

Azerbaijan - International Student Fair - Spring 2026

19 Apr 2026 - 20 Apr 2026

Information

You are warmly invited to attend the International Student Fair in Azerbaijan. Known for being a pioneer in student recruitment fairs with its 20 years of experience in the student placement, International Student Fair in Azerbaijan is pleased to offer great opportunities for the international schools keen on recruiting students from Azerbaijan.

Join one of Azerbaijan's largest education events in Baku.

Reasons to Attend

Approximately 30% of the Azerbaijan's total population is under the age of 20 and Azerbaijan is one of the fastest growing student markets in Central Asia. Over 4000 students and 54 institutions from Azerbaijan, Canada, Czech Republic, France, Georgia, Germany, Italy, Malaysia, Turkey, United Arab Emirates, United Kingdom and USA attended the 2015 this Spring Azerbaijan Fair.

Market Overview

There are currently over 10,000 Azerbaijani students studying abroad. Azerbaijanis study in destinations including the United Kingdom, Germany, Turkey, France, Russia, South Korea, the Netherlands, the U.S., Canada and Sweden. There are plans to develop ties with Japan, Malaysia and other countries. The education system of Azerbaijan is currently undergoing reforms to better prepare students for the current world market and meet the demands of the global economy. According to the Ministry of Education, in 2005 there were 3,500 foreign students from 41 countries studying in higher education institutions in Azerbaijan and 3,000 Azerbaijan students studying in higher education institutions abroad.

Fair Outline

The Azerbaijan fair dates are at the most opportune time for both students and institutions, according to when students are seriously thinking about their next step in education.

The International Student Fair in Azerbaijan attracts the best student participation. The fair has a reputation for attracting the highest quality students. It is essential that it attracts the most interested and qualified candidates.

The International Student Fair in Azerbaijan utilizes numerous forms of mass communication to deliver the best

promotion including: local and national TV, radio, newspapers, magazines, billboards, text messaging, and internet spots, etc...

The Azerbaijan Fair offers you the chance to meet with thousands of eligible students, and it offers a wonderful opportunity to network with many consulting agencies, local and international organizations, and foundations within a cost effective budget.

The International Student Fair in Azerbaijan follows the current trends in the existing and big student markets, and they also find the new trends and virgin markets ensuring great benefits to international schools in the best locations.

Every detail from the delivery of pre-fair information, material shipment and transportation to onsite assistance, social events is well planned out.

Visitor numbers :

Baku 4,200

| | | | | | |
|----------------------|-----|---------------|-----|-----------------------|---|
| Primary School | 0% | Undergraduate | 39% | Professional Training | % |
| High School | 8% | Postgraduate | 42% | Careers | % |
| Further / Vocational | % | Languages | 28% | Other | % |
| Foundation / Prep | 15% | | | | |

Baku 100

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

Baku 300

| | | | | | |
|----------------------|------|---------------|------|-----------------------|-----|
| Primary School | 0% | Undergraduate | 100% | Professional Training | 10% |
| High School | 100% | Postgraduate | 0% | Careers | 10% |
| Further / Vocational | 10% | Languages | 15% | Other | 10% |
| Foundation / Prep | 10% | | | | |

Exhibitors

Who should attend

Boarding schools
Business schools
Colleges
Gap year organisations

Hotel management schools
Language schools
Publishers
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
- Engineering
- Humanities
- Languages
- Law & LLM
- Retailing & marketing
- Science
- Social science
- Tourism, leisure & hospitality

Prices & Booking

Baku 19 Apr 2026

Hilton Hotel

- Working Space | €2000.00 [Book Now](#)

Baku 19 Apr 2026

Hilton Hotel

- Agent Workshop | €1000.00 [Book Now](#)

Baku 20 Apr 2026

School Visits

- School visits | €500.00 [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

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](#)



International Education Fair Korea Busan - Spring 2026

04 Apr 2026 - 05 Apr 2026

Information

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

Reasons to Attend

The Korea International Education Fair has been organized since 1992 and brings more than 200 schools and associations related to studying abroad from over 20 countries as well as 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 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, French Embassy and many more.

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

Visitor numbers :

Busan 12,617

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

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, 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

Busan 04 Apr 2026 - 05 Apr 2026

BEXCO

- 6m2 Standard Equipped Stand | **€2300.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

International Education Fairs of Turkey - Spring 2026

24 Mar 2026 - 31 Mar 2026

Information

The fair welcomes nearly 20,000 Turkish students to each of the semi-annual fairs. Throughout the past 13 years, the International Education Fair of Turkey has grown to become the largest education exhibition in both Turkey and the Middle-East, with universities from more than 30 countries 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 Fall 2019 event welcomed over 300 exhibitors representing over 150 institutions from 25 different countries.

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

Fair students are from very respected universities and high schools of Turkey. The international education fairs in 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 :

Istanbul, Ankara and Izmir 15,000

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|----------------------|----|---------------|-----|-----------------------|----|
| Primary School | % | Undergraduate | 25% | Professional Training | % |
| High School | 8% | Postgraduate | 33% | Careers | % |
| Further / Vocational | 6% | Languages | 23% | Other | 5% |
| Foundation / Prep | % | | | | |

Ankara 2,000

| | | | | | |
|----------------------|----|---------------|-----|-----------------------|-----|
| Primary School | % | Undergraduate | 32% | Professional Training | % |
| High School | 6% | Postgraduate | 44% | Careers | % |
| Further / Vocational | % | Languages | 37% | Other | 21% |
| Foundation / Prep | % | | | | |

Istanbul (Asian Side) 2,000

| | | | | | |
|----------------------|----|---------------|-----|-----------------------|-----|
| Primary School | % | Undergraduate | 32% | Professional Training | % |
| High School | 6% | Postgraduate | 44% | Careers | % |
| Further / Vocational | % | Languages | 37% | Other | 21% |
| Foundation / Prep | % | | | | |

Istanbul (European Side) 8,000

| | | | | | |
|----------------------|----|---------------|-----|-----------------------|-----|
| Primary School | % | Undergraduate | 32% | Professional Training | % |
| High School | 6% | Postgraduate | 44% | Careers | % |
| Further / Vocational | % | Languages | 37% | Other | 21% |
| Foundation / Prep | % | | | | |

Izmir 2,000

| | | | | | |
|-----------------------------|----|----------------------|-----|------------------------------|-----|
| Primary School | % | Undergraduate | 32% | Professional Training | % |
| High School | 6% | Postgraduate | 44% | Careers | % |
| Further / Vocational | % | Languages | 37% | Other | 21% |
| Foundation / Prep | % | | | | |

Exhibitors

Who should attend

Universities
Summer schools
Student service providers
Language schools
Hotel management schools
Funding & scholarship providers
Education agencies
Colleges
Business schools

Levels & Subjects

Academic Levels

- Professional training
- Language learning
- 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

Istanbul, Ankara and Izmir 24 Mar 2026 - 31 Mar 2026

Ankara, Istanbul, Izmir

- Full Tour 3 cities | **€6950.00** [Book Now](#)

Ankara 24 Mar 2026

Ankara Sheraton Hotel

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

Istanbul (Asian Side) 26 Mar 2026

Hilton Istanbul Kozyatagi Hotel

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

Istanbul (European Side) 28 Mar 2026 - 29 Mar 2026

Hilton Bosphorus Hotel Harbiye - European Side

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

Izmir 31 Mar 2026

Ege Palas Business Hotel

- Working Space | **€1500.00** [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

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

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

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

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](#)

School Tour & Career Fair UK

13 May 2026 - 14 May 2026

Information

The **School Tour & Career Fair UK** offers an outstanding opportunity to connect with both UK and international students while showcasing the educational strengths of your university. It also provides a valuable platform to build lasting relationships with careers advisers and senior staff at leading schools in the Midlands.

Establishing a presence in UK schools is a vital element of any successful student recruitment strategy.

Each tour runs over two days, the daily programme typically includes a student fair and presentations, complemented by a guided school tour and meetings with the Headteacher and/or Careers Adviser. To enrich the experience, one of the days concludes with a cultural activity, offering participants a memorable insight into local life.

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 13 May 2026 - 14 May 2026

- School visits | €2995.00 [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

| | | | | | |
|----------------------|----|---------------|-----|-----------------------|----|
| 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](#)