



international  
education fairs

## FALL 2025 TÜRKİYE FAIRS'

### OVERVIEW

October 10-17, 2025

**Thank you for your attendance in  
a² Fall Türkiye 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 Türkiye 2025 Fairs, we visited Isik High School Ayazaga Campus, Tarabya British School, The Koc High School. 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](#)**



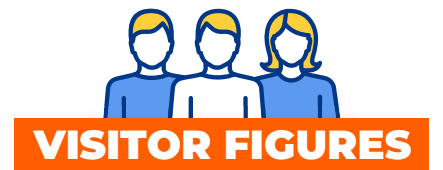
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## FIGURES FROM FALL 2025 TÜRKİYE FAIRS

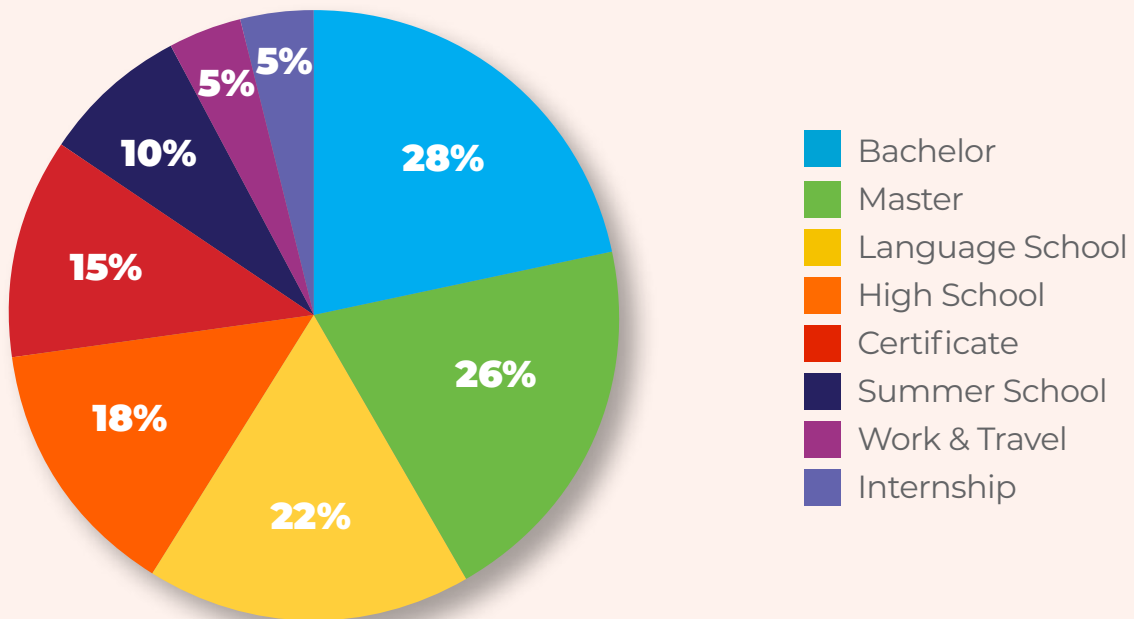
We welcomed **8.045 unique visitors**, almost **140 institutions** from **23 countries** with over **250 participants** to a² Türkiye Fairs!

Here are the numbers we want to share with you



**8.045**  
ATTENDANCE

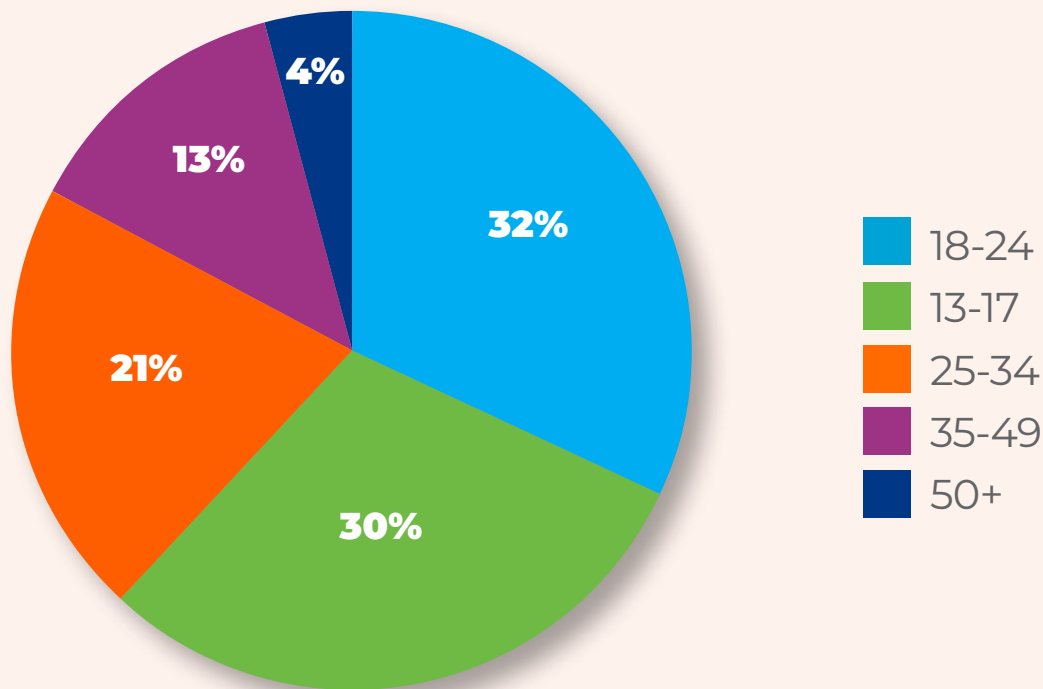
## WHAT WERE STUDENTS LOOKING FOR?





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## AGE RANGE OF THE VISITORS



### EXHIBITOR FIGURES

Almost **140 institutions** from **23 countries**

### ORIGIN OF EXHIBITORS

Australia, Bulgaria, Canada, Czech Republic, Finland, France, Germany, Holland, Hong Kong, Hungary, International, Italy, Kazakhstan, Korea, Latvia, Lithuania, Poland, Romania, Slovenia, Sweden, Türkiye, UK, USA.

### SUPPORTERS & SPONSORS

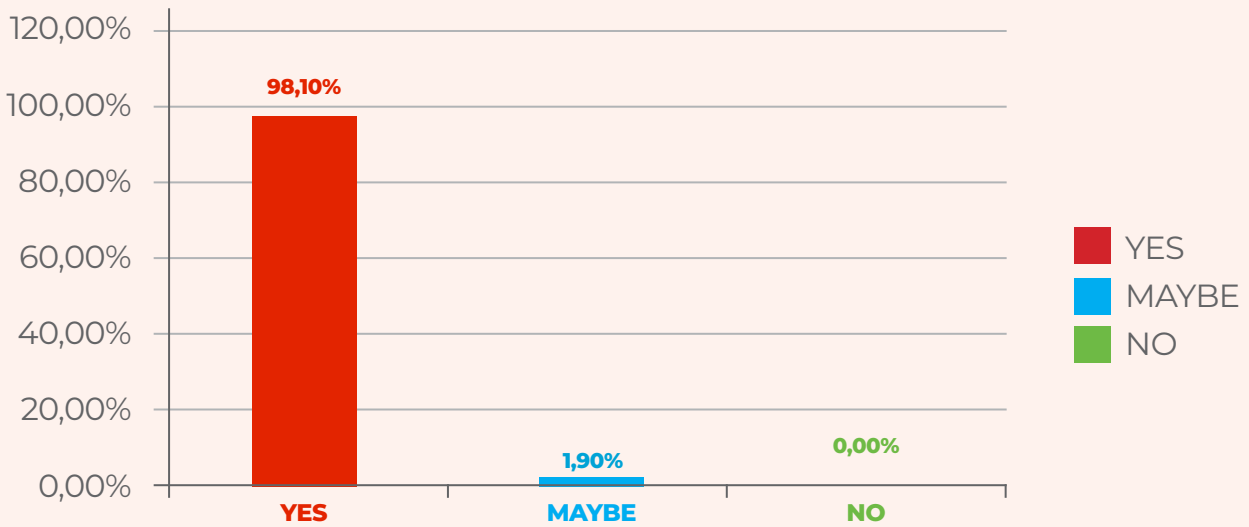
British Council IELTS & Study UK, CampusFrance / French Embassy, DAAD, Education USA, Fulbright, Go Britanya, Study in Sweden / Consulate General of Sweden, Stuhomes, Turkish Education Foundation, US Consulate General Istanbul, US Embassy, Embassy of Ireland, Embassy of Canada.



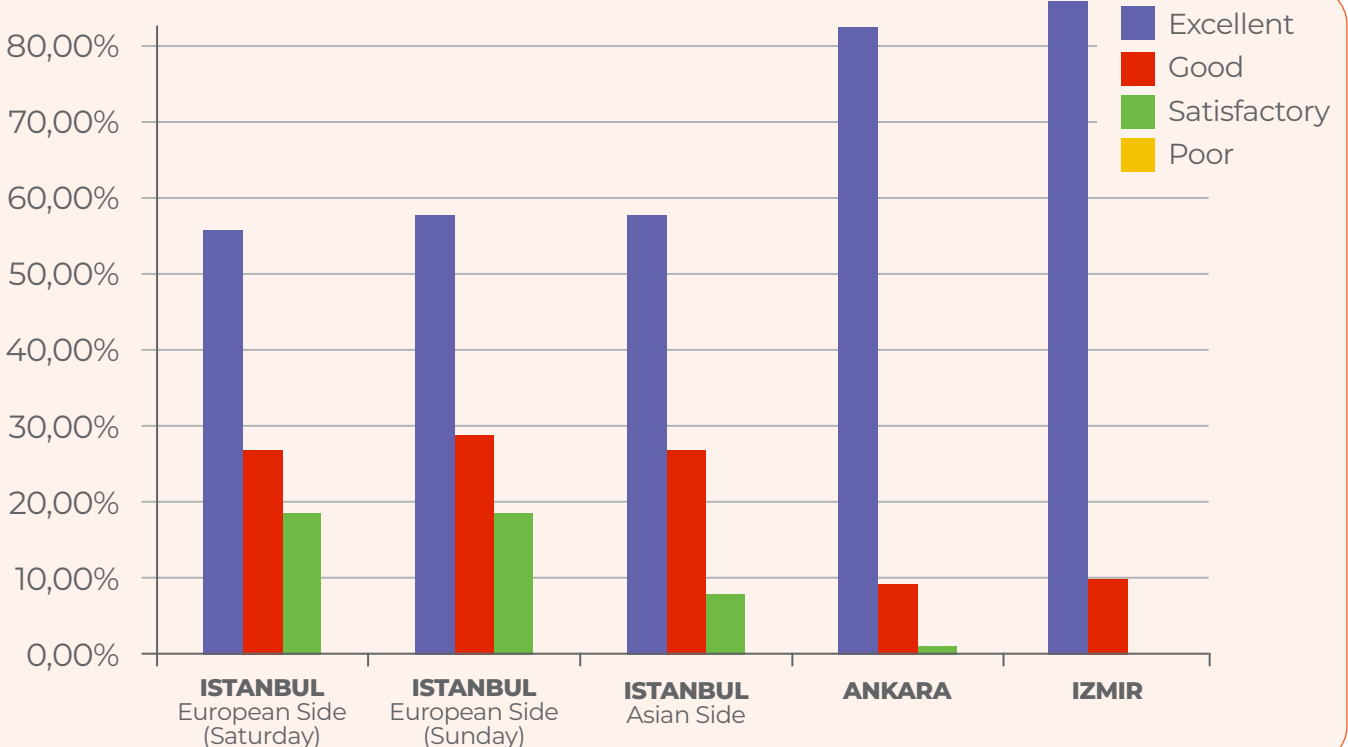
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## PARTICIPANTS' FEEDBACKS AND REMARKS

WOULD YOU CONSIDER ATTENDING FUTURE a<sup>2</sup> FAIRS IN TURKEY?



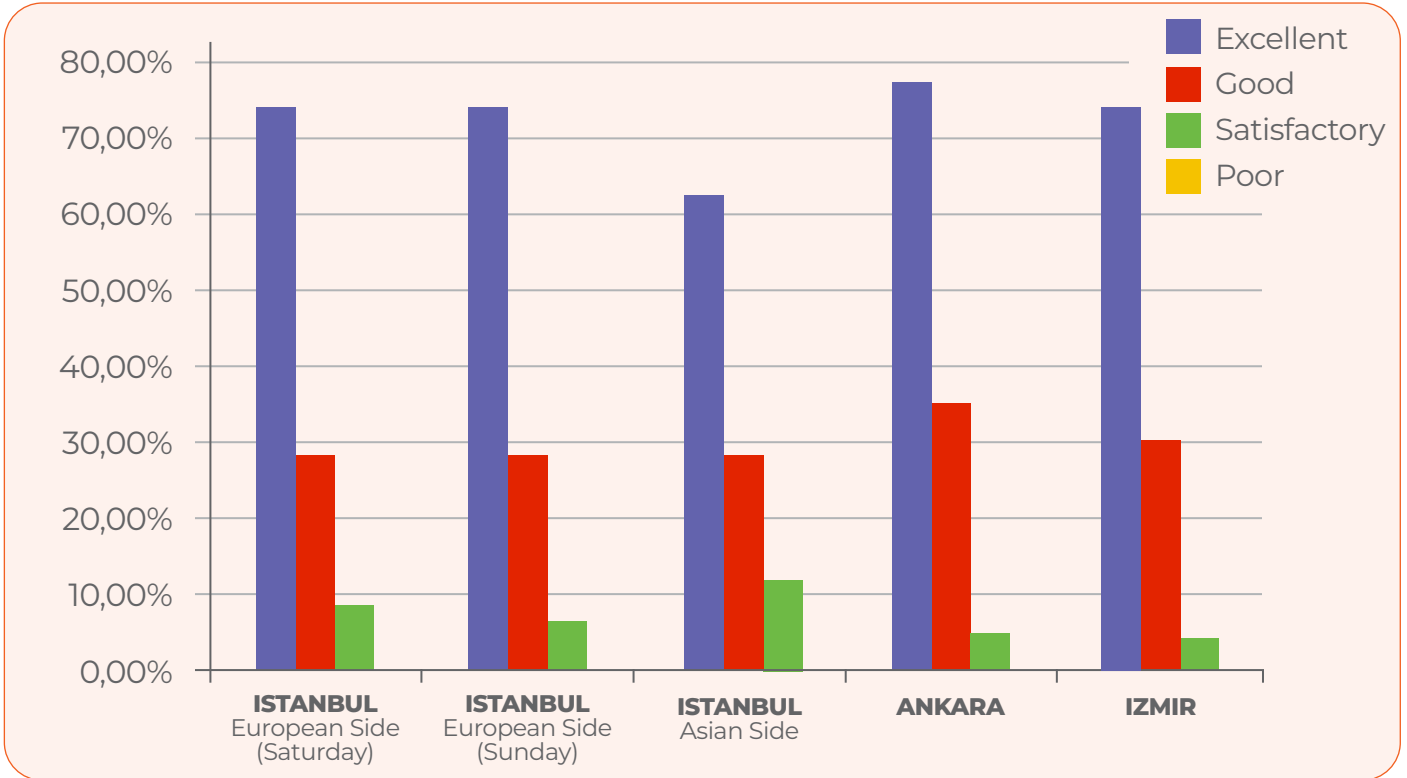
HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?





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**HOW DO YOU RATE THE QUALITY OF STUDENTS ATTENDING THE FAIR?**



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

3.85/4 ★

average rating



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

3.98/4 ★

average rating





## THE LIST OF THE PARTICIPATING INSTITUTIONS

| COUNTRY                                 | PARTICIPANTS   |
|---|--|
| <b>AUSTRALIA</b>                        | Greenwich College  |
|   | Hawthorn-Melbourne - Ikon Institute of Australia                                       |
|   | Macquarie Grammar School   |
|   | Murdoch University   |
|   | The University of Sydney   |
|   | Torrens University Australia   |
|   | Victoria University, ELSIS & APIC Australia  |
| <b>BULGARIA</b>                         | Varna International Education Centre   |
| <b>CANADA</b>                           | Algonquin College  |
|   | Canadore College   |
|   | Conestoga College  |
|   | Douglas College  |
|   | EduPathways Education and Career Consulting / Northern Pathways Immigration Consulting |
|   | Fanshawe College of Applied Arts and Technology  |
|   | University of Canada West  |
|   | Kwantlen Polytechnic University  |
|   | Langara College  |
|   | Royal Crown School   |
|   | TAIE International Institute   |
|   | University of Alberta  |
| Upper Madison College - UMC High School |  |
| <b>CZECH REPUBLIC</b>                   | Tomas Bata University in Zlín  |
| <b>EAST EUROPE</b>                      | Education in Eastern Europe (Hungary, Czech Republic, Poland, Latvia)                  |
| <b>EUROPE</b>                           | Jean Monnet Scholarship Programme  |
| <b>FINLAND</b>                          | Aalto University   |
|   | Innovate360 European Consulting  |
|   | Metropolia University of Applied Sciences  |
|   | Tampere University   |
|   | University of Eastern Finland  |
|   | University of Helsinki   |
| University of Oulu                      |  |
| <b>FRANCE</b>                           | Campus France Türkiye / French Embassy   |
| <b>GERMANY</b>                          | Germany University Application Center / Academix                                       |
|   | Berlin School of Business and Innovation   |
|   | DAAD Türkiye   |
|   | Orbis Study Abroad / Study in Germany  |
|   | Schiller International University  |
|   | University of Europe for Applied Sciences  |
| <b>HOLLAND</b>                          | Eindhoven University of Technology   |



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| COUNTRY                              | PARTICIPANTS  |
|--------------------------------------|---|
| <b>HOLLAND</b>                       | Radboud University  |
|                                      | University of Twente  |
| <b>HONG KONG</b>                     | Hong Kong Economic and Trade Office   |
| <b>HUNGARY</b>                       | University of Debrecen  |
|                                      | Wekerle International University  |
| <b>INTERNATIONAL</b>                 | USA & CANADA Education Loan Services  |
|                                      | Academix Study Abroad Services  |
|                                      | ASBA Study Abroad   |
|                                      | ATLAS Private Educational Services  |
|                                      | EDCON Education Consultancy   |
|                                      | EğitimAL Study Abroad   |
|                                      | ETS TOEFL   |
|                                      | High School Abroad  |
| <b>ITALY</b>                         | Navitas   |
|                                      | Atlas Study Abroad / Study in Italy   |
|                                      | Edumondo  |
|                                      | Prontoitalia Educazione   |
|                                      | Italy University Application Center / Academix                                  |
| Universita Cattolica del Sacro Cuore |   |
| <b>KAZAKHSTAN</b>                    | Nazarbayev University Graduate School of Business                               |
| <b>KOREA</b>                         | Sejong University   |
| <b>LATVIA</b>                        | EKA University of Applied Sciences  |
|                                      | Transport and Telecommunication Institute / TSI, University of Applied Sciences |
| <b>LITHUANIA</b>                     | SMK College of Applied Sciences   |
|                                      | Vilnius University Faculty of Medicine  |
| <b>POLAND</b>                        | WSG University  |
|                                      | WSB Merito University in Poznan   |
| <b>ROMANIA</b>                       | Politehnica University Timișoara  |
| <b>SLOVENIA</b>                      | EMUNI University  |
| <b>SWEDEN</b>                        | Linnaeus University   |
|                                      | Study and Sweden  |
|                                      | University West   |
|                                      | Jönköping University  |
| <b>TÜRKİYE</b>                       | Atlas & Troy / Work & Travel  |
|                                      | Campus Explorer Tour  |
|                                      | CEO Education   |
|                                      | METALANCE Study Abroad  |
|                                      | Orbis Study Abroad  |
|                                      | Pisa Edu Study Abroad   |
|                                      | PREPTEST  |



## THE LIST OF THE PARTICIPATING INSTITUTIONS

| COUNTRY                  | PARTICIPANTS                                   |
|--------------------------|--|
| TÜRKİYE                  | Saksi Campus                                   |
|                          | THY  |
|                          | Wall Street English                            |
| UK                       | Bayswater Education                            |
|                          | Berlitz UK                                     |
|                          | Birkbeck, University of London                 |
|                          | BPP University                                 |
|                          | British Council IELTS                          |
|                          | Cardiff University                             |
|                          | Cats Global                                    |
|                          | CEG - OnCampus                                 |
|                          | Central Film School                            |
|                          | Coventry University                            |
|                          | Downe House Summer School                      |
|                          | Durham University                              |
|                          | English Path                                   |
|                          | GEDU Global Education                          |
|                          | GoBritanya Student Accommodation               |
|                          | Hult International Business School             |
|                          | International House London                     |
|                          | International Schools Partnership (ISP)        |
|                          | INTO University Partnerships                   |
|                          | Kaplan International Languages                 |
|                          | Kaplan International Pathways                  |
|                          | King's College London                          |
|                          | King's College London - King's Business School |
|                          | LINGUASKILL from CAMBRIDGE                     |
|                          | LSI Education                                  |
|                          | MPW (Mander Portman Woodward)                  |
|                          | Oxford International Education                 |
|                          | Queen Mary University of London                |
|                          | Regent College London                          |
|                          | South and City College                         |
|                          | Sprachcaffe Languages Plus                     |
|                          | St Giles International                         |
|                          | Study Group                                    |
| UCAS                     |  |
| Ulster University        |  |
| University of Birmingham |  |
| University of Bradford   |  |



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| COUNTRY | PARTICIPANTS   |
|---------|--|
| UK      | University of Bristol                                    |
|         | University of Essex                                      |
|         | University of Exeter                                     |
|         | University of Gloucestershire                            |
|         | University of Leeds                                      |
|         | University of Sheffield                                  |
|         | University of Southampton                                |
|         | University of the West of England, Bristol               |
|         | University of Warwick                                    |
|         | Vita Student Accommodation                               |
| USA     | Arizona State University - Fulton Schools of Engineering |
|         | Avila University Arizona                                 |
|         | Drew University  |
|         | EducationUSA   |
|         | Florida International University                         |
|         | George Mason University                                  |
|         | InUni US   |
|         | Oregon State University                                  |
|         | Pomfret School   |
|         | SUNY Polytechnic Institute                               |
|         | Turkish Fulbright Commission                             |



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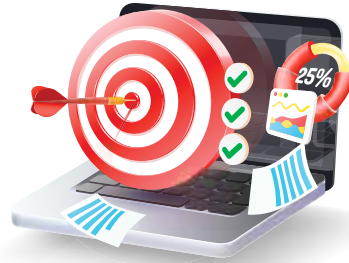
## HOW DID WE PROMOTE OUR FAIRS?

### ONLINE ADVERTISING

a<sup>2</sup> events were promoted on various websites, online magazines, and main news. a<sup>2</sup> Fairs promoted its fairs using all social media channels such as Instagram, Facebook, Google etc. In addition, sponsors and supporters posted a<sup>2</sup> Fairs' invitations on their social media accounts.

### MEDIA BROADCAST

Fair information & invitation were aired on major webpages & social media networks.



### TV

Our fair was featured on two prominent TV channels in Türkiye, Now TV Main News and Star TV, both of which are the most watched channel in Türkiye.

### SMS

a<sup>2</sup> Fairs sent text alerts to its contact database as well as its sponsors' databases.

### DIRECT MAILING

In addition to the a<sup>2</sup> Fairs database, our sponsors and supporters sent a<sup>2</sup> Fairs' invitations to their contacts.



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### OUTDOOR

Flyers were distributed to doors in luxury neighborhoods. In addition, flyers were distributed on streets in central areas where students are concentrated. Posters were hung in both private & public high schools and universities.



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## SPRING 2026 TÜRKİYE FAIRS

► **Spring Türkiye Fairs - Istanbul, Ankara, Izmir / March 07-13** € 6,200 (5 Fair days, 4 locations)

- Istanbul Fairs (European Side) - Istanbul Congress Center / March 07-08
- Istanbul Fairs (Asian Side) - Dedeman Bostanci Hotel / March 09
- Ankara Fair - Sheraton Hotel / March 11
- Izmir Fair - Swissotel Buyuk Efes / March 13

### • Single Prices

- Istanbul (European Side) € 3,500
- Istanbul (Asian Side) / Ankara / Izmir € 1,400 (each location)

### • Package Prices

- Istanbul (European & Asian Sides) + Ankara + Izmir € 6,200 (instead € 7,700) Full Tour (4 locations)
- Istanbul (European & Asian Sides) + Ankara € 5,500 (instead € 6,300) 3 locations
- Istanbul (European Side) + Istanbul (Asian Side) or Ankara € 4,500 (instead € 4,900) 2 locations

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 Türkiye Fairs)

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