



FALL 2022 MOROCCO FAIRS' **OVERVIEW**

November 24-28, 2022

**Thank you for your attendance in a² Fall Morocco 2022 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.**



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



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FIGURES FROM FALL 2022 MOROCCO FAIRS



Dear Colleague,

Thank you for joining **Fall 2022 a² Morocco Fairs & School Visits** that took place in Casablanca, El Jadida & Marrakesh. We were glad to have you with us.

I am pleased to share some figures & statistics about our recent events in Morocco.

TOTAL NUMBER OF STUDENTS

4185 students in **3 cities**.

TOTAL NUMBER OF EXHIBITORS

52 institutions from **12 countries**

ORIGIN OF EXHIBITORS

Canada, Ireland, Italy, Morocco, Poland, Romania, Russia, Spain, Turkey, UAE, UK & USA.



VISITOR FIGURES

4185

ATTENDANCE



SCHOOL VISITS IN CASABLANCA / NOVEMBER 24, 2022



NUMBER OF SCHOOL VISITED

We visited **3 high schools** in Casablanca in 1 day

TOTAL NUMBER OF STUDENTS

878 students

STUDENT PROFILE

10, 11th & 12th grades

Mostly interested in Undergrad studies

NAMES OF SCHOOLS VISITED

- Groupe Scolaire Al Yassamine
- Groupe Scolaire Charif Idrisi
- Groupe Scolaire Sanaa



**international
education fairs**

STUDENT FAIR IN EL JADIDA NOVEMBER 25, 2022

VISITOR FIGURES

1024 students attended the a² El Jadida Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

51 institutions from **12 countries**



STUDENT FAIR IN CASABLANCA NOVEMBER 26, 2022



VISITOR FIGURES

1257 students attended the a² Casablanca Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

52 institutions from **12 countries**

STUDENT FAIR IN MARRAKESH NOVEMBER 28, 2022



VISITOR FIGURES

1026 students attended the a² Marrakesh Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

51 institutions from **12 countries**



THE LIST OF THE PARTICIPATING INSTITUTIONS

INSTITUTION NAME	COUNTRY
"1 DECEMBRIE 1918" UNIVERSITY OF ALBA IULIA	ROMANIA
"AUREL VLAICU" UNIVERSITY OF ARAD	ROMANIA
"GHEORGHE ASACHI" TECHNICAL UNIVERSITY OF IAȘI	ROMANIA
"ION MINCU" UNIVERSITY OF ARCHITECTURE AND URBANISM	ROMANIA
"VASILE GOLDIȘ" WESTERN UNIVERSITY OF ARAD	ROMANIA
"VICTOR BABES" UNIVERSITY OF MEDICINE AND PHARMACY FROM TIMISOARA	ROMANIA
ACADIA UNIVERSITY	CANADA
ALEXANDRU IOAN CUZA UNIVERSITY OF IASI	ROMANIA
ATATÜRK UNIVERSITY	TURKEY
BABEȘ-BOLYAI UNIVERSITY	ROMANIA
BIALYSTOK UNIVERSITY OF TECHNOLOGY	POLAND
BLOOMSBURY INSTITUTE LONDON	UK
BUCHAREST UNIVERSITY OF ECONOMIC STUDIES	ROMANIA
CAROL DAVILA UNIVERSITY OF MEDICINE AND PHARMACY	ROMANIA
CENTENNIAL COLLEGE	CANADA
CERVANTES	SPAIN / MOROCCO
CLARK UNIVERSITY	USA
DUNAREA DE JOS UNIVERSITY OF GALATI	ROMANIA
DUNDALK INSTITUTE OF TECHNOLOGY	IRELAND
EASTERN MICHIGAN UNIVERSITY	USA
EDUCATION IN IRELAND	IRELAND
FLEXYCLASS	MOROCCO
ISTANBUL SABAHATTIN ZAIM UNIVERSITY	TURKEY
JOHN CABOT UNIVERSITY	ITALY
LUCIAN BLAGA UNIVERSITY OF SIBIU	ROMANIA
NATIONAL COUNCIL OF RECTORS	ROMANIA
NATIONAL UNIVERSITY OF PHYSICAL EDUCATION AND SPORTS OF BUCHAREST	ROMANIA
NATIONAL UNIVERSITY OF THEATRE AND FILM "I.L. CARAGIALE" BUCHAREST	ROMANIA
NORTHWEST MISSOURI STATE UNIVERSITY	USA
PETER THE GREAT ST. PETERSBURG POLYTECHNIC UNIVERSITY	RUSSIA
POLITEHNICA UNIVERSITY OF TIMISOARA	ROMANIA
REGENT'S UNIVERSITY LONDON	UK
ROCHESTER INDEPENDENT COLLEGE	UK
ROMANIAN-AMERICAN UNIVERSITY	ROMANIA
RUDN UNIVERSITY (PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA)	RUSSIA

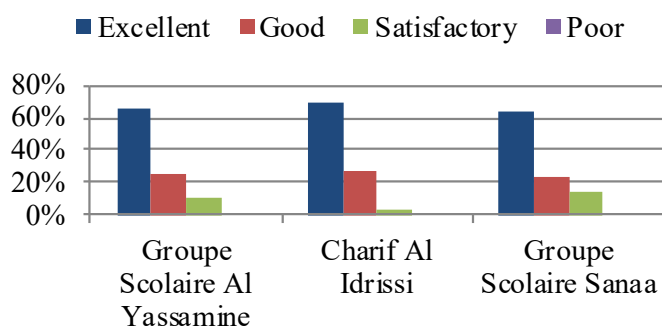


THE LIST OF THE PARTICIPATING INSTITUTIONS

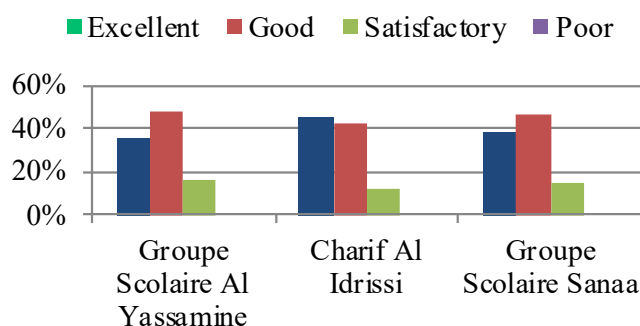
INSTITUTION NAME	COUNTRY
TECHNICAL UNIVERSITY OF CIVIL ENGINEERING BUCHAREST ROMANIA	ROMANIA
TECHNICAL UNIVERSITY OF CLUJ-NAPOCA	ROMANIA
TECHNOLOGICAL UNIVERSITY OF THE SHANNON (TUS)	IRELAND
TITU MAIORESCU UNIVERSITY OF BUCHAREST	ROMANIA
TRANSILVANIA UNIVERSITY OF BRASOV	ROMANIA
TRINITY COLLEGE DUBLIN, THE UNIVERSITY OF DUBLIN	IRELAND
UCLA EXTENSION	USA
UNIVERSITY OF AGRONOMIC SCIENCES AND VETERINARY MEDICINE OF BUCHAREST	ROMANIA
UNIVERSITY OF ARTS TÂRGU MUREȘ	ROMANIA
UNIVERSITY OF BUCHAREST	ROMANIA
UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA	ROMANIA
UNIVERSITY OF LIMERICK, IRELAND	IRELAND
UNIVERSITY OF ORADEA	ROMANIA
UNIVERSITY OF PETROSANI	ROMANIA
UNIVERSITY OF WOLLONGONG IN DUBAI	UAE
UNIVERSITY POLITEHNICA OF BUCHAREST	ROMANIA
WEST UNIVERSITY OF TIMIȘOARA	ROMANIA

HOW DID YOU EVALUATE OUR FAIRS?

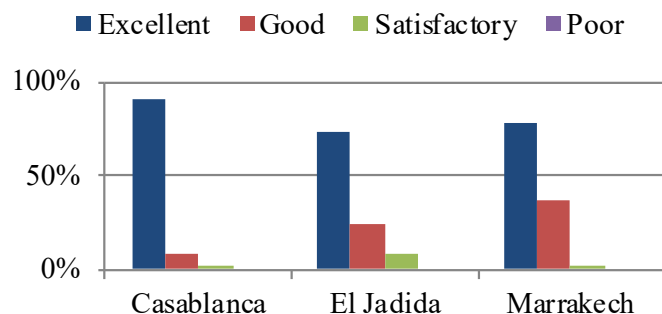
How do you rate the number of students attending the school visits?



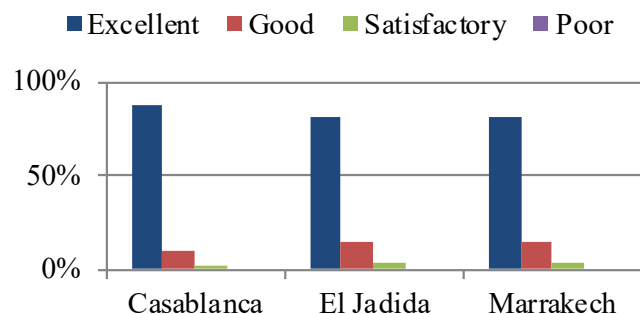
How would you rate the quality of students attending the school visits?



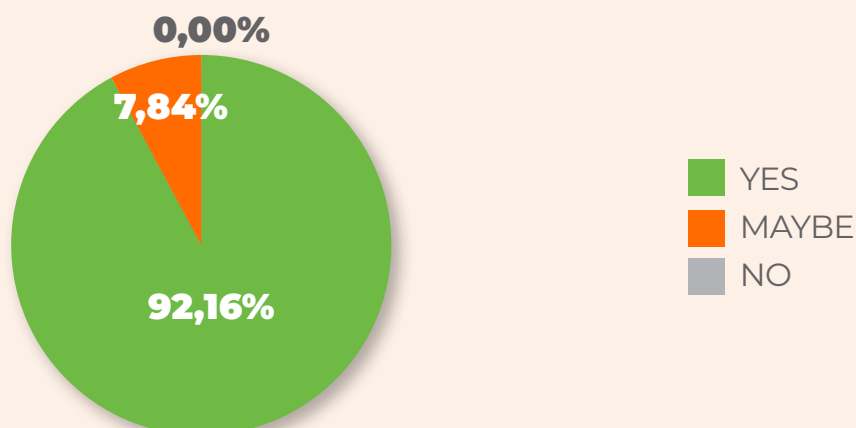
How would you rate the number of students attending the fair?



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



WOULD YOU CONSIDER ATTENDING FUTURE a² FAIRS IN MOROCCO?





HOW DID WE PROMOTE OUR FAIRS?

RADIO

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

SOCIAL MEDIA

We used Facebook, Instagram & many web pages.

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.

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.





PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2023 Spring Fairs

Until Dec 31st, 2022 (Registrations & Payments made by the deadline)



15% Renewal Discount for 2023 Spring Fairs

Until Dec 31st, 2022 (The discount is only offered to the institutions who attended the Fall 2022 Morocco Fairs)

Contact us to learn about our recruitment fairs in a² Turkey, Azerbaijan, Morocco Fairs and be with us again in Spring & Fall 2023! Our sales team will be happy to assist you.

We are looking forward to welcoming you again!