

# Africa - Kenya - 22nd ISFA International Student & Career Fairs Africa Fall

05 Feb 2026 - 10 Feb 2026

## Information

Come and participate at the 22nd 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 :**

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#### **Dar es Salaam 600**

Primary School	0%	Undergraduate	70%	Professional Training	0%
High School	0%	Postgraduate	10%	Careers	0%
Further / Vocational	10%	Languages	10%	Other	0%
Foundation / Prep	10%				

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#### **Nairobi 2,500**

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

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## Mombasa 600

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

## 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)

### 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

### SPECIAL OFFERS ON THIS FAIR

- Early Bird Discount 5% until 01-11-2025
- 2 Cities Discount 5% until 10-02-2026
- 3 Cities' Discount 10% until 10-02-2026

### Dar es Salaam 05 Feb 2026

*Okono Hotel*

- Working Space | ~~€2400.00~~ €2280 [Book Now](#)

### Nairobi 07 Feb 2026

*Sarit Expo Centre*

- Working Space | ~~€2600.00~~ €2470 [Book Now](#)

### Mombasa 10 Feb 2026

*TBC*

- Working Space | ~~€1800.00~~ €1710 [Book Now](#)

[BOOK FULL TOUR](#)

# Gulf Education and Training Exhibition in Dubai - Spring 2026

29 Apr 2026 - 01 May 2026

## Information

This event attracts some of the world's leading universities, colleges and other education providers, as well as suppliers of education equipment and technology.

## Reasons to Attend

Every year the exhibition attracts over 35,000 local and expatriate students who are at the threshold of college life and actively looking for higher education, professional development and training options.

The exhibition focuses on General Education, Higher Education, Vocational Education, Training & Professional Development, Global EdTech Forum.

## Market Overview

Dubai is a technologically advanced city with a continuous focus on innovation, offering a conducive environment for experiential learning, creative thinking and independent action. According to data collected by the Unesco Institute for Statistics which has published the Global Education Digest 2019, around 5,742 students from the UAE are studying abroad. Over 700 UAE nationals received government scholarships in 2019 to study overseas. The Dubai International Education Fair student recruitment is the Middle East's largest platform for the UAE and other GCC countries. It offers a consistently high lead ratio.

The number of schools in the UAE is expected to double in the next decade to meet the high demand for primary and secondary education. Until such time, demand will continue to outstrip supply much to the benefit of boarding schools in countries such as Australia, Canada, India, UK, USA and others.

## Fair Outline

The exhibition is the Middle East and Asia's most powerful platform for student recruitment.

Consider the facts:

- Drawing on its experience from being in the market for 25 years, Gulf Education and Training Exhibition targets different student groups based on preferences and has a conversion rate that is far higher than industry averages

- The Gulf Education and Training Exhibition maintains close links with the corporate world and regularly hosts seminars and presentations on topics that bridge the divide between education and industry.
- The fair boasts of an exhibitor retention rate of over 90 percent year on year which is testament to its success and position in the UAE education market.
- The Gulf Education and Training Exhibition offers a tangible return on your investment; every single person you interact and communicate with at the exhibition, has been targeted and invited and is genuinely interested in education.

Education is a top priority for the UAE government in recent years and accounts for more than AED 4.6 billion of the federal budget. Over 400,000 students of 52 nationalities, study in private schools in the UAE of which, over 330,000 students study in English medium schools.

## Visitor numbers :

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### Dubai 31,000

Primary School	%	Undergraduate	50%	Professional Training	%
High School	6%	Postgraduate	44%	Careers	%
Further / Vocational	%	Languages	%	Other	%
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  
 Primary schools  
 Professional bodies  
 Student service providers  
 Summer schools  
 Universities

## Levels & Subjects

## Academic Levels

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

## Subject Areas

- Accountancy, finance & insurance
- 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

**Dubai 29 Apr 2026 - 01 May 2026**

*Dubai International Convention & Exhibition Centre*

- 9m2 Standard Equipped Stand | **€5978.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€7982.00** [Book Now](#)

[BOOK FULL TOUR](#)



UniversityFairs

# Morocco & Tunisia International Student Fairs - Fall 2025

05 Nov 2025 - 08 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 :

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### Casablanca 300

Primary School	0%	Undergraduate	100%	Professional Training	0%
High School	100%	Postgraduate	0%	Careers	0%
Further / Vocational	20%	Languages	10%	Other	0%
Foundation / Prep	20%				

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### 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%				

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Rabat, El Jadid, Casablanca 4,000



<b>Primary School</b>	0%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	10%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	10%	<b>Other</b>	10%
<b>Foundation / Prep</b>	10%				

## El Jadid 750

<b>Primary School</b>	0%	<b>Undergraduate</b>	90%	<b>Professional Training</b>	0%
<b>High School</b>	3%	<b>Postgraduate</b>	10%	<b>Careers</b>	0%
<b>Further / Vocational</b>	0%	<b>Languages</b>	2%	<b>Other</b>	0%
<b>Foundation / Prep</b>	0%				

## Casablanca 3,120

<b>Primary School</b>	0%	<b>Undergraduate</b>	90%	<b>Professional Training</b>	0%
<b>High School</b>	3%	<b>Postgraduate</b>	5%	<b>Careers</b>	0%
<b>Further / Vocational</b>	0%	<b>Languages</b>	2%	<b>Other</b>	0%
<b>Foundation / Prep</b>	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 05 Nov 2025

#### *School Campuses Visits*

- School visits | **€750.00** [Book Now](#)

### Rabat 06 Nov 2025

#### *Hotel de Rabat*

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

### Rabat, El Jadid, Casablanca 06 Nov 2025 - 08 Nov 2025

#### *Morocco Exhibition Tour*

- Morocco 3 cities Tour | **€4750.00** [Book Now](#)

### El Jadid 07 Nov 2025

TBC

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

**Casablanca 08 Nov 2025**

*Barceló Anfa Casablanca*

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

[BOOK FULL TOUR](#)



University Fairs

# Morocco & Tunisia International Student Fairs - Fall 2025

10 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 :

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**Tunis 3,120**

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

Tunis 10 Nov 2025

*Radisson Blu Hotel & Convention Center*

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

[BOOK FULL TOUR](#)



# UniConnect International Education Fair Egypt

06 Nov 2025

## Information

With over a decade of experience in international education event management, this Fair has firmly established itself as the **leading international student recruitment event in the MENA region**. Strategically hosted in **Saudi Arabia, Egypt and Morocco**, the Expo is designed to connect prestigious international academic institutions with thousands of highly motivated prospective students from across the Middle East and North Africa.

The exhibition offers a **comprehensive platform for global universities, colleges, and language schools** to meet and engage directly with a diverse audience of **high school students, parents, university counselors, school principals, and postgraduate candidates**. Our visitors are actively seeking information and admissions guidance for a wide range of academic opportunities, including **foundation, undergraduate, postgraduate, and language programs**.

Whether you're looking to recruit students from high-growth markets, build institutional visibility in the region, or forge relationships with key influencers in international education, **this International Education Fair delivers measurable results**. We invite you to be part of an event that is not only about meeting students but about shaping futures.

Join us at this exhibition and take your student recruitment strategy to the next level—**in the heart of the MENA region's most dynamic education markets**.

The MENA region has become one of the **most promising and dynamic markets** for international student recruitment. With a **youthful population, strong governmental support for education, and growing aspirations for global academic exposure**, countries like Saudi Arabia, Egypt, and Morocco are experiencing

a rapid increase in outbound student mobility.

**Egypt**, with its population exceeding 110 million, has a large base of academically ambitious youth. Over **25,000 Egyptian students** study internationally each year, driven by limited domestic university seats and the desire for globally competitive degrees. Egyptian students are especially drawn to English-taught programs in Europe, North America, and Asia.

**Visitor numbers :**



**Cairo 1,000**

Primary School	0%	Undergraduate	40%	Professional Training	0%
High School	0%	Postgraduate	40%	Careers	0%
Further / Vocational	0%	Languages	15%	Other	0%
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
- 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)

## 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

**Cairo 06 Nov 2025**

*Triumph Luxury Hotel*

- Working Space + 2 nights accommodation for 1 person | **€2625.00** [Book Now](#)

[BOOK FULL TOUR](#)



UniversityFairs

# UniConnect International Education Fair Morocco

08 Nov 2025

## Information

With over a decade of experience in international education event management, this Fair has firmly established itself as the **leading international student recruitment event in the MENA region**. Strategically hosted in **Saudi Arabia, Egypt and Morocco**, the Expo is designed to connect prestigious international academic institutions with thousands of highly motivated prospective students from across the Middle East and North Africa.

The exhibition offers a **comprehensive platform for global universities, colleges, and language schools** to meet and engage directly with a diverse audience of **high school students, parents, university counselors, school principals, and postgraduate candidates**. Our visitors are actively seeking information and admissions guidance for a wide range of academic opportunities, including **foundation, undergraduate, postgraduate, and language programs**.

Whether you're looking to recruit students from high-growth markets, build institutional visibility in the region, or forge relationships with key influencers in international education, **this International Education Fair delivers measurable results**. We invite you to be part of an event that is not only about meeting students but about shaping futures.

Join us at this exhibition and take your student recruitment strategy to the next level—**in the heart of the MENA region’s most dynamic education markets**.

The MENA region has become one of the **most promising and dynamic markets** for international student recruitment. With a **youthful population, strong governmental support for education, and growing aspirations for global academic exposure**, countries like Saudi Arabia, Egypt, and Morocco are experiencing a rapid increase in outbound student mobility.

**Morocco** is also emerging as a key market, with an estimated **12,000 Moroccan students** studying abroad. Many students are fluent in multiple languages (Arabic, French, and increasingly English), making them ideal candidates for international programs.

## Visitor numbers :

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Casablanca 1,000

Primary School      0% Undergraduate 40% Professional Training 0%



<b>High School</b>	0%	<b>Postgraduate</b>	40%	<b>Careers</b>	0%
<b>Further / Vocational</b>	0%	<b>Languages</b>	15%	<b>Other</b>	0%
<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)

### 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

### Casablanca 08 Nov 2025

*Radisson Blu Hotel - Casablanca City Center*

- Working Space + 2 nights accommodation for 1 person | €2625.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# UniConnect International Education Fair Saudi Arabia

12 Oct 2025 - 16 Oct 2025

## Information

With over a decade of experience in international education event management, this Fair has firmly established itself as the **leading international student recruitment event in the MENA region**. Strategically hosted in **Saudi Arabia, Egypt and Morocco**, the Expo is designed to connect prestigious international academic institutions with thousands of highly motivated prospective students from across the Middle East and North Africa.

The exhibition offers a **comprehensive platform for global universities, colleges, and language schools** to meet and engage directly with a diverse audience of **high school students, parents, university counselors, school principals, and postgraduate candidates**

. Our visitors are actively seeking information and admissions guidance for a wide range of academic opportunities, including **foundation, undergraduate, postgraduate, and language programs**.

Whether you're looking to recruit students from high-growth markets, build institutional visibility in the region, or forge relationships with key influencers in international education, **this International Education Fair delivers measurable results**. We invite you to be part of an event that is not only about meeting students but about shaping futures.

Join us at this exhibition and take your student recruitment strategy to the next level—in the heart of the **MENA region’s most dynamic education markets**.

The MENA region has become one of the **most promising and dynamic markets** for international student recruitment. With a **youthful population, strong governmental support for education, and growing aspirations for global academic exposure**, countries like Saudi Arabia, Egypt, and Morocco are experiencing a rapid increase in outbound student mobility.

- **Saudi Arabia** consistently ranks among the top 10 countries sending students abroad, with over **65,000 Saudi students** studying overseas annually. The government’s ongoing investment in education reform, including the **Kingdom’s Vision 2030** strategy, places a strong emphasis on international partnerships and scholarships, encouraging students to pursue degrees abroad in a wide range of fields.

Visitor numbers :

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Dammam 1,000

Primary School	0%	Undergraduate	40%	Professional Training	0%
High School	0%	Postgraduate	40%	Careers	0%
Further / Vocational	0%	Languages	15%	Other	0%
Foundation / Prep	5%				

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Riyadh 1,000

Primary School	0%	Undergraduate	40%	Professional Training	0%
High School	0%	Postgraduate	40%	Careers	0%
Further / Vocational	0%	Languages	15%	Other	0%
Foundation / Prep	5%				

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Jeddah 1,000

Primary School	0%	Undergraduate	40%	Professional Training	0%
High School	0%	Postgraduate	40%	Careers	0%
Further / Vocational	0%	Languages	15%	Other	0%
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  
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)

### **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

### Dammam 12 Oct 2025

*Holiday Inn Al Khobar*

- Working Space + 2 nights accommodation for 1 person | €2625.00 [Book Now](#)

### Riyadh 14 Oct 2025

*Holiday Inn Olaya*

- Working Space + 2 nights accommodation for 1 person | €2625.00 [Book Now](#)

### Jeddah 16 Oct 2025

*Move Inn Hotel*

- Working Space + 2 nights accommodation for 1 person | €2625.00 [Book Now](#)

[BOOK FULL TOUR](#)