

Gulf Education and Training Exhibition in Dubai - Spring 2026

15 Apr 2026 - 17 Apr 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 :

Dubai 31,000

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|-----------------------------|-----------|----------------------|------------|------------------------------|----------|
| 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 15 Apr 2026 - 17 Apr 2026

Dubai International Convention & Exhibition Centre

- 9m² Standard Equipped Stand | **€5601.00** [Book Now](#)
- 12m² Standard Equipped Stand | **€7224.00** [Book Now](#)

[BOOK FULL TOUR](#)



Morocco & Tunisia International Student Fairs - Spring 2026

02 May 2026 - 07 May 2026

Information

We invite you to attend the International Education Tunisia & Morocco Tour:

- **Morocco & Tunisia are growing education markets** with strong government support for study abroad.
- Students are highly motivated, well-prepared, and increasingly interested in English-speaking destinations.
- The tour offers **two countries in one trip**, making it cost-effective and efficient for recruitment.

Reasons to Attend

Strategic Reach in North Africa

- Morocco and Tunisia are two of the most dynamic student recruitment markets in the region.
- Both countries have large youth populations actively seeking international study opportunities, especially in English-speaking destinations.
- Government initiatives strongly support overseas education, making students highly motivated and well-prepared.

Direct Access to Students & Schools

- Meet thousands of prospective students across Casablanca, Rabat, Marrakesh and Tunis.
- Benefit from exclusive visits to leading international high schools, connecting directly with decision-makers and influencers.
- Engage with families and counsellors who play a key role in study-abroad decisions.

Institutional Visibility & Networking

- Showcase your institution through extensive promotional campaigns before and during the fairs.
- Gain visibility alongside other international universities, strengthening your brand presence in North Africa.
- Network with peers and build long-term recruitment pipelines in two countries within one efficient tour.

Proven Track Record

- The Fair Organiser has over 28 years of experience organising successful international student

recruitment events.

- The Morocco & Tunisia fairs are among the longest-running in Africa, trusted by hundreds of institutions worldwide.
- Each edition attracts strong participation, ensuring high-quality engagement and measurable outcomes.

Added Value

- Complimentary promotional opportunities such as banners, online listings, and catalogue features.
- Support with discounted accommodation, transfers, and logistics for delegates.
- Optional sightseeing and cultural programmes, including safari tours, to enrich the experience.

This Morocco & Tunisia Tour offers **direct student engagement, strong government-backed demand, and excellent visibility** in two key North African markets — all within one efficient, cost-effective trip.

Visitor numbers :

Tunis 800

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|-----------------------------|------|----------------------|------|------------------------------|----|
| 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% | | | | |

Tunis, Rabat, Marakesh, Casablanca 4,000

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|-----------------------------|-----|----------------------|-----|------------------------------|-----|
| Primary School | 0% | Undergraduate | 60% | Professional Training | 10% |
| High School | 10% | Postgraduate | 10% | Careers | 10% |
| Further / Vocational | 10% | Languages | 10% | Other | 10% |
| Foundation / Prep | 10% | | | | |

Rabat 750

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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% | | | | |

Marakesh 750

| | | | | | |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| Primary School | 0% | Undergraduate | 90% | Professional Training | 0% |
| High School | 3% | Postgraduate | 10% | 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

Tunis 02 May 2026

Radisson Blu Hotel & Convention Center

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

Tunis, Rabat, Marakesh, Casablanca 02 May 2026 - 07 May 2026

Tunis & Morocco Full Exhibition Tour

- Full Tour Tunis, Rabat, Casablanca, Marakesh | €5750.00 [Book Now](#)

Rabat 04 May 2026

Hotel de Rabat

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

Casablanca 05 May 2026

Mariott Hotel

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

Marakesh 07 May 2026

TBA

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

[BOOK FULL TOUR](#)

UniConnect International Education Fair Saudi Arabia - Spring

31 Mar 2026 - 04 Apr 2026

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 :

Jeddah 1,000

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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% | | | | |

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% | | | | |

Dammam 1,000

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|-----------------------------|----|----------------------|-----|------------------------------|----|
| 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

Jeddah 31 Mar 2026

Move Inn Hotel

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

Riyadh 02 Apr 2026

Holiday Inn Olaya

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

Dammam 04 Apr 2026

Holiday Inn Al Khobar

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

[BOOK FULL TOUR](#)