



**international
education fairs**

FALL 2025 AZERBAIJAN FAIRS'

OVERVIEW

October 31 - November 01-02, 2025

**Thank you for your attendance in
a² Fall Azerbaijan 2025 Fairs!**

We were so glad to have you with us.

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.

As part of the a² International Education Fall Azerbaijan 2025 Fairs, we visited British School in Baku, Idrak Lyceum. Prior to our fair, representatives from the schools that participated in the school visits met with students from these two prominent high schools.



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



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FIGURES FROM FALL 2025 AZERBAIJAN FAIRS



VISITOR FIGURES

2780 students in 2 days.

EXHIBITOR FIGURES

27 institutions from 11 different countries

ORIGIN OF EXHIBITORS

Australia, Azerbaijan, France, Germany, Hong Kong, International, Italy, Korea, Türkiye, UK, USA.

VISITOR INTEREST AREAS (Multiple Choice)

- 29% Master & Postgraduate Degrees
- 28% Undergraduate Degree
- 20% Language Programs
- 19% High Schools
- 16% Summer School & Certificate Degrees



VISITOR FIGURES

2780

ATTENDANCE



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HOW DID WE PROMOTE OUR FAIRS?

TV

Advertisement on Xazar TV interviews



SOCIAL MEDIA + INFLUENCER

We used Facebook, Instagram, Tiktok, Youtube and Google



OUTDOOR

Posters were hung in Baku streets. Flyers were distributed in high schools, colleges, universities, associations, student clubs

DIRECT INVITATIONS

Fair invitations were sent to educational institutions & academic advisors



SCHOOL VISITS & INVITATIONS

Public & private colleges, high schools, universities were invited to the fair

WEB ADVERTISING

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



SMS & EMAILING

a² Sent out SMS & electronic invitations to its own student database and other sources' customer databases

And much more...

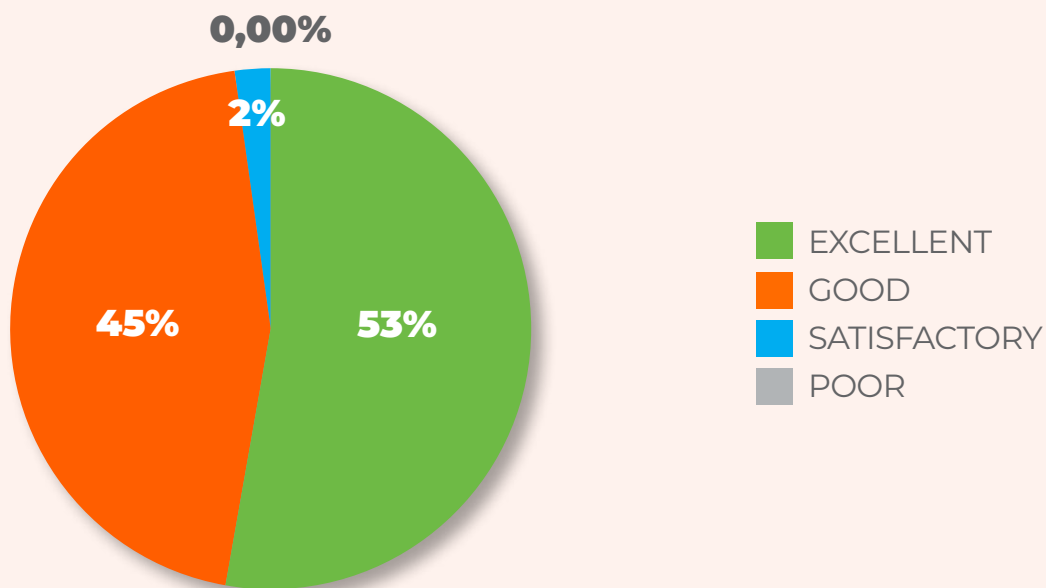




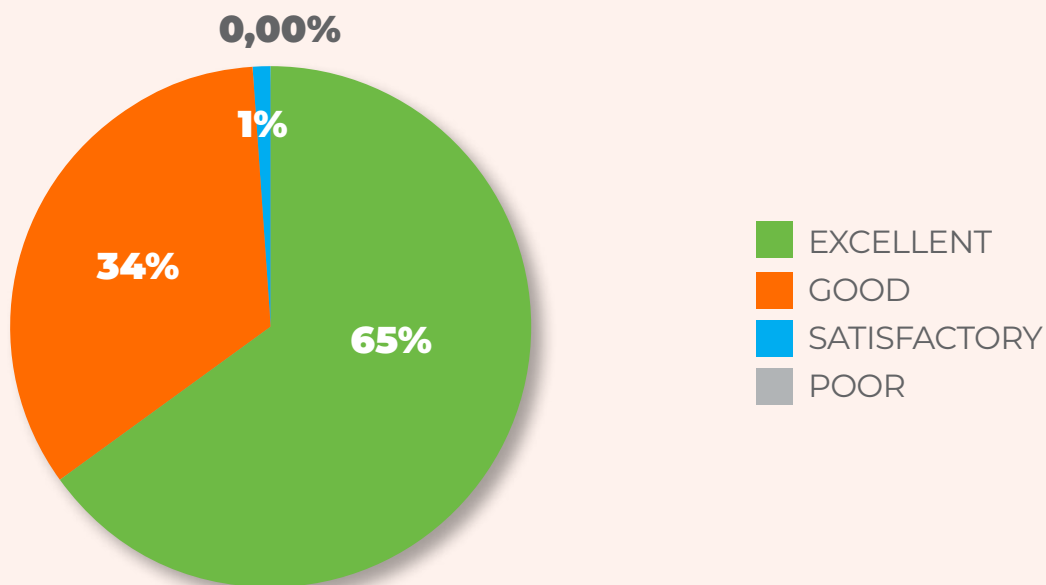
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HOW DID YOU EVALUATE OUR FAIRS?

HOW WOULD YOU RATE THE QUALITY OF STUDENTS ATTENDING THE FAIR?



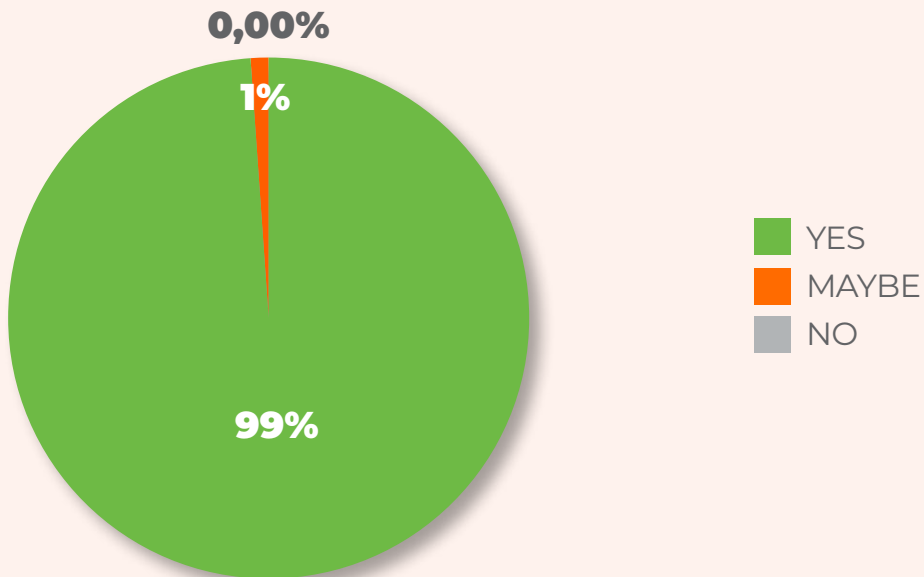
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN AZERBAIJAN?



**PLEASE RATE YOUR
OVERALL EXPERIENCE WITH
THE a² FAIRS?**

3.98/4 ★

average rating





THE LIST OF THE PARTICIPATING INSTITUTIONS

COUNTRY	SCHOOL / INSTITUTION NAME
AUSTRALIA	Study in Australia
AZERBAIJAN	Idrak Lyceum
	Azerbaijan University of Languages
	Erasmus+ Youth and ESC Info Centre in Azerbaijan
FRANCE	Campus France Azerbaijan
GERMANY	Constructor University
	BSBI
HONG KONG	The Hong Kong Polytechnic University
INTERNATIONAL	AIESEC
	Akare Xaricdə Təhsil
ITALY	Edumondo
KOREA	Sejong University
TÜRKİYE	Fırat University
	Ataturk University
	Bahcesehir University
	Okan University
	Istanbul Medipol University
	Study in Türkiye
UK	University College London
	Kaplan International Pathways
	University of Birmingham
	Royal Holloway, University of London
	Malvern College Summer School
	GoBritanya Student Accommodation
	British Council
USA	California State University, Chico
	Arizona State University



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SPRING 2026 AZERBAIJAN FAIRS' SCHEDULE

International Counsellor Workshop in Baku / April 19, 2026

Spring Azerbaijan Fair - Baku / April 19, 2026

School Visit in Baku / April 20, 2026

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2026 Spring Fairs

Until December 31st, 2025 (Registrations & Payments made by the deadline)



15% Renewal Discount for 2026 Spring Fairs

Until December 15th, 2025 (The discount is only offered to the institutions who attended the Fall 2025 Azerbaijan Fairs)

Contact us to learn about our recruitment fairs in a² Türkiye, Azerbaijan, Georgia, North Africa (Tunisia & Morocco) Fairs and be with us again in Spring 2026! Our sales team will be happy to assist you.

We are looking forward to welcoming you again!