



**international
education fairs**

FALL 2025 NORTH AFRICA FAIRS'

OVERVIEW

November 05-10, 2025

**Thank you for your attendance in
a² Fall North Africa (Morocco & Tunisia) Fairs!**

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

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 North Africa (Morocco & Tunisia) 2025 Fairs, we visited Groupe Scolaire Subrini, Charles Peguy, Charif Al Idrissi.

Prior to our fair, representatives from the schools that participated in the school visits met with students from these three prominent high schools.



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



SUBSCRIBE



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FIGURES FROM FALL 2025 MOROCCO & TUNISIA FAIRS



Dear Colleague,

Thank you for joining **Fall 2025 a² North Africa Fairs** that took place in Rabat, El Jadida Casablanca and Tunis. We were glad to have you with us.

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

TOTAL NUMBER OF STUDENTS

5463 students in 4 cities

TOTAL NUMBER OF EXHIBITORS

36 institutions from 21 countries

ORIGIN OF EXHIBITORS

Belgium, Canada, Czech Republic, Finland, France, Hungary, Italy, Japan, Latvia, Lithuania, Morocco, Netherlands, Poland, Romania, Russian Federation, Saudi Arabia, Spain, Switzerland, TRNC, UK, USA.

VISITOR INTEREST AREAS (Multiple Choice)

- 30%** Undergraduate Degree
- 28%** Master & Postgraduate Degrees
- 24%** Language Programs
- 17%** High Schools
- 11%** Summer School & Certificate Degrees



VISITOR FIGURES

5463

ATTENDANCE



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STUDENT FAIR IN RABAT NOVEMBER 06, 2025



VISITOR FIGURES

1629 students attended the a² Rabat Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

29 institutions from **17 countries**

STUDENT FAIR IN EL JADIDA NOVEMBER 07, 2025



VISITOR FIGURES

984 students attended the a² El Jadida Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

15 institutions from **12 countries**

STUDENT FAIR IN CASABLANCA NOVEMBER 08, 2025



VISITOR FIGURES

1567 students attended the a² Casablanca Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

26 institutions from **19 countries**

STUDENT FAIR IN TUNIS NOVEMBER 10, 2025



VISITOR FIGURES

1283 students attended the a² Tunis Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

15 institutions from **13 countries**



THE LIST OF THE PARTICIPATING INSTITUTIONS

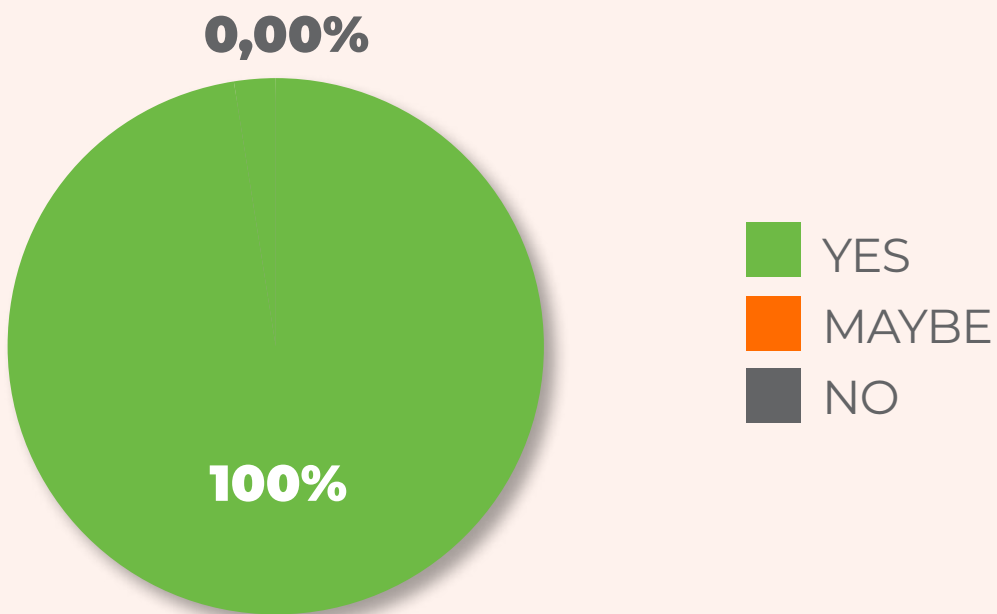
| COUNTRY | SCHOOL / INSTITUTION NAME |
|---------------------------|--|
| BELGIUM | ECOLE-IT |
| CANADA | Algonquin College |
| CZECH REPUBLIC | Tomas Bata University in Zlín |
| FINLAND | Metropolia University of Applied Sciences |
| | VAMK Vaasa University of Applied Sciences |
| FRANCE | GEDU |
| HUNGARY | Corvinus University of Budapest |
| | University of Debrecen |
| | University of Dunaújváros |
| ITALY | Università degli Studi dell'Insubria |
| JAPAN | Study in Japan (J-MENA) |
| LATVIA | Transport and Telecommunication Institute (TSI) |
| LITHUANIA | Lithuanian Sports University |
| | Vilnius University |
| MOROCCO | Flexyclass |
| NETHERLANDS | Tio Business School |
| POLAND | Bialystok University of Technology |
| | Perspektywy Education Foundation |
| | Pomeranian University in Slupsk |
| | Silesian University of Technology |
| | University of Zielona Gora |
| | WSB University |
| ROMANIA | Bucharest University of Economic Studies |
| | University of Medicine and Pharmacy "Iuliu Hatieganu", Cluj-Napoca |
| | Vasile Goldis Western University of Arad |
| RUSSIAN FEDERATION | Peter the Great St.Petersburg Polytechnic University |
| SAUDI ARABIA | King Abdullah University of Science and Technology (KAUST) |
| SPAIN | Cervantes |
| SWITZERLAND | GBSB Global Business School |
| TRNC | European University of Lefke |
| UK | British Council |
| | University College London (UCL) |
| | University of Chester |
| USA | Education USA |
| | Monroe University |
| | Northwest Missouri State University |



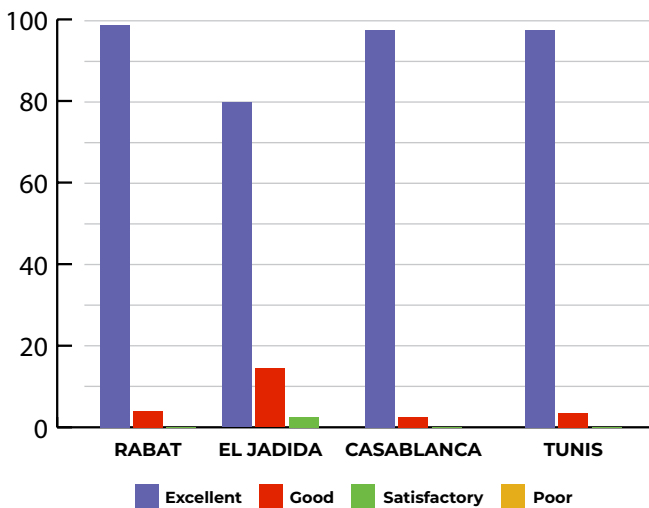
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HOW DID YOU EVALUATE OUR FAIRS?

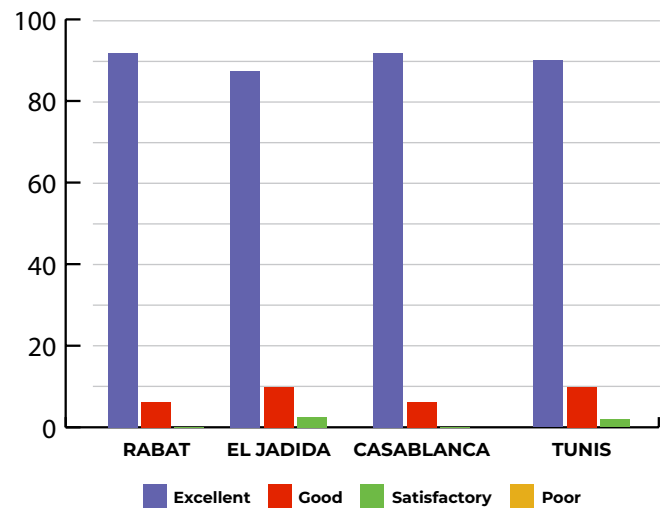
WOULD YOU CONSIDER ATTENDING FUTURE
a² FAIRS IN MOROCCO & TUNISIA?



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)**

3.97/4 ★

average rating



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

4/4 ★

average rating



HOW DID WE PROMOTE OUR FAIRS?

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 2026 NORTH AFRICA FAIRS SCHEDULE

**Spring 2026 Morocco & Tunisia Fairs
Rabat, Marrakech, Casablanca, Tunis / May 02-07**

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2026 Spring Fairs

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



15% Renewal Discount for 2026 Spring Fairs

Until Dec. 15th, 2025 (The discount is only offered to the institutions who attended the Fall 2025 Morocco & Tunisia Fairs)

Contact us to learn about our recruitment fairs in a² Türkiye, Azerbaijan, Georgia, Morocco, Tunisia 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!