

We would like to invite UK Universities and Colleges to join the Study UK Pavilion at the IEFT Fairs in March 2018

IEFT International Education Fairs of Turkey has been organising Turkey's leading student recruitment events for over 16 years. Each of the semi-annual events is visited by around 20,000 individuals.

Turkey is a quickly-developing country with the youngest population ratio in Europe, and UK is still one of the top destinations for Turkish students. Turkey is a market that cannot be overlooked with over 100,000 Turkish students going abroad annually (more than 20,000 of which are heading to UK universities and colleges).

Study UK Pavilion as part of IEFT in spring 2018 offers a unique branding and recruitment opportunity for UK Universities and Colleges.

According to IEFT's latest survey, majority of students attending IEFT fairs indicated their top choice of study destination as the UK with 35% interested in postgraduate, 30% interested in undergraduate, 25% interested in language and 10% interested in other programmes.

“Study UK Days Pavilion” at IEFT in spring 2018 is a concept project with the support of **British Council**, and there will be specific marketing and promotions to reach the targeted audiences to the fair.

Also, right after IEFT events, institutions can take the advantage of meeting with existing and 150 potential agent partners from 25 EuroAsian Countries, by attending **EuroAsia Agent Workshop**, which will be also taking place in Istanbul. Please see the event dates and our special offer below.

DATES

IEFT – International Education Fairs of Turkey

- 19 March 2018 - Ankara Sheraton Hotel
- 21 March 2018 - Izmir Hilton Hotel
- 23 March 2018 - Istanbul Bostancı Dedeman Hotel (Asian Side)
- 24-25 March 2018 - Istanbul Congress Center (European Side)

EuroAsia Agent Workshop

- 27-28 March 2018 – Istanbul Hilton Hotel

IEFT - VENUES	GENERAL FEES	15% special discount for UK Universities & Colleges [individual participation]	5% special discount for UK Universities & Colleges [shared participation]
Istanbul (European Side) (two days event)	\$ 3.950	\$ 3.350	\$ 1.875

Istanbul (Asian Side) (one day event)	\$ 1.000	\$ 850	\$ 500
Ankara (one day event)	\$ 1.000	\$ 850	\$ 500
Izmir (one day event)	\$ 1.000	\$ 850	\$ 500

EUROASIA AGENT WORKSHOP	GENERAL FEE	15% special discount for UK Institutions
Istanbul (two days event)	\$ 2.900	\$ 2.450

Some of the UK universities attended IEFT events in 2017;

BPP University, Bournemouth University, Brunel University London, Coventry University, De Montfort University, Manchester Metropolitan University, Middlesex University, Nottingham Trent University, Oxford Brookes University, Plymouth University, Roehampton University, Northumbria University, Durham University, University of East London, University of Essex, University of Liverpool - English Language Centre, University of Sussex, University of Reading, University of Westminster, University of Bolton, Birmingham City University, University of Southampton, Sussex University and others.

For registration and any further information please contact selime@ieft.net and semra.yalcin@britishcouncil.org.tr.

We look forward to seeing you at the Study UK Pavilion at the IEFT fairs this spring.

Best wishes

IEFT Team