

# 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**

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

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

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

## 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

### Dar es Salaam 05 Feb 2026

*Okono Hotel*

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

### Nairobi 07 Feb 2026

*Sarit Expo Centre*

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

### Mombasa 10 Feb 2026

*TBC*

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

[BOOK FULL TOUR](#)



# Baltic International Recruitment Tour Spring 2026

12 Mar 2026 - 15 Mar 2026

## Information

The biggest Baltic State specialised public fair for International Education is taking place in three capitals – Vilnius, Riga, Tallinn and Kaunas during September -October this year. Organised in a workshop style, the fair provides a relaxed atmosphere of the Radisson Blu Hotels' conference centres for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

### Reasons to Attend

The Baltic International Recruitment Tour is the biggest specialised education abroad event in the Baltic States. The fair features unique educational institutions that represent a wide range of educational and professional programmes: general, intensive and special language courses, basic and secondary education, further education and professional training, diploma programmes, BA/BSc, Masters/MBA, postgraduate and others. Visitors from various target groups including schoolchildren and their parents, young people and students, adults and business people, representatives of private and state companies and organisations, mass media. Each year the fairs receive 2,000 – 5,000 visitors in each country.

### Market Overview

More and more students from the Baltic States tend to look for opportunities to gain high quality international education, professional training and experience. Foreign language courses are becoming increasingly popular among people of different ages and occupations. Every year the number of students going abroad to language schools and universities is steadily growing.

The Baltic region has a long tradition of providing high-quality education. For young people, it is a vibrant and international environment with the possibility to make use of the latest developments in different study fields, which makes the region an attractive place for living and studying. According to statistics from a poll by the non-profit organisation Dream Foundation, over 60 per cent of Baltic students would like to study at a foreign university.

### Fair Outline

The fairs are free to access by the public, allowing visitors to get acquainted with the student fair's participants; their courses and programmes and to take enrolments. On the other hand, education providers have the opportunity to meet and support their education agents, the Baltic Council and to establish new contacts.

The success of this fair is based on the qualitative service and professionalism of the organizers combined with a broad promotion campaign providing return of investments for the fair's participants.

During the last several years the Baltic States (Latvia, Estonia and Lithuania) have become more attractive for education providers from all over the world. This is not a casual interest, but a developing tendency proving that the potential and demand for the educational industry abroad in the Baltic region is very high.

The Baltic international recruitment tour has been in place since 2005 with a growing number of participants and a strong presence of institutions presenting their programmes and services. The potential for the

development of the education industry abroad is very high in the Baltics and the demand for quality programmes will continue to grow.

## Visitor numbers :

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### Tallinn 2,000

<b>Primary School</b>	%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	%
<b>Further / Vocational</b>	5%	<b>Languages</b>	10%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

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### Riga 5,000

<b>Primary School</b>	%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	%
<b>Further / Vocational</b>	5%	<b>Languages</b>	10%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

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### Vilnius 3,000

<b>Primary School</b>	%	<b>Undergraduate</b>	60%	<b>Professional Training</b>	%
<b>High School</b>	10%	<b>Postgraduate</b>	10%	<b>Careers</b>	%
<b>Further / Vocational</b>	5%	<b>Languages</b>	10%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

## Exhibitors

### Who should attend

Universities  
Summer schools  
Professional bodies  
Primary schools  
Language schools  
Hotel management schools  
Funding & scholarship providers  
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, 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

### Tallinn 12 Mar 2026

*Radisson Blu Hotel Olympia*

- Working Space + 2 nights accommodation for 1 person | **€2626.00** [Book Now](#)

### Riga 14 Mar 2026

*Radisson Blu Hotel Latvija*

- Working Space and 1 night B & B single accommodation | **€2497.00** [Book Now](#)

**Vilnius 15 Mar 2026**

*Radisson Blu Hotel Lietuva*

- Working Space + 2 nights accommodation for 1 person | **€2626.00** [Book Now](#)

[BOOK FULL TOUR](#)



# **Kazakhstan International Education Fair Spring 2026**

27 Feb 2026 - 28 Feb 2026

## **Information**

25 institutions from 10 countries participated in the Kazakhstan International Education Fair Tour in the previous edition and more than 1400 visitors attended the Tour in 2 cities of Kazakhstan. Speedy economic and social development of Kazakhstan has resulted in an acute need for personnel with advanced western education. This is an important contributing factor to the popularization of overseas education, particularly in the English-speaking countries.

### **Market information**

Kazakhstan has taken part in Lisbon conference and signed a Convention of Council of Europe - UNESCO on recognition of qualifications, regarding the higher education. The fair will be an ideal opportunity and a strong bridge for Kazakh students, parents, school representatives and media partners to meet and benefit at the same time. An average annual GDP growth of over 5% over last five or six years significantly raised creditworthiness and financial capacity of the population allowing parents to educate their children in commercial universities and colleges. As prices for higher education in Kazakhstan rapidly approach Western levels many parents begin to look overseas at educational destinations for their children.

Education in Kazakhstan is universal and mandatory through the secondary level and the adult literacy rate is 99.5 percent. The Ministry of Education's Bolashak scholarship grants some 3,000 young students a year the opportunity to travel to 32 countries to attend 630 universities.

### **Fair Outline**

There has been a growing interest in Kazakhstan for postgraduate, business, and economic programmes. Almaty traditionally is a good market for economics and business management programmes, whilst Astana attracts a

different audience of students who have an interest in Law and Political programmes. Rapid economic and social development of Kazakhstan has resulted in an acute need for personnel with advanced western education. This is an important contributing factor to the popularisation of overseas education, particularly in the English-speaking countries.

This Educational Fair will provide an excellent opportunity for all participants to tap into Kazakhstan's student market and gain access to a large number of potential applicants.

### **Visitor numbers :**

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### **Astana 1,001**

<b>Primary School</b>	<b>%</b>	<b>Undergraduate</b>	20%	<b>Professional Training</b>	0%
<b>High School</b>	7%	<b>Postgraduate</b>	28%	<b>Careers</b>	10%
<b>Further / Vocational</b>	10%	<b>Languages</b>	35%	<b>Other</b>	10%
<b>Foundation / Prep</b>	5%				

### **Exhibitors**

#### **Who should attend**

Boarding schools  
Business schools  
Colleges  
Funding & scholarship providers  
Gap year organisations  
Government bodies  
Hotel management schools  
Language schools  
Professional bodies  
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

## 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

**Astana 27 Feb 2026 - 28 Feb 2026**

*Astana TBC*

- Working Space | **€1872.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Poland - International Recruitment Tour - Spring 2026

19 Feb 2026 - 22 Feb 2026

## Information

The specialised public fair for International Education is taking place in four cities of Poland for the representatives of language schools and executive centres, boarding schools and colleges, universities and business schools.

### Reasons to Attend

The International Recruitment Tour in Poland is one of the important specialised education abroad events. The fair features unique educational institutions that represent a wide range of educational and professional programmes: general, intensive and special language courses, basic and secondary education, further education and professional training, diploma programmes, BA/BSc, Masters/MBA, postgraduate and others. Visitors from various target groups including schoolchildren and their parents, young people and students, adults and business people, representatives of private and state companies and organisations, mass media. Each year the fairs receive 2,000 – 5,000 visitors in each country.

### Market Overview

More and more students from Poland tend to look for opportunities to gain high-quality international education, professional training and experience. Foreign language courses are becoming increasingly popular among people of different ages and occupations. Every year the number of students going abroad to language schools and universities is steadily growing.

Poland has a long tradition of providing high-quality education. For young people, it is a vibrant and international environment with the possibility to make use of the latest developments in different study fields, which makes the region an attractive place for living and studying.

The fairs are free to access by the public, allowing visitors to get acquainted with the student fair's participants; their courses and programmes and to take enrolments. On the other hand, education providers have the opportunity to meet and support their education agents, the Baltic Council and to establish new contacts.

The success of this fair is based on the qualitative service and professionalism of the organizers combined with a broad promotion campaign providing return of investments for the fair's participants.

During the last several years Poland has become more attractive for education providers from all over the world. This is not a casual interest, but a developing tendency proving that the potential and demand for the educational industry abroad in the country is very high.

The potential for the development of the education industry abroad is very high in Poland and the demand for quality programmes will continue to grow.

### Visitor numbers :

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#### Krakow 1,000

<b>Primary School</b>	1%	<b>Undergraduate</b>	40%	<b>Professional Training</b>	1%
<b>High School</b>	20%	<b>Postgraduate</b>	3%	<b>Careers</b>	%

<b>Further / Vocational</b>	10%	<b>Languages</b>	20%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

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## Warsaw 3,000

<b>Primary School</b>	1%	<b>Undergraduate</b>	40%	<b>Professional Training</b>	1%
<b>High School</b>	20%	<b>Postgraduate</b>	3%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	20%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

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## Gdansk 1,000

<b>Primary School</b>	%	<b>Undergraduate</b>	40%	<b>Professional Training</b>	1%
<b>High School</b>	20%	<b>Postgraduate</b>	3%	<b>Careers</b>	%
<b>Further / Vocational</b>	10%	<b>Languages</b>	20%	<b>Other</b>	%
<b>Foundation / Prep</b>	5%				

## Exhibitors

### Who should attend

Universities  
 Summer schools  
 Professional bodies  
 Primary schools  
 Language schools  
 Hotel management schools  
 Funding & scholarship providers  
 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, 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

### Krakow 19 Feb 2026

*Hotel Vienna House Andel*

- Working Space and 1 night B & B single accommodation | **€2548.00** [Book Now](#)

### Warsaw 21 Feb 2026

*Radisson Blu Sobieski Hotel*

- Working Space + 2 nights accommodation for 1 person | **€2720.00** [Book Now](#)

### Gdansk 22 Feb 2026

*Radisson Hotel*

- Working Space + 2 nights accommodation for 1 person | **€2698.00** [Book Now](#)

[BOOK FULL TOUR](#)

# Student Recruitment Fairs Norway - Winter 2026

22 Jan 2026 - 12 Feb 2026

## Information

The Student Recruitment Fairs Norway will take place January and February in various cities throughout the country.

### Reasons to Attend

The Student Recruitment Fairs consist of 9 fairs in central cities in Norway held during January and February every year with close to 100,000 visitors in total.

### Market Overview

Over 20,000 students from Norway choose to study abroad each year. Studying abroad is becoming more and more popular among Norwegian students. Thanks to the State Educational Loan Fund, they can receive the financial support they need to complete parts of or the entire degree abroad. Many students, therefore, take this opportunity to obtain valuable international experience.

Most Norwegians have a high level of English skills and are hardworking and motivated students. Many of them are also eager.

### Fair Outline

Take the opportunity to present and promote directly to your future students your latest educational programs and the benefits and advantages that you offer them. A wide range of both Norwegian and foreign exhibitors participate at the fairs every year. In 2020 400 exhibitors from over 20 different countries were represented. There were almost 100 international exhibitors.

### Visitor numbers :

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#### Trondheim 9,399

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%

Foundation / Prep %

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## Sandefjord 6,866

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Kristianstad 4,055

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Stavanger 9,165

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Bergen 10,099

Primary School	%	Undergraduate	65%	Professional Training	%
High School	%	Postgraduate	25%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Alesund 4,014

Primary School	%	Undergraduate	90%	Professional Training	%
High School	%	Postgraduate	%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Tromso 4,215

Primary School	%	Undergraduate	75%	Professional Training	%
High School	%	Postgraduate	15%	Careers	%
Further / Vocational	10%	Languages	%	Other	%
Foundation / Prep	%				

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## Oslo 15,817

Primary School	%	Undergraduate	65%	Professional Training	%
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<b>High School</b>	<b>%</b>	<b>Postgraduate</b>	<b>25%</b>	<b>Careers</b>	<b>%</b>
<b>Further / Vocational</b>	<b>10%</b>	<b>Languages</b>	<b>%</b>	<b>Other</b>	<b>10%</b>
<b>Foundation / Prep</b>	<b>%</b>				

## Exhibitors

### Who should attend

Business schools  
 Colleges  
 Funding & scholarship providers  
 Gap year organisations  
 Government bodies  
 Hotel management schools  
 Language schools  
 Professional bodies  
 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

### Trondheim 07 Jan 2026 - 08 Jan 2026

*Trondheim Spektrum*

- 4m2 Budget Stand | **€2913.00** [Book Now](#)
- 6m2 Standard Equipped Stand | **€3314.00** [Book Now](#)
- 8m2 Standard Equipped Stand | **€3594.00** [Book Now](#)

### Sandefjord 12 Jan 2026 - 13 Jan 2026

*Sandefjord High School*

- 4m2 Budget Stand | **€2913.00** [Book Now](#)
- 6m2 Standard Equipped Stand | **€3314.00** [Book Now](#)
- 8m2 Standard Equipped Stand | **€3594.00** [Book Now](#)

### Kristianstad 16 Jan 2026

*Gimlehallen*

- 4m2 Budget Stand | **€2692.00** [Book Now](#)
- 6m2 Budget Stand | **€2954.00** [Book Now](#)
- 8 m2 Standard Equipped Stand | **€3214.00** [Book Now](#)

### Stavanger 19 Jan 2026 - 20 Jan 2026

*Stavanger Forum*

- 4m2 Budget Stand | **€2913.00** [Book Now](#)
- 6m2 Standard Equipped Stand | **€3314.00** [Book Now](#)
- 8 m2 Standard Equipped Stand | **€3594.00** [Book Now](#)

### Bergen 22 Jan 2026 - 23 Jan 2026

*Grieghallen*

- 6m2 Standard Equipped Stand | **€3314.00** [Book Now](#)

- 9m2 Standard Equipped Stand | **€4110.00** [Book Now](#)

## Alesund 26 Jan 2026

*Fagerlighallen*

- 4m2 Budget Stand | **€2692.00** [Book Now](#)
- 6m2 Standard Equipped Stand | **€2954.00** [Book Now](#)
- 8 m2 Standard Equipped Stand | **€3214.00** [Book Now](#)

## Tromso 05 Feb 2026

*Tromsøhallen*

- 4m2 Budget Stand | **€2692.00** [Book Now](#)
- 6m2 Standard Equipped Stand | **€2954.00** [Book Now](#)
- 8m2 Standard Equipped Stand | **€3214.00** [Book Now](#)

## Oslo 11 Feb 2026 - 12 Feb 2026

*Nova Spektra*

- 9m2 Standard Equipped Stand | **€4483.00** [Book Now](#)
- 12m2 Standard Equipped Stand | **€5277.00** [Book Now](#)

[BOOK FULL TOUR](#)



# Turkey - International Student Fairs - Spring 2026

07 Mar 2026 - 13 Mar 2026

## Information

We invite you to attend the 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 Register**

In Fall 2018, 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**

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 Virtual 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 :

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### **Istanbul (European Side) 3,169**

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

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### **Istanbul (Asian side) 1,547**

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

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### **Ankara 1,547**

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

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### **Izmir 2,039**

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

## Exhibitors

### Who should attend

- Universities
- Language schools
- Hotel management schools
- Gap year organisations
- Colleges
- Business schools

## Levels & Subjects

### Academic Levels

- Language learning
- 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

### SPECIAL OFFERS ON THIS FAIR

- Early Bird Discount 10% until 28-12-2026

### Istanbul (European Side) 07 Mar 2026 - 08 Mar 2026

*Istanbul (European Side) Congress Centre*

- Working Space (Per City When All Cities Selected) | **€2480.00€2232** [Book Now](#)
- Working Space | **€3500.00€3150** [Book Now](#)

### Istanbul (Asian side) 09 Mar 2026

*Istanbul - Bastancı Dedeman Hotel*

- Working Space (Per City When All Cities Selected) | **€1240.00€1116** [Book Now](#)
- Working Space | **€1400.00€1260** [Book Now](#)

**Ankara 11 Mar 2026**

*Ankara Sheraton Hotel*

- Working Space (Per City When All Cities Selected) | **€1240.00€1116** [Book Now](#)
- Working Space | **€1400.00€1260** [Book Now](#)

**Izmir 13 Mar 2026**

*Swissotel Büyükk Efes*

- Working Space (Per City When All Cities Selected) | **€1240.00€1116** [Book Now](#)
- Working Space | **€1400.00€1260** [Book Now](#)

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