



**international
education fairs**

OVERVIEW

SPRING 2025 NORTH AFRICA FAIRS TUNISIA & MOROCCO

Tunis, Rabat, Casablanca, Marrakech

MAY 01-06



**THANK YOU FOR YOUR ATTENDANCE IN
a² SPRING 2025 NORTH AFRICA FAIRS!**

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

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](#)



SUBSCRIBE



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FIGURES FROM SPRING 2025 TUNISIA & MOROCCO FAIRS



Dear Colleague,

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

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

TOTAL NUMBER OF STUDENTS

5450 students in 4 cities

TOTAL NUMBER OF EXHIBITORS

Almost 30 institutions from **19 countries**

ORIGIN OF EXHIBITORS

Belgium, Canada, France, Germany, Hungary, International, Italy, Latvia, Lithuania, Morocco, Romania, Russia, Slovakia, Slovenia, Spain, TRNC, Türkiye, UK, USA

VISITOR INTEREST AREAS (Multiple Choice)

- 29%** Master & Postgraduate Degrees
- 28%** Undergraduate Degree
- 23%** Language Programs
- 16%** High Schools
- 13%** Summer School & Certificate Degrees



VISITOR FIGURES

5450

ATTENDANCE



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STUDENT FAIR IN TUNIS MAY 01, 2025



VISITOR FIGURES

1362 students attended the a² Tunis Fair in 1 day
(Parents are not included in the numbers)

EXHIBITOR FIGURES

14 institutions from **13 countries**

STUDENT FAIR IN RABAT MAY 03, 2025



VISITOR FIGURES

1491 students attended the a² Rabat Fair in 1 day
(Parents are not included in the numbers)

EXHIBITOR FIGURES

22 institutions from **14 countries**

STUDENT FAIR IN CASABLANCA MAY 04, 2025



VISITOR FIGURES

1311 students attended the a² Casablanca Fair in 1 day
(Parents are not included in the numbers)

EXHIBITOR FIGURES

27 institutions from **17 countries**

STUDENT FAIR IN MARRAKECH MAY 06, 2025



VISITOR FIGURES

837 students attended the a² Marrakech Fair in 1 day
(Parents are not included in the numbers)

EXHIBITOR FIGURES

23 institutions from **16 countries**



THE LIST OF THE PARTICIPATING INSTITUTIONS

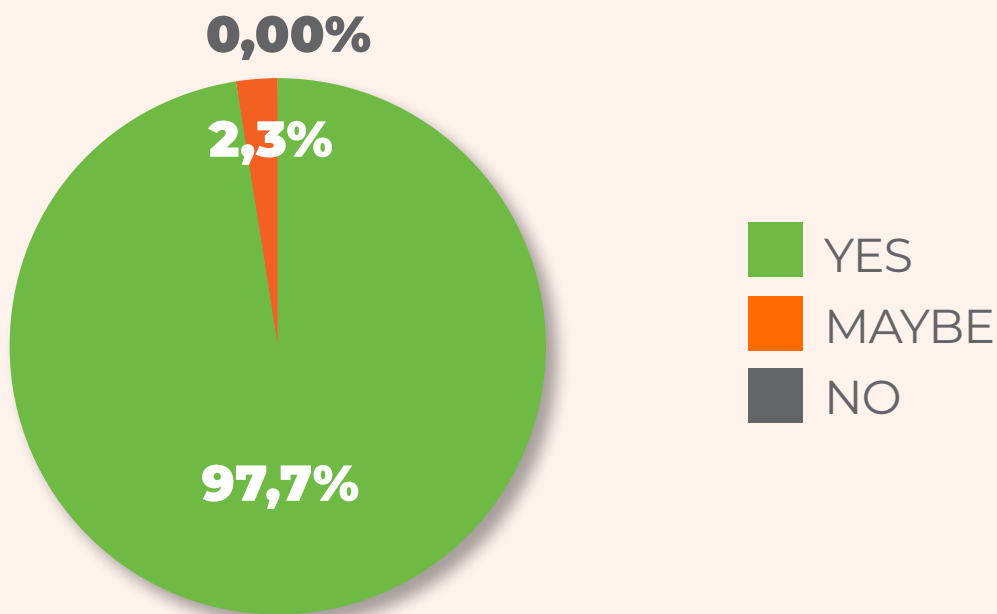
| SCHOOL / INSTITUTION NAME | COUNTRY |
|---|---------------|
| ECOLE - IT | BELGIUM |
| Seneca Polytechnic | CANADA |
| St. Clair College of Applied art and Technology | |
| Grenoble Ecole de Management | FRANCE |
| Freie Universität Berlin | GERMANY |
| Obuda University | HUNGARY |
| GBSB Global Business School | INTERNATIONAL |
| International Business School Budapest and Vienna | |
| Nord Anglia Education & Bucksmore | |
| Zain Global Ltd | |
| NABA - Nuova Accademia di Belle Arti | ITALY |
| POLIMI Graduate School of Management | |
| Transport and Telecommunication Institute (TSI) | LATVIA |
| Vilnius University Business School | LITHUANIA |
| Flexyclass | MOROCCO |
| HESTIM Engineering & Business School | |
| SIST BRITISH EDUCATION Rabat | |
| Valahia University of Targoviste | ROMANIA |
| RUDN University | RUSSIA |
| Comenius University Bratislava | SLOVAKIA |
| EMUNI University | SLOVENIA |
| Cervantes | SPAIN |
| Cyprus International University | TRNC |
| European University of Lefke | |
| Istanbul Technical University - North Cyprus | |
| Dogus University | TURKIYE |
| Bloomsbury Institute London | UK |
| British Council | |
| Seattle Colleges | USA |
| Education USA | |



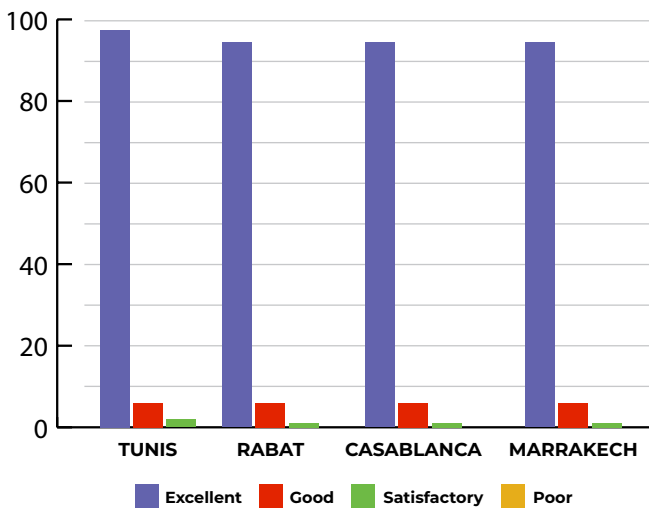
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HOW DID YOU EVALUATE OUR FAIRS?

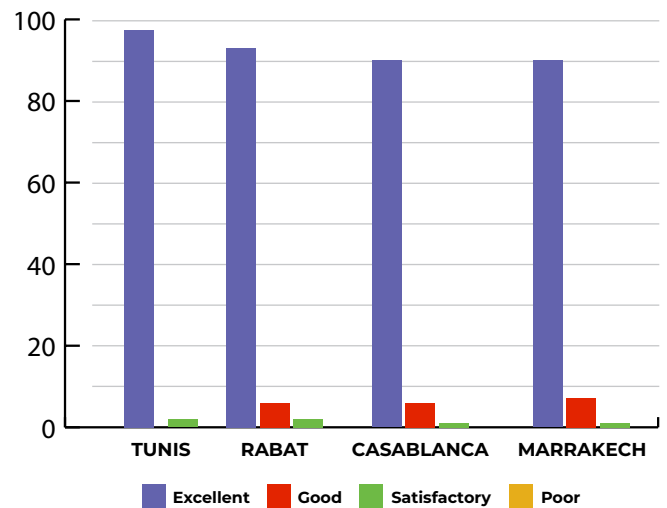
WOULD YOU CONSIDER ATTENDING FUTURE
a² FAIRS IN TUNISIA & MOROCCO?



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)**

3.95/4 ★

average rating



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

3.98/4 ★

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?



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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FALL 2025 NORTH AFRICA FAIRS SCHEDULE

**Fall 2025 Morocco, Tunisia Fairs & School Visits
Rabat, El Jadida, Casablanca, Tunis / November 05-10**

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 June 01st, 2025 (The discount is only offered to the institutions who attended the Spring 2025 Tunisia & Morocco Fairs)

**Contact us to learn about our recruitment fairs
in a² Turkiye, Azerbaijan, Morocco, Tunisia 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!