



**international
education fairs**

OVERVIEW



**international
education fairs**

FALL 2024

**NORTH AFRICA FAIRS
TUNISIA & MOROCCO**

Tunis, Rabat, Casablanca, Fez

NOVEMBER 16-21



**THANK YOU FOR YOUR ATTENDANCE IN
a² FALL 2024 NORTH AFRICA FAIRS!**

*We were so glad to have you with us
in Tunisia & Morocco*

We hope you had a productive fair and enjoyable stay.
You may find the summary of the fair below which you can keep
in your records for your next term's planning.

[CLICK HERE TO WATCH THE a² FAIRS COVERAGE VIDEO](#)



SUBSCRIBE

FIGURES FROM FALL 2024 TUNISIA & MOROCCO FAIRS



Dear Colleague,

Thank you for joining **Fall 2024 a² North Africa Fairs** that took place in Fez, Rabat and Casablanca. We were glad to have you with us.

We are pleased to share some figures & statistics about our recent events in Tunisia & Morocco.

TOTAL NUMBER OF STUDENTS

5501 students in 4 cities

TOTAL NUMBER OF EXHIBITORS

Almost 23 institutions from **10 countries**

ORIGIN OF EXHIBITORS

Canada, China, Finland, France, Germany, Lithuania, Romania, Slovakia, Slovenia, UK, USA

VISITOR INTEREST AREAS (Multiple Choice)

- 25%** Master & Postgraduate Degrees
- 28%** Undergraduate Degree
- 22%** Language Programs
- 14%** Summer School & Certificate Degrees
- 15%** High Schools



VISITOR FIGURES

5501

ATTENDANCE



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STUDENT FAIR IN TUNIS NOVEMBER 16, 2024



VISITOR FIGURES

1502 students attended the a² Marrakesh Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

17 institutions from **11 countries**

STUDENT FAIR IN RABAT NOVEMBER 18, 2024



VISITOR FIGURES

1613 students attended the a² Rabat Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

20 institutions from **12 countries**

STUDENT FAIR IN CASABLANCA NOVEMBER 19, 2024



VISITOR FIGURES

1549 students attended the a² Casablanca Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

23 institutions from **13 countries**

STUDENT FAIR IN FEZ NOVEMBER 21, 2024



VISITOR FIGURES

837 students attended the a² Tunis Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

13 institutions from **11 countries**



THE LIST OF THE PARTICIPATING INSTITUTIONS

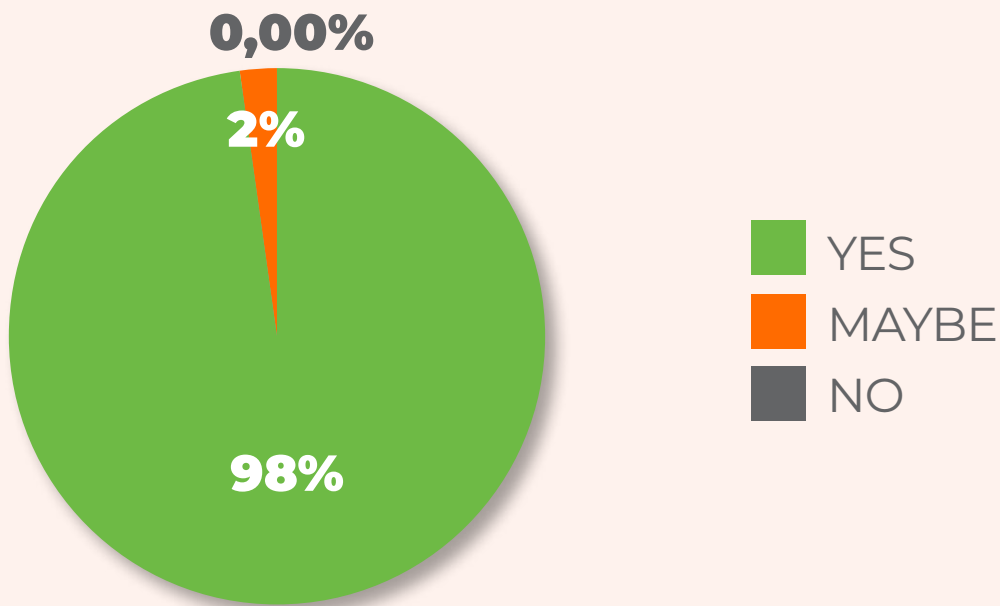
SCHOOL / INSTITUTION NAME	COUNTRY
St. Clair College of Applied art and Technology	CANADA
Thames Valley District School Board	CANADA
Embassy of Canada to Tunisia	CANADA
Shaanxi University of Science & Techonology	CHINA
VAMK Vaasa University of Applied Sciences	FINLAND
Grenoble Ecole de Management	FRANCE
Fintiba GmbH	GERMANY
Freie Universität Berlin	GERMANY
Vilnius University Business School	LITHUANIA
Universitatea Babeş-Bolyai	ROMANIA
Transilvania University of Brasov	ROMANIA
Vasile Goldis Western University of Arad, Romania	ROMANIA
University of Medicine and Pharmacy "Carol Davila", Bucharest, Romania	ROMANIA
University of Oradea	ROMANIA
"Iuliu Hatieganu" University of Medicine and Pharmacy Cluj-Napoca	ROMANIA
Slovak University of Technology in Bratislava	SLOVAKIA
EMUNI University	SLOVENIA
University of Greenwich	UK
Bath Spa University	UK
British Council	UK
Southern Utah University	USA
Troy University	USA
Amedia	USA



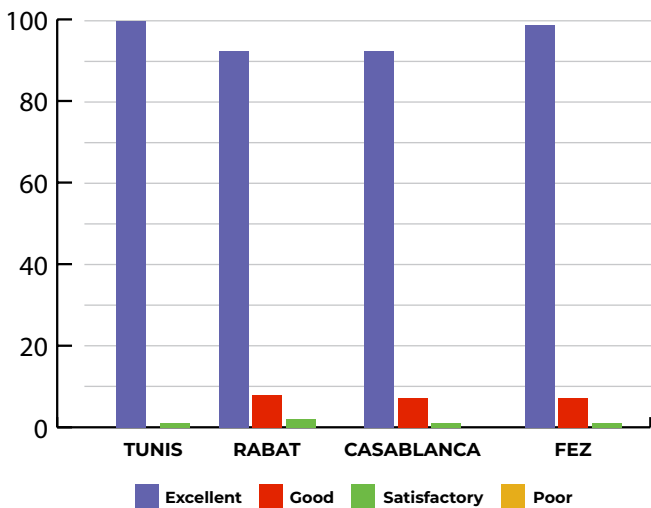
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HOW DID YOU EVALUATE OUR FAIRS?

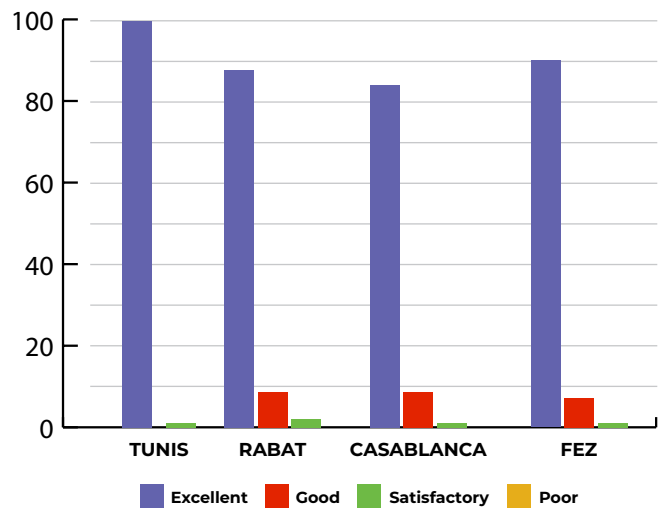
WOULD YOU CONSIDER ATTENDING FUTURE
a² FAIRS IN TUNISIA & MOROCCO?



How would you rate the number of students attending the fair?



How would you rate the quality of students attending the fair?





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**HOW WELL DID THIS EVENT
MEET YOUR EXPECTATIONS?
(STUDENT WISE)**

3.93/4 ★

average rating



**PLEASE RATE YOUR OVERALL
EXPERIENCE WITH THE a² FAIRS?
(ORGANISATION WISE)**

3.97/4 ★

average rating



HOW DID WE PROMOTE OUR FAIRS?

RADIO

a² fairs advertised in Morocco's most popular radio station.

OUTDOOR

a² posters & fair invitations are placed near to local schools, university campuses. Flyers and posters were distributed in high schools, colleges, universities...

DIRECT INVITATIONS

Fair invitations were sent to educational institutions & academic advisors.





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HOW DID WE PROMOTE OUR FAIRS?



SOCIAL MEDIA & INFLUENCER

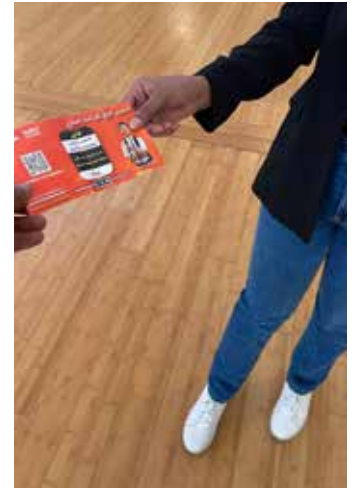
We used Facebook, Instagram & many web pages.

SCHOOL VISITS & INVITATIONS

a² local partner who is responsible for the local publicity contacted public & private colleges, high schools, universities & invited their students to the fair.

SMS

a² Fairs current database + barter and sponsorship SMS



DIRECT MAILING

In addition to a² Fairs student databases, a² sponsors & supporters sent out a² Fairs' invitations to their contact databases.

WEB ADVERTISING

a² Fairs promoted its educational events at various websites, online magazines & newspapers.



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SPRING 2025 NORTH AFRICA FAIRS SCHEDULE

**Spring 2025 Tunisia & Morocco Fairs
Tunis, Rabat, Casablanca, Marrakech / May 01-06**

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2025 Spring Fairs

Until December 31st, 2024 (Registrations & Payments made by the deadline)



15% Renewal Discount for 2025 Spring Fairs

Until December 31st, 2024 (The discount is only offered to the institutions who attended the Fall 2024 Tunisia & Morocco Fairs)

**Contact us to learn about our recruitment fairs
in a² Turkey, Azerbaijan, Morocco, Tunisia Fairs and
be with us again in Spring 2025! Our sales team
will be happy to assist you.**

We are looking forward to welcoming you again!