Fez 20 Nov 2025

TBC

- Working Space | €2250.00 [Book Now](#)

[BOOK FULL TOUR](#)



School Tour & Career Fair

15 Oct 2025 - 17 May 2025

Information

School Tour UK is an excellent way to meet UK and international students and promote education at your university. It is a great opportunity to build relationships with careers advisers and heads in the leading schools in Midlands and Mid Wales.

Developing a presence in UK schools is one of the most important components in your strategy for the successful UK student recruitment.

Each Tour lasts 3 days and we typically visit 6-8 high schools. The format for each day is presentations/mini-fairs in each school, school tour and a meeting with a Head of School or Head of Sixth Form as well as Head of Secondary School. The Tour will be concluded by an interesting cultural programme on one of the days of the event.

Visitor numbers :

Midlands 500

Primary School	%	Undergraduate	99%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	%	Languages	15%	Other	0%
Foundation / Prep	%				

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

- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)

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

Midlands 15 Oct 2025 - 17 May 2025

School Visits Tour

- School visits | **€2994.00** [Book Now](#)

[BOOK FULL TOUR](#)