



**international  
education fairs**

## OVERVIEW

FALL 2023  
**NORTH AFRICA FAIRS**  
**MOROCCO & TUNISIA**  
Rabat, Casablanca, Tunis  
**OCTOBER 28-31**



**THANK YOU FOR YOUR ATTENDANCE IN  
a² FALL 2023 NORTH AFRICA FAIRS!  
MOROCCO & TUNISIA  
WE WERE SO GLAD TO HAVE YOU WITH US.**

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**

## FIGURES FROM FALL 2023 MOROCCO & TUNISIA FAIRS



Dear Colleague,

Thank you for joining **Fall 2023 a<sup>2</sup> Morocco & Tunisia Fairs** that took place in 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

**4043 students** in **3 cities**.

### TOTAL NUMBER OF EXHIBITORS

**31 institutions** from **13 countries**

### ORIGIN OF EXHIBITORS

Belgium, China, France, Germany, International, Italy, Lithuania, Morocco, Poland, Romania, Spain, UK, USA

### VISITOR INTEREST AREAS

- 26%** Undergraduate Degree
- 24%** Master & Postgraduate Degrees
- 21%** Language Programs
- 16%** Summer School & Certificate Degrees
- 10%** High Schools



### VISITOR FIGURES

# 4043

**ATTENDANCE**



# international education fairs

## STUDENT FAIR IN RABAT OCTOBER 28, 2023



### VISITOR FIGURES

**1521 students** attended the a<sup>2</sup> Rabat Fair in 1 day (Parents are not included in the numbers)

### EXHIBITOR FIGURES

**24 institutions** from **11 countries**

## STUDENT FAIR IN CASABLANCA OCTOBER 29, 2023



### VISITOR FIGURES

**1438 students** attended the a<sup>2</sup> Casablanca Fair in 1 day (Parents are not included in the numbers)

### EXHIBITOR FIGURES

**30 institutions** from **13 countries**



## STUDENT FAIR IN TUNISIA OCTOBER 31, 2023

### VISITOR FIGURES

**1084 students** visited a<sup>2</sup> Tunis Fair in 1 day (Parents are not included in the numbers)

### EXHIBITOR FIGURES

**20 institutions** from **6 countries**



## THE LIST OF THE PARTICIPATING INSTITUTIONS

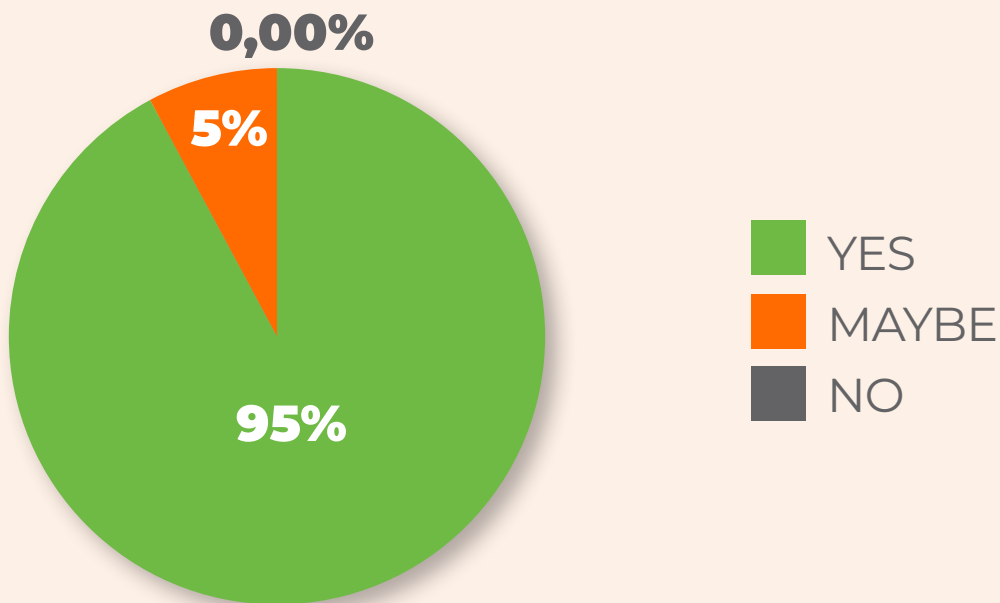
INSTITUTION NAME	COUNTRY
Amideast	USA
British Council	UK
Ca' Foscari University of Venice	ITALY
Caofeidian College of Technology	CHINA
Cervantes	SPAIN
Eastern Michigan University	USA
Fintiba	GERMANY
Flexyclass	MOROCCO
Geneva Business School	INTERNATIONAL
Ghent University - Faculty of Bioscience Engineering	BELGIUM
'Gheorghe Asachi' Technical University of Iași	ROMANIA
Hunan Vocational College of Railway Technology	CHINA
LISAA	FRANCE
National Council of Rectors	ROMANIA
National University of Science and Technology POLITEHNICA Bucharest	ROMANIA
Politehnica University of Timisoara	ROMANIA
Romanian-American University	ROMANIA
Shanghai University of Political Science and Law	CHINA
Technical University of Cluj-Napoca	ROMANIA
Transilvania University of Brasov	ROMANIA
Uni-Italia Association	ITALY
University of Agronomic Sciences and Veterinary Medicine of Bucharest	ROMANIA
University of Medicine and Pharmacy "Carol Davila" Bucharest	ROMANIA
University of Roehampton	UK
'Vasile Goldiș' Western University of Arad	ROMANIA
Vilnius University Business School	LITHUANIA
Wellspring International Education	USA
West University of Timișoara	ROMANIA
WSB Merito Universities	POLAND
Zhejiang Chinese Medical University	CHINA
Zhejiang Technical Institute of Economics	CHINA



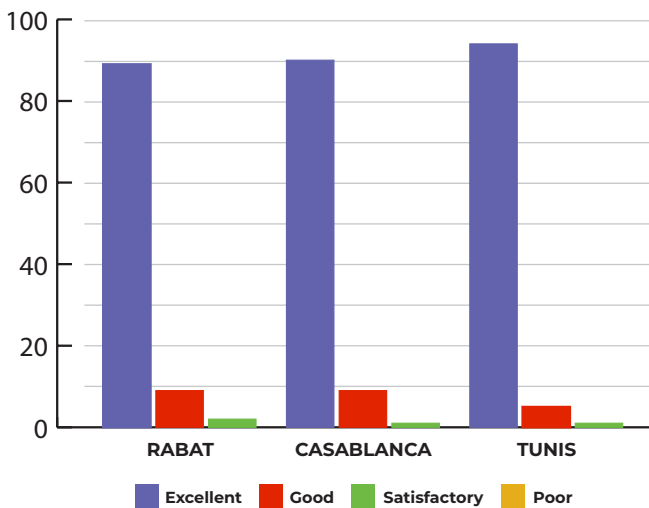
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education fairs

## HOW DID YOU EVALUATE OUR FAIRS?

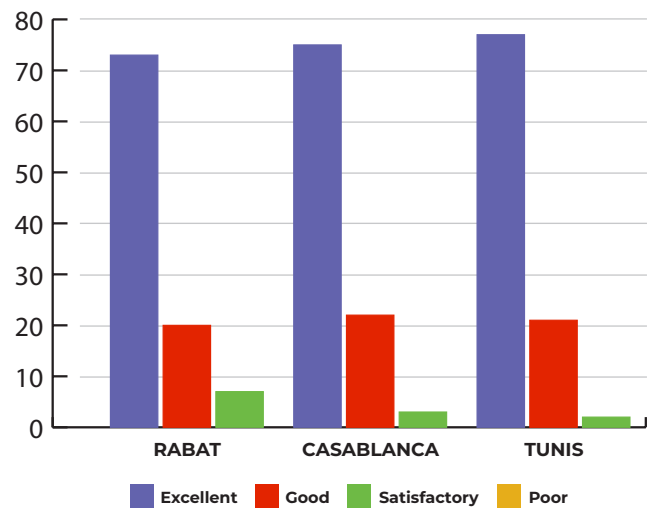
WOULD YOU CONSIDER ATTENDING FUTURE  
a² FAIRS IN MOROCCO & TUNISIA?



How would you rate the number of students attending the fair?



How would you rate the quality of students attending the fair?





## international education fairs

HOW WELL DID THIS EVENT  
MEET YOUR EXPECTATIONS?  
(STUDENT WISE)

3.90/4 ★

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

a<sup>2</sup> fairs advertised in Morocco's most popular radio station.

#### OUTDOOR

a<sup>2</sup> 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.



# a<sup>2</sup> international education fairs

## HOW DID WE PROMOTE OUR FAIRS?

**FLEX CLASS**  
Forum International sur les études à l'étranger

المعرض الدولي  
للداسة بالخارج

الأحد 29 أكتوبر 2023  
فندق ماربوت - الدار البيضاء  
Dimanche 29 octobre 2023  
Hôtel Marriott - Casablanca  
14h00 à 18h00

للتسجيل  
www.a2students.com  
الدخول بالمجان

@flexiclass.maroc  
0701 110 019 / 0703 106 700 / 0522 216 692

**FLEX CLASS**  
Forum International sur les études à l'étranger

المعرض الدولي  
للداسة بالخارج

الثلاثاء 31 أكتوبر 2023  
فندق لايكو - تونس العاصمة  
Mardi 31 octobre 2023  
Hôtel Laico - Tunis  
14h00 à 18h00

للتسجيل  
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**FLEX CLASS**  
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المعرض الدولي  
للداسة بالخارج

السبت 28 أكتوبر 2023  
فندق الرباط - الرباط  
Samedi 28 octobre 2023  
Hôtel Rabat - Rabat  
13h00 à 17h00

للتسجيل  
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### SOCIAL MEDIA

We used Facebook, Instagram & many web pages.

### SCHOOL VISITS & INVITATIONS

a<sup>2</sup> local partner who is responsible for the local publicity contacted public & private colleges, high schools, universities & invited their students to the fair.

### SMS

a<sup>2</sup> Fairs current database + barter and sponsorship SMS

### DIRECT MAILING

In addition to a<sup>2</sup> Fairs student databases, a<sup>2</sup> sponsors & supporters sent out a<sup>2</sup> Fairs' invitations to their contact databases.

### WEB ADVERTISING

a<sup>2</sup> Fairs promoted its educational events at various websites, online magazines & newspapers.



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## **SPRING 2024 NORTH AFRICA FAIRS SCHEDULE**

**Spring 2024 Morocco & Tunisia Fairs  
Marrakesh, Rabat, Casablanca, Tunis / April 28-May 04**

**REGISTER NOW**

## **PROMOTION / DISCOUNT & DEADLINES**



**10% Early Bird Discount for 2024 Spring Fairs**

**Until December 31st, 2023** (Registrations & Payments made by the deadline)



**15% Renewal Discount for 2024 Spring Fairs**

**Until December 31st, 2023** (The discount is only offered to the institutions who attended the Fall 2023 Morocco & Tunisia Fairs)

**Contact us to learn about our recruitment fairs in a<sup>2</sup> Turkey, Azerbaijan, Morocco, Tunisia Fairs and be with us again in Spring 2024! Our sales team will be happy to assist you.**

**We are looking forward to welcoming you again!**