



international  
education fairs

## SPRING 2025 AZERBAIJAN FAIRS'

### OVERVIEW

April 12-13, 2025

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

*We were so glad to have you with us.*



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



**SUBSCRIBE**



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## FIGURES FROM SPRING 2025 AZERBAIJAN FAIRS



### VISITOR FIGURES

2608 students in 2 days.

### EXHIBITOR FIGURES

35 institutions from 14 different countries

### ORIGIN OF EXHIBITORS

Azerbaijan, France, Germany, International, Lithuania, Canada, Italy, UAE, Malta, Uzbekistan, Spain, Turkiye, UK, USA

### VISITOR INTEREST AREAS (Multiple Choice)

- 30% Master & Postgraduate Degrees
- 30% Undergraduate Degree
- 21% Language Programs
- 17% Summer School & Certificate Degrees
- 15% High Schools



VISITOR FIGURES

2608

ATTENDANCE

# a<sup>2</sup> international education fairs

## 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

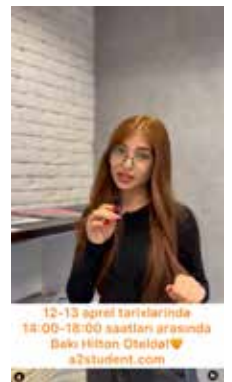


### SCHOOL VISITS & INVITATIONS

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

### WEB ADVERTISING

a<sup>2</sup> Fairs promoted its educational events at various websites, online magazines & newspapers.



### SMS & EMAILING

a<sup>2</sup> Sent out SMS & electronic invitations to its own student database and other sources' customer databases

### And much more...

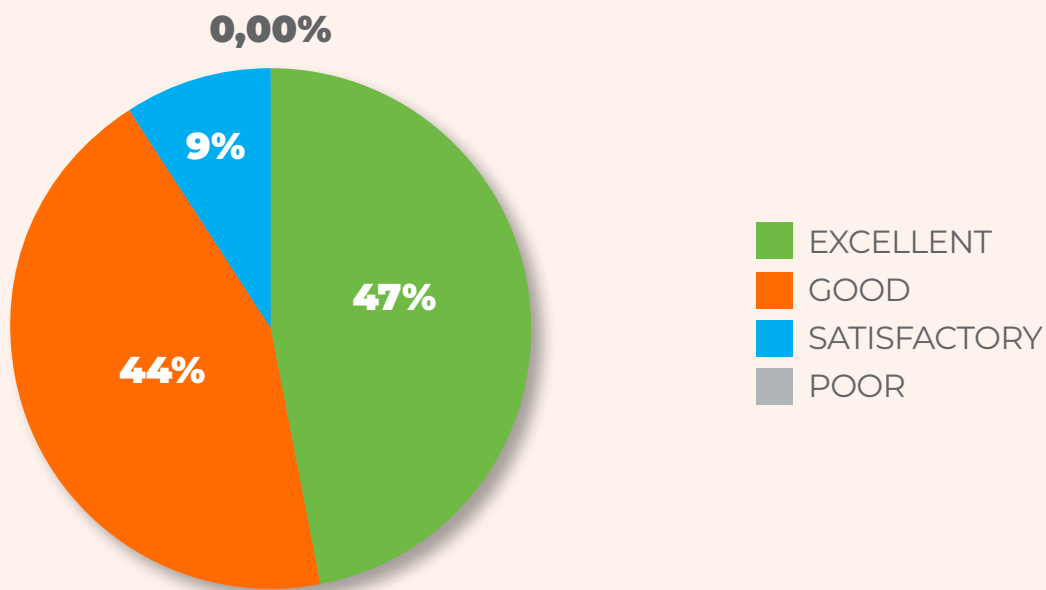




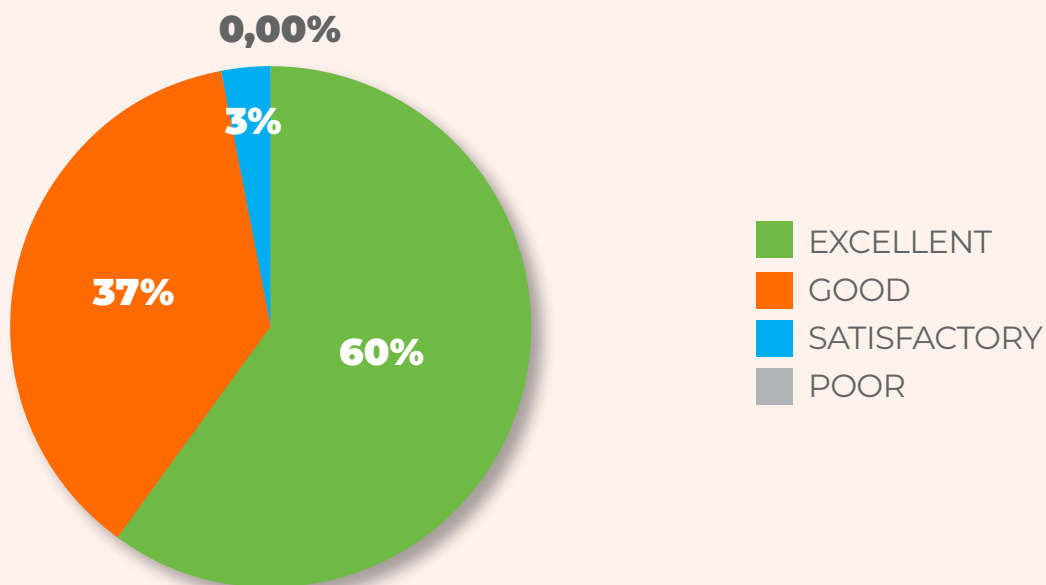
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## HOW DID YOU EVALUATE OUR FAIRS?

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



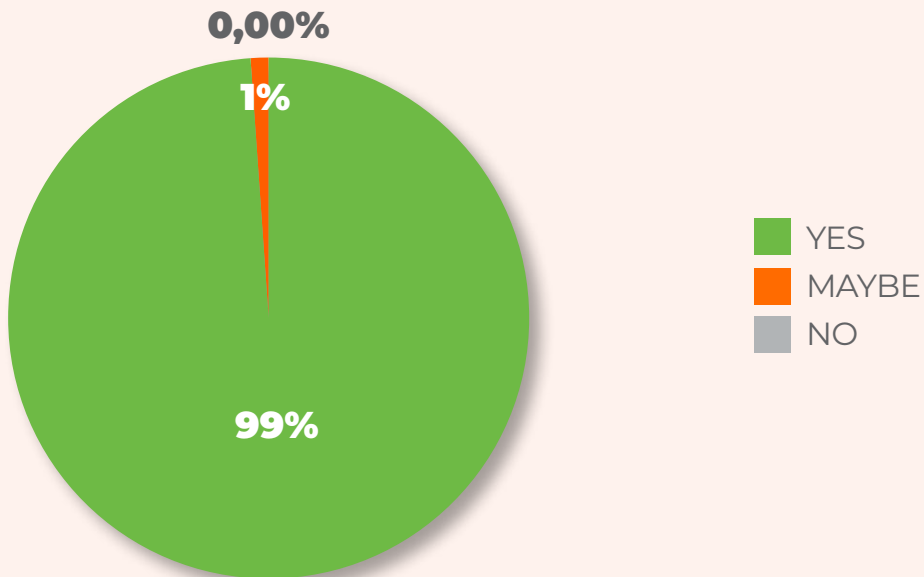
**HOW DO YOU RATE THE NUMBER OF STUDENTS ATTENDING THE FAIR?**





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



**PLEASE RATE YOUR  
OVERALL EXPERIENCE WITH  
THE a<sup>2</sup> FAIRS?**

**3.96/4** ★

average rating





## THE LIST OF THE PARTICIPATING INSTITUTIONS

INSTITUTIONS	COUNTRY
Australian Performing Arts Conservatory (APAC)	AUSTRALIA
Zəfər Kursları	AZERBAIJAN
Visaglo Viza Konsultasiya Mərkəzi	
Douglas College	CANADA
Kaplan International Pathways CANADA	
St. Clair College of Applied art and Technology	
Global Business School (GBS) Dubai	DUBAI
Campus France	FRANCE
Schiller International University (SIU)	
École de Management Appliqué (EMA)	
ICN (Creative Business School)	
Constructor University	GERMANY
Schiller International University (SIU)	
Akare Study Abroad	INTERNATIONAL
ESN - Erasmus Student Network	
Sprachcaffe Languages Plus	
AEGEE	
AIESEC	
NABA - Nuova Accademia di Belle Arti	ITALY
POLIMI Graduate School of Management	
Vilnius University Business School	LITHUANIA
Vytautas Magnus Univeristy	
Global Business School (GBS) Malta	MALTA
Schiller International University (SIU)	SPAIN
SEPIE (Spanish Service for the Internationalization of Education)	
University of Jaén	
StudyFans	TÜRKİYE
Schiller International University (SIU)	U.S.A.
Arizona State University	
EducationUSA	
Kaplan International Pathways USA	
MLA College	UK
British Council	
Kaplan International Pathways UK	
King's College London	
Royal Holloway, University of London	
University College London - UCL	
Central Asian University	UZBEKISTAN



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## **FALL 2025 AZERBAIJAN FAIRS' SCHEDULE**

**Fall 2025 Azerbaijan Fair - Baku / November 01-02, 2025**

**REGISTER NOW**

## **PROMOTION / DISCOUNT & DEADLINES**



**10% Early Bird Discount for 2025 Fall Fairs**

**Until June 01st, 2025** (Registrations & Payments made by the deadline)



**15% Renewal Discount for 2025 Fall Fairs**

**Until May 15th, 2025** (The discount is only offered to the institutions who attended the Spring 2025 Azerbaijan Fairs)

**Contact us** to learn about our recruitment fairs in a<sup>2</sup> Türkiye, Azerbaijan, North Africa Fairs and be with us again in Fall 2025! Our sales team will be happy to assist you.

*We are looking forward to welcoming you again!*