

# 12th International University Fair Greece Spring 2026

22 Mar 2026 - 24 Mar 2026

## Information

This exhibition is the important educational event in Southern Europe and the place where students, teachers and parents annually find out information related to study programmes abroad. Greek students who have chosen to study abroad and teams of educational advisors have an excellent opportunity to speak directly with university representatives from all over the world. Universities are invited to exhibit in a creative way with an opportunity to offer private sessions, seminars and direct engagement with students.

### Student market overview

When it comes to the top EU countries with the most students studying abroad, Greece is taking 4th place according to UNESCO statistics.

According to the fair past exhibitors the Greek students have:

93% great academic and social skills

87% foreign language proficiency

92% Strong motivation to study abroad

85% Strong level of information about studying abroad

### Greek student market

25% Highschool students and graduates

75% University students and Graduates

## Support

The fair receives significant institutional industry endorsement and support. DAAD, British Council, Campus France and The Fulbright Commission attended the fair regularly.

**Visitor numbers :**

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**Athens 1,200**

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | 0% | <b>Undergraduate</b> | 30% | <b>Professional Training</b> | 0% |
| <b>High School</b>          | 0% | <b>Postgraduate</b>  | 70% | <b>Careers</b>               | 0% |
| <b>Further / Vocational</b> | 0% | <b>Languages</b>     | 0%  | <b>Other</b>                 | 0% |
| <b>Foundation / Prep</b>    | 0% |                      |     |                              |    |

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**Thessaloniki 3,500**

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | 0% | <b>Undergraduate</b> | 60% | <b>Professional Training</b> | 0% |
| <b>High School</b>          | 0% | <b>Postgraduate</b>  | 39% | <b>Careers</b>               | 0% |
| <b>Further / Vocational</b> | 0% | <b>Languages</b>     | 0%  | <b>Other</b>                 | 0% |
| <b>Foundation / Prep</b>    | 0% |                      |     |                              |    |

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**Heraklion 900**

|                             |    |                      |     |                              |    |
|-----------------------------|----|----------------------|-----|------------------------------|----|
| <b>Primary School</b>       | 0% | <b>Undergraduate</b> | 30% | <b>Professional Training</b> | 0% |
| <b>High School</b>          | 0% | <b>Postgraduate</b>  | 70% | <b>Careers</b>               | 0% |
| <b>Further / Vocational</b> | 0% | <b>Languages</b>     | 0%  | <b>Other</b>                 | 0% |
| <b>Foundation / Prep</b>    | 0% |                      |     |                              |    |

**Exhibitors**

**Who should attend**

- 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
- Publishers

## Levels & Subjects

### Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- 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

### Athens 20 Mar 2026

*Divani Caravel Hotel*

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

### Thessaloniki 22 Mar 2026

*Macedonia Palace Hotel*

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

**Heraklion 24 Mar 2026**

*Aquila Atlantis Hotel*

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

[BOOK FULL TOUR](#)



# Days of International Education Hungary - Spring 2026

21 Mar 2026

## Information

Many education providers have already understood the great possibilities of the Hungarian market for successful student recruitment. This is the market where a certain “gap” has been formed in the area of study abroad offers.

The main aims of the fair are to increase the awareness of study abroad opportunities, promotion of the fair’s participants and their programmes & services, and recruit new students. Participants of the fair will represent a variety of study abroad opportunities.

## Market Overview

The total number of students in the higher education system was over 380,000 during the 2020/2021 academic year. Hungary has 70 operating higher education institutions. Hungarian institutions of higher education have started the transformation toward the regulations of the Bologna system. In the new system, both colleges and universities may launch bachelor, master, and Ph.D. programs provided that the necessary requirements are fulfilled. This also means that all awarded degrees are equivalent and transferrable throughout the EU and many other countries.

## Fair Outline

The importance of the education fair in Hungary for the students, the parents, and the educational decision-makers is given by the fact that it makes them possible to get all the necessary information at the same time, the same place: the students taking an entrance examination in the near future can inquire about the chances and the opportunities to take the entrance exam, while the decision-makers can inquire about the available tenders and the school equipment supply.

**Visitor numbers :**



**Budapest 4,500**

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | 0%  | Undergraduate | 35% | Professional Training | 0% |
| High School          | 15% | Postgraduate  | 10% | Careers               | 0% |
| Further / Vocational | 15% | Languages     | 10% | Other                 | 5% |
| Foundation / Prep    | 0%  |               |     |                       |    |

**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
- Equipment suppliers
- Education agencies
- Companies (Careers)
- 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

### Budapest 21 Mar 2026

*Crowne Plaza Budapest*

- Working Space | **€2420.00** [Book Now](#)

[BOOK FULL TOUR](#)



University Fairs

# Days of International Education Slovakia - Spring 2026

22 Mar 2026

## Information

Many education providers have already understood the great possibilities of the Slovakian market for successful student recruitment. This is the market where a certain “gap” has been formed in the area of study abroad offers.

The main aims of the fair are to increase the awareness of study abroad opportunities, promotion of the fair’s participants and their programmes & services, and recruit new students. Participants of the fair will represent a variety of study abroad opportunities.

## Market Overview

### Fair Outline

### Visitor numbers :

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#### Bratislava 4,500

|                      |     |               |     |                       |    |
|----------------------|-----|---------------|-----|-----------------------|----|
| Primary School       | 0%  | Undergraduate | 35% | Professional Training | 0% |
| High School          | 15% | Postgraduate  | 10% | Careers               | 0% |
| Further / Vocational | 15% | Languages     | 10% | Other                 | 5% |
| Foundation / Prep    | 0%  |               |     |                       |    |

## 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  
Equipment suppliers  
Education agencies  
Companies (Careers)  
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

**Bratislava 22 Mar 2026**

*Radisson Blue Carlton Hotel*

- Working Space | €2420.00 [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.
- Thefair 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 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](#)



# International Education Fair Korea - Spring 2026

28 Mar 2026 - 29 Mar 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 :

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### Seoul 26,000

|                             |       |                      |       |                              |       |
|-----------------------------|-------|----------------------|-------|------------------------------|-------|
| <b>Primary School</b>       | 16%   | <b>Undergraduate</b> | 30%   | <b>Professional Training</b> | 10%   |
| <b>High School</b>          | 12.5% | <b>Postgraduate</b>  | 30%   | <b>Careers</b>               | 19.2% |
| <b>Further / Vocational</b> | 10%   | <b>Languages</b>     | 25.4% | <b>Other</b>                 | 10%   |
| <b>Foundation / Prep</b>    | 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

**Seoul 28 Mar 2026 - 29 Mar 2026**

*COEX*

- 6m2 Standard Equipped Stand | **€2650.00** [Book Now](#)
- 9m2 Standard Equipped Stand | **€3100.00** [Book Now](#)

[BOOK FULL TOUR](#)



UniversityFairs

# 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 :

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## Busan 12,617

|                             |       |                      |       |                              |       |
|-----------------------------|-------|----------------------|-------|------------------------------|-------|
| <b>Primary School</b>       | 16%   | <b>Undergraduate</b> | 20%   | <b>Professional Training</b> | 10%   |
| <b>High School</b>          | 12.5% | <b>Postgraduate</b>  | 20%   | <b>Careers</b>               | 19.2% |
| <b>Further / Vocational</b> | 10%   | <b>Languages</b>     | 25.4% | <b>Other</b>                 | 10%   |
| <b>Foundation / Prep</b>    | 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

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



University Fairs

# **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 :

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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% |               |     |                       |    |

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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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## 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](#)