

We would like to invite UK Boarding Schools to join the Study UK Pavilion at IEFT Fairs in March

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. Due to recent developments in Turkish Education System and increasing young population, interest for international high school programmes is rapidly increasing in Turkey. Last fall event; IEFT welcomed around 2,500 family members.

According to IEFT's latest survey, around 20% of 2017 visitors specifically indicated their interest for secondary education. Also IEFT's latest survey shows that 89% of the parents encourage their children to study abroad for a better future.

Study UK Pavilion as part of IEFT in spring 2018 offers a unique branding and recruitment opportunity for boarding schools. Each IEFT event has hosted four to five UK Boarding Schools and this year the participation is expected to grow.

Study **UK 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, the schools 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	20% special discount for UK Boarding Schools [individual participation]	10% special discount for UK Boarding Schools [shared participation]
Istanbul(European Side)(two days event)	\$ 3.950	\$ 3.150	\$ 1.750
Istanbul(Asian Side)(one day event)	\$ 1.000	\$ 800	\$ 450
Ankara(one day event)	\$ 1.000	\$ 800	\$ 450

Izmir(one day event)	\$ 1.000	\$ 800	\$ 450
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EUROASIA AGENT WORKSHOP	GENERAL FEE	15% special discount for UK Institutions
Istanbul (two days event)	\$ 2.900	\$ 2.450

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