

YOUR BRIDGE TO TOP  
INTERNATIONAL STUDENTS



SPECIAL INVITATION  
**TO CAMPUS FRANCE  
PARTNER INSTITUTIONS**  
ISTANBUL, ANKARA, IZMIR  
**February 22-28, 2025**

## **WHY FRANCE INSTITUTIONS SHOULD INVEST IN TURKEY, NORTH AFRICA & AZERBAIJAN?**

- Stable economy, 85 million population with 15,1% (TUIK 2023 - Ages 15 to 24) teenagers. Turkey is a notable student provider country in the world.
- 37+ million population with 15% teenagers in Morocco.
- 12+ million population with 36% teenagers in Tunisia.
- 10+ million population with 30% teenagers in Azerbaijan.
- The a<sup>2</sup> survey shows that 27,4% of Turkish students would like to study in the France.
- As of 2023, there are a total of 56,730 Moroccan students studying abroad for a degree in higher education. This number has been increasing in recent years.
- Tunisia is one of North Africa's largest markets, sending more than 26,000 students abroad.
- In 2022, over 45,000 Azerbaijani students were studying abroad. This represents an increase of over 200% from 2018, when the number of Azerbaijani students studying abroad was just over 18,000.
- According to the 2022 Open Doors Report on International Educational Exchange, the top study abroad destination countries for Azerbaijani students are Turkey, Russia, Germany, the UK, France.

## **WHY INTERNATIONAL STUDENTS PREFER STUDYING IN FRANCE?**

- Academic excellence.
- Flexible education system.
- Excellent support system for international students.
- Cultural diversity.
- Scholarship and financial aid.



IF YOU ARE LOOKING  
FOR ANY OF THESE,  
**CONTACT US!**

- > Meeting & recruiting qualified international students
- > Building agency network
- > Connecting local institutions
- > Branding & promoting your programs
- > Advertising in printed and social media platforms to reach students



## FIGURES FROM FALL 2024 a<sup>2</sup> TURKEY FAIRS



**Visitor figures:** 10.020 students in 3 cities

**Visitors per city:** 1417 students in Istanbul Asian Side, 3658 students in Istanbul European Side, 2489 students in Ankara, 2456 students in Izmir

**Exhibitor figures:** 120+ institutions from 30 countries

**Origin of Exhibitors:** Australia, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Holland, Hong Kong, Hungary, International, Ireland, Italy, TRNC, Latvia, Lithuania, Netherlands, Poland, Romania, Singapore, Slovakia, Sweden, Turkey, UK, United Arab Emirates, USA

SPRING 2025 TURKEY FAIRS	LOCATION	DATE	REGULAR PRICE	DISCOUNT PRICE
<b>FULL TOUR</b>	Istanbul (European & Asian Side), Ankara, Izmir	February 22-28	€ 6,200	€ 4,960
<b>Istanbul (European Side)</b>	Hilton Convention Center	February 22-23	€ 3,500	€ 2,800
<b>Istanbul (Asian Side)</b>	Bostanci Dedeman Hotel	February 24	€ 1,400	€ 1,120
<b>Ankara</b>	Sheraton Hotel	February 26	€ 1,400	€ 1,120
<b>Izmir</b>	Ege Palas Hotel	February 28	€ 1,400	€ 1,120
<b>PACKAGE 1</b> Istanbul (European Side) + Istanbul (Asian Side)	Hilton Convention Center + Bostanci Dedeman Hotel	February 22-24	€ 4,500	€ 3,600
<b>PACKAGE 2</b> Istanbul (European Side) + Ankara	Hilton Convention Center + Ankara / Sheraton Hotel	February 22-23 February 26	€ 4,500	€ 3,600
<b>PACKAGE 3</b> Istanbul (European & Asian Sides) + Ankara	Hilton Convention Center + Bostanci Dedeman Hotel + Ankara / Sheraton Hotel	February 22-24 February 26	€ 5,500	€ 4,400
<b>PACKAGE 4</b> Istanbul (European Sides) + Ankara + Izmir	Hilton Convention Center + Ankara Sheraton Hotel + Ege Palas Hotel	February 22-23 February 26 February 28	€ 5,500	€ 4,400

**20% DISCOUNT FOR CAMPUS FRANCE PARTNER INSTITUTIONS**

## FIGURES FROM FALL 2024 a<sup>2</sup> AZERBAIJAN FAIRS



**Visitor figures:** 2437 students in 2 days

**Exhibitor figures:** 39 institutions from 12 countries

**Origin of Exhibitors:** Azerbaijan, France, Germany, International, Lithuania, Ireland, Poland, Romania, Slovakia, South Korea, UK, USA

SPRING 2025 AZERBAIJAN FAIR	LOCATION	DATE	FEES	DISCOUNTED FEES
<b>STUDENT RECRUITMENT FAIR</b>	Hilton Baku	April 12-13	€ 3,250	€ 2,437

**20% DISCOUNT FOR CAMPUS FRANCE PARTNER INSTITUTIONS**



a2fairs.com



## FIGURES FROM FALL 2024 a<sup>2</sup> NORTH AFRICA FAIRS / TUNISIA & MOROCCO



**Visitor figures:** 5501 students in 4 cities

**Visitors per city:** 1502 students in Tunis, 1613 students in Rabat, 1549 students in Casablanca, 837 students in Fez

**Exhibitor figures:** 23 institutions from 10 countries

**Origin of Exhibitors:** Canada, China, Finland, France, Germany, Lithuania, Romania, Slovakia, Slovenia, UK, USA

SPRING 2025 NORTH AFRICA FAIRS	LOCATION	DATE	FEES	DISCOUNTED FEES
TUNISIA & MOROCCO FAIRS	Tunis, Rabat, Casablanca, Marrakech	May 01-06	€ 5,750	€ 4,312
PACKAGE PRICES	2 Locations		€ 3,500	€ 2,625
	3 Locations		€ 4,750	€ 3,562
	4 Locations (Full Tour)		€ 5,750	€ 4,312

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### WHAT WE OFFER TO OUR EXHIBITORS?

- Organize the leading student recruitment fairs with 25 years of experience.
- Connect you over +100,000 students yearly.
- Organize mini college visits & fairs in the local high schools linked to the fairs to add more value to your trip.
- Connect you counselors, recruitment agencies & support you through our 4 sister companies **Academix, Atlas, EđitimAL & EDCON**
- Giving visibility on a<sup>2</sup> Instagram, Facebook, Twitter, and many other social media platforms, a<sup>2</sup> student webpages.

**Multiple Registration discount is available for multiple country/fair registrations.**



**What Attendees of a<sup>2</sup> Fairs Are Saying**



**Questions about  
participation or events?**



**a2fairs.com**

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