



**international
education fairs**

OVERVIEW

SPRING 2024
NORTH AFRICA FAIRS
MOROCCO & TUNISIA
Marrakesh, Rabat, Casablanca, Tunis
APRIL 28-MAY 04



**THANK YOU FOR YOUR ATTENDANCE IN
a² SPRING 2024 NORTH AFRICA 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.

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



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FIGURES FROM SPRING 2024 MOROCCO & TUNISIA FAIRS



Dear Colleague,

Thank you for joining **Spring 2024 a² North Africa Fairs** that took place in Marrakesh, Rabat, 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

6064 students in 4 cities

TOTAL NUMBER OF EXHIBITORS

Almost 30 institutions from **15 countries**

ORIGIN OF EXHIBITORS

Belgium, Canada, China, France, International, Italy, Lithuania, Morocco, Poland, Romania, Russia, Switzerland, TRNC, UK, USA

VISITOR INTEREST AREAS

- 26%** Master & Postgraduate Degrees
- 27%** Undergraduate Degree
- 21%** Language Programs
- 16%** Summer School & Certificate Degrees
- 10%** High Schools



VISITOR FIGURES

6064

ATTENDANCE



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STUDENT FAIR IN MARRAKESH APRIL 29, 2024



VISITOR FIGURES

1749 students attended the a² Marrakesh Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

17 institutions from **11 countries**

STUDENT FAIR IN RABAT MAY 01, 2024



VISITOR FIGURES

1596 students attended the a² Rabat Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

20 institutions from **12 countries**

STUDENT FAIR IN CASABLANCA MAY 02, 2024



VISITOR FIGURES

1302 students attended the a² Casablanca Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

23 institutions from **13 countries**

STUDENT FAIR IN TUNISIA MAY 04, 2024



VISITOR FIGURES

1417 students attended the a² Tunis Fair in 1 day (Parents are not included in the numbers)

EXHIBITOR FIGURES

13 institutions from **11 countries**



THE LIST OF THE PARTICIPATING INSTITUTIONS

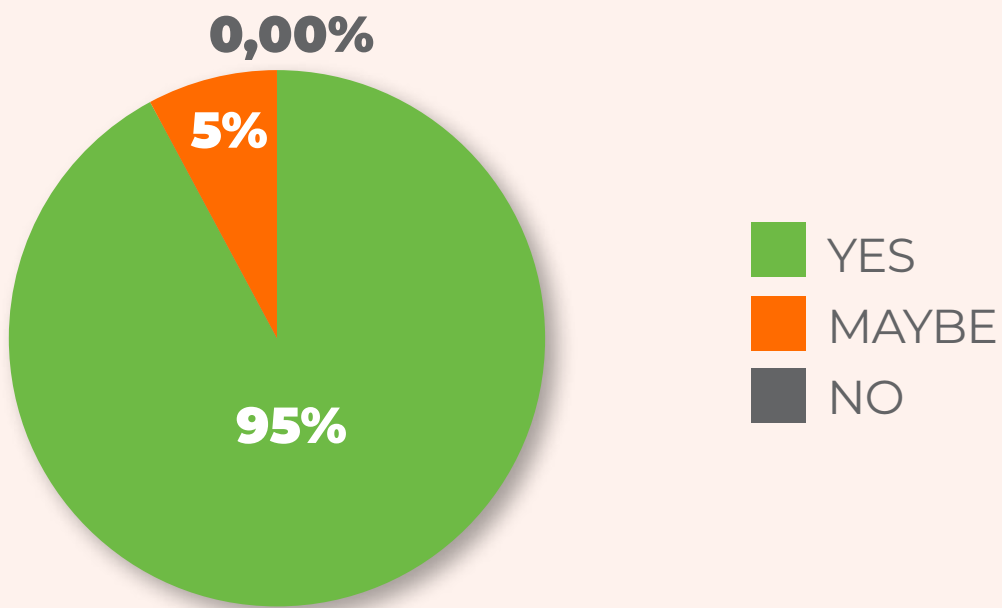
SCHOOL / INSTITUTION NAME	COUNTRY
Accademia Albertina Delle Belle Arti Torino Italy	ITALY
Alexander College	CANADA
Amideast - Morocco	USA
Belgian Education Council	BELGIUM
Bloomsbury Institute London	UK
British Council	UK
Bucharest University of Economic Studies	ROMANIA
City, University of London	UK
Cyprus International University	TRNC
Eastern Michigan University	USA
EKC Homestay Corporation	CANADA
Flexy Class	MOROCCO
Geneva Business School	SWITZERLAND
Grenoble Ecole de Management	FRANCE
Jiangsu Food & Pharmaceutical Science College	CHINA
Monroe College	USA
Northwest Missouri State University	USA
University of Roehampton, London	UK
Peter the Great St.Petersburg Polytechnic University	RUSSIA
POLIMI Graduate School of Management	ITALY
Politehnica Bucharest	ROMANIA
Schiller International University	INTERNATIONAL
Shanghai Industrial and Commercial Polytechnic	CHINA
SP Jain School of Global Management	INTERNATIONAL
SWPS University	POLAND
TBS Education	FRANCE
Technical University of Civil Engineering Bucharest	ROMANIA
Vilnius University Business School	LITHUANIA
Washington University of Science and Technology	USA



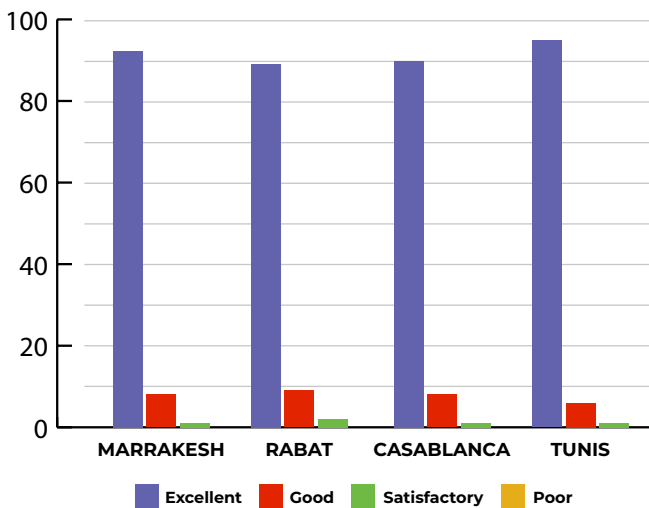
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HOW DID YOU EVALUATE OUR FAIRS?

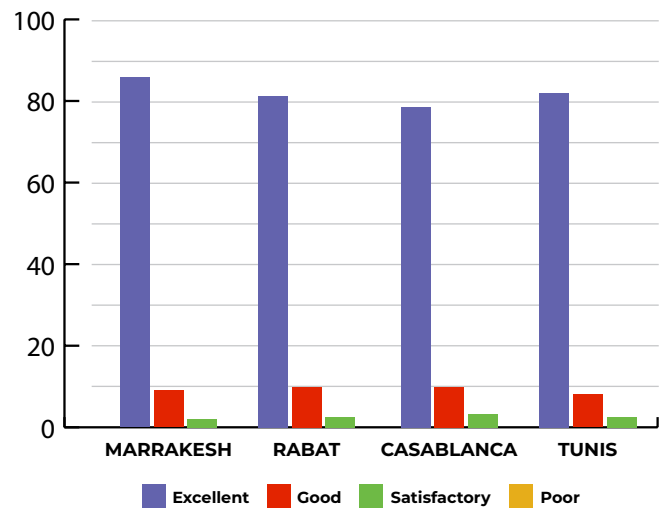
WOULD YOU CONSIDER ATTENDING FUTURE
a² FAIRS IN MOROCCO & TUNISIA?



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)**

3.92/4 ★

average rating



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

3.90/4 ★

average rating



HOW DID WE PROMOTE OUR FAIRS?

RADIO

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

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?



المعرض الدولي للدراسة بالخارج

الإثنين 29 أبريل 2024
فندق الأندلس - مراكش
Lundi 29 avril 2024
Hôtel El Andalous - Marrakech
14h00 à 18h00

Avenue Président Kennedy,
Hivernage, Marrakech

Inscrivez-vous gratuitement ici:
www.a2students.com
Plus d'info: 0522 216 692 - 0708 304 753

ENTRÉE LIBRE!



المعرض الدولي للدراسة بالخارج

الأربعاء 1 ماي 2024
فندق الرباط - الرباط
Mercredi 1 mai 2024
Hotel Rabat - Rabat
14h00 à 18h00

21 Avenue Chellah Hassan
Rabat

Inscrivez-vous gratuitement ici:
www.a2students.com
Plus d'info: 0522 216 692 - 0708 304 753

ENTRÉE LIBRE!



المعرض الدولي للدراسة بالخارج

الخميس 2 ماي 2024
فندق ماريوت - الدار البيضاء
Jeudi 2 mai 2024
Hôtel Marriott - Casablanca
14h00 à 18h00

100 Avenue des FAR
Casablanca

Inscrivez-vous gratuitement ici:
www.a2students.com
Plus d'info: 0522 216 692 - 0708 304 753

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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



المعرض الدولي للدراسة بالخارج

السبت 4 ماي 2024
فندق لايكو - تونس
Samedi 4 mai 2024
Hôtel Laïco - Tunis
14h00 à 18h00

Avenue Mohamed V,
Place Des Droits De L'Homme, Tunis

Inscrivez-vous gratuitement ici:
www.a2students.com
Plus d'info: +216 20 293 892

ENTRÉE LIBRE!



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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FALL 2024 NORTH AFRICA FAIRS SCHEDULE

**Fall 2024 Morocco & Tunisia Fairs
Rabat, Casablanca, Fez, Tunis / November 15-20**

REGISTER NOW

PROMOTION / DISCOUNT & DEADLINES



10% Early Bird Discount for 2024 Fall Fairs

Until June 15th, 2024 (Registrations & Payments made by the deadline)



15% Renewal Discount for 2024 Fall Fairs

Until June 15th, 2024 (The discount is only offered to the institutions who attended the Spring 2024 Morocco & Tunisia Fairs)

Contact us to learn about our recruitment fairs in a² Turkey, Azerbaijan, Morocco, Tunisia Fairs and be with us again in Fall 2024! Our sales team will be happy to assist you.

We are looking forward to welcoming you again!