



Admission World Fairs

- Connecting Resources -

"CONNECT
WITH FUTURE
INTERNATIONAL
STUDENTS AT
OUR FAIR"

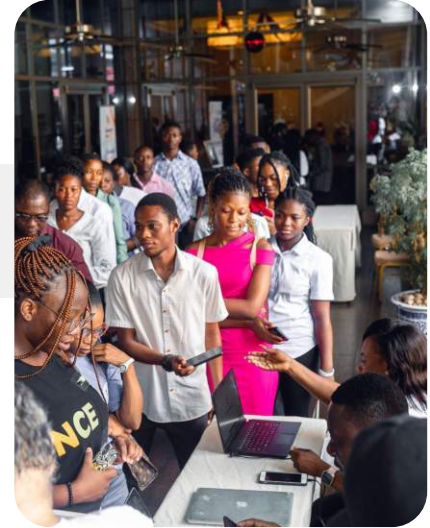
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Admission
World Fairs

BRIEF OVERVIEW OF THIS STUDY ABROAD FAIR

After our successful Edu-fair 2024 event which attracted hundreds of pre-screened prospective students and institutions who gave great satisfactory remarks and recommendations, we bring you an even bigger and better fair this year dubbed

Edu-Fair ignite 2025 ...time To Ignite Your Institution's Visibility



This edition is to help prospective students reignite their study abroad passion and to be provided with the motivation and energy to take action towards their study goals; by being provided the platform for their engagements and for decision making.

This would also be a platform for Institutions on the other hand to reignite the achievement of their marketing goals; by building brand awareness within this target demography, reaching a wider audience, and being provided with a direct platform that connects with potential students to showcase their programs and facilities, answer questions about admissions, gather valuable student data so as to identify emerging trends, and to network and connect with other institutions.

This year we take Edu-fair ignite 2025 to three great venues. We start off from Nairobi in Kenya, East Africa and then move to Kumasi and to Accra, both in Ghana-West Africa, where we round off.

OUR THREE (3) FAIR VENUES



As of 2022, Kenya had a population of about 56 million people; with Nairobi being the current Capital city. Nairobi is the largest city and is often ranked as the top “business” city in Africa. Being the 7th most populous country in Africa; one quarter of Kenyans are between the ages of 18 and 34. Even more strikingly, those under the age of 15 make up 43% of the population.

The government of Kenya continues to place a high priority on education in its budgetary allocation, in line with its mandate of ensuring every Kenyan citizen is literate and able to access basic education which is free and compulsory. The introduction of free primary education in 2003 led to an immediate increase in student enrolment to 84% (UKAID, 2024); which was followed by the introduction of free secondary education in 2007 (Areba, 2015).

As student numbers keep growing in Kenya because of these great policies, and having a greater growth of the middle class; there have been a high demand for foreign education in recent years; with recruitment experts even now predicting major growth in the coming years for Kenyan international student mobility, due to a growing middle class; and the instability of the domestic education sector due to public universities having been plagued by lack of resources due to their reliance on diminishing state funding.

The number of Kenyans studying abroad has increased in the last ten years. In 2022, Kenya was the top East African market for US educators, sending 5,790 students. A current survey carried out by synovate in Kenya shows 57% of 1044 respondents sampled preferring foreign universities over local ones due to a perception of high-quality standards, prestige and exposure to life overseas. Kenya has therefore become a great destination and a major market for foreign institutions seeking quality prospective students.

Our fair venue of Nairobi has been carefully selected as representing a destination with a higher demand for international education and being the 74th wealthiest city in the world (4th in Africa); a standing achieved by a solid presence of high-net worth individuals who have what it takes to fund and afford foreign education for themselves and their wards.



The background image shows the Independence Arch in Accra, Ghana. The arch is a large, light-colored stone structure with four columns. At the top, there are three black stars. The inscription 'AD 1957' is visible above the archway, and 'FREEDOM AND JUSTICE' is inscribed on the columns. The sky is clear and blue.

Accra & Kumasi - Ghana

Ghana has a current population of about 35 million with more than half of the population being under the age of 25. Accra is the capital of Ghana and one of the most populated and fast-growing cities in Africa; while Kumasi is the capital of the Ashanti region and is the second most populous city in Ghana.

Ghana's two largest metropolis are Accra and Kumasi.

Formal education up to the secondary level is free in Ghana; and As of March 2020, a total of 404,856 students were enrolled under the free Senior High School (SHS) policy introduced by the current government in 2017.

A report released by the Africa Education Watch (Eduwatch) has found out that since the inception of the free senior high school (Free SHS) policy in 2017, enrolment in secondary schools has increased from 813,448 in the 2016/17 academic year to 1.3 million in 2022/23 academic year, which is an all-time high expected to increase even further in the coming years.

This means Senior high school education in Ghana has experienced tremendous growth which has hence affected the demand for university education.

These factors have contributed to the demand for foreign education as well; with Ghana emerging as a rising source of international students, being one with the potential to help define African student flows over the next decade.

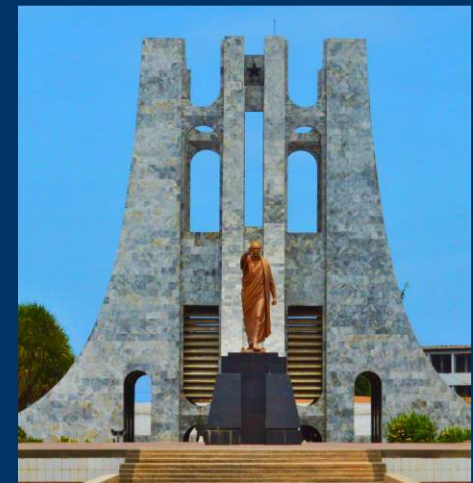
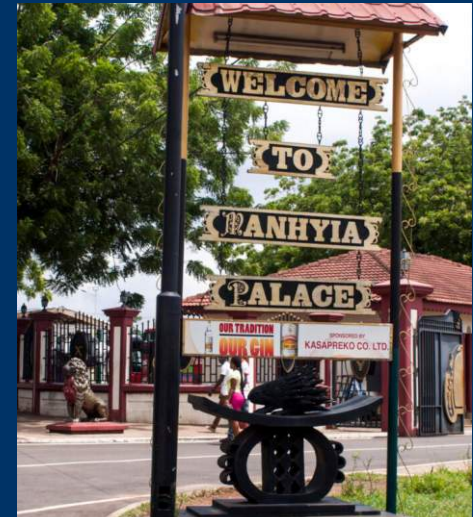
Ghanaian students are now highly motivated to study abroad with the number of Ghanaian students studying at institutions in the “big four” English destinations having more than quadrupled since 2019; with Ghana becoming a critical source of student diversity at foreign institutions, rising to become especially Canada’s 9th largest source of new international students in 2023.

These, paired with Ghanaians’ tendency to study hard to increase their chance of being accepted to universities abroad, makes Ghanaian students generally excellent candidates for foreign bachelor’s and graduate programmes abroad.

With Ghana now being widely-recognized as an important emerging market for international education; A study abroad fair would be a fantastic way to connect these passionate prospective students with opportunities to explore international education.

Admission world fair’s Edu-fair 2025 Ignite would therefore be a great platform to recruit pre-screened, quality prospective students from Ghana.

The fair expects a total of 1000+ students from various study levels with students coming from WAEC, IGCSE Cambridge curriculums, IB Diploma, Bachelors and graduate level certifications.



WHY YOU SHOULD **JOIN OUR FAIR**

1. Reach a targeted audience of students interested in studying abroad
2. Increase brand visibility and recognition
3. Network with other international education professionals
4. Generate leads and recruit students for your programs
5. Get discounted accommodation reservation of our exclusive 5-star hotel venue.
6. Have the Chance to present your school to prospective students at our "Why study with us" presentation session before and during the fair.
7. Chance to exhibit to thousands of quality pre-screened prospective students.
8. Be part of our campus tour of IB - diploma and Cambridge curriculum schools who are basically groomed for foreign education.
9. Have exclusive data of attendees at the event for follow-ups and conversions
10. Get visa support letters for your travel
11. And receive leads for domestic university partnerships both in Ghana and in Kenya including the University of Ghana, KNUST, Central University, Ashesi University, the University of Cape Coast, University of Nairobi, Kenyatta university, Strathmore University etc...

EXHIBITOR PROFILE

1. Who should exhibit:
 - a. Universities and colleges
 - b. Language schools
 - c. International student recruitment agencies
 - d. Education consultants
 - e. Service providers



WHAT TO EXPECT:

- Face-to-face interactions with potential students
- Opportunity to showcase programs and services
- Access to student demographics and data base from our unique tech innovation used for our registrations.



FAIR DETAILS

NAIROBI FAIR

Date:

- **16th May** - School Visit to international High Schools in Nairobi
- **17th May** - Edu-Fair ignite 2025

Time: **11:00am to 4pm**

Venue: **Argyle Grand Hotel**

Booking Deadline: April 20th, 2025

- Expected number of attendees - 1000+ prospective students
- Exhibitor package options (Exhibition, Presentation slots, School Visits)

FAIR DETAILS

KUMASI FAIR

Date:

- **20th May** - school Visit to international High Schools in Kumasi
- **21st May** - Edu-Fair ignite 2025 - Kumasi fair

Time: **11:00am to 4pm**

Venue: **Lancaster Kumasi City Hotel**

Booking Deadline: **April 20th, 2025**

- Expected number of attendees - 500 - 1000+ prospective students
- Exhibitor package options (Exhibition, presentation slots, school visits)



FAIR DETAILS

ACCRA FAIR

Date:

- **23rd May** - School Visit to international High Schools in Accra
- **24th May** - Edu-Fair ignite 2025 - Accra Fair

Time: **11:00am to 4pm**

Venue : **Tang palace Hotel** Accra, Ghana

Booking Deadline: **April 20th, 2025**

- Expected number of attendees - 1000+ prospective students
- Exhibitor package options (Exhibition, presentation slots, school visits)



REGISTRATION & BOOKING DETAILS

REGISTER NOW AND SECURE YOUR SPOT:

Early Bird Rate: **\$1590**

NB: Our Rates are in **US Dollars (\$)**

Standard Price: **\$1,800**

Our Early Bird Rates end on the **20th of April, 2025**

School Visit: **\$500**

YOUR REGISTRATION CHECKLIST:

1. Complete the attached registration form
2. Email it to info@awclfairs.com
3. An invoice will be sent for payment
4. Payment receipt will be issued and sent
5. Visa support letter will be sent.

(Note that there can be arrangements for Visa-on arrival services within Ghana and Kenya. Send all enquiries and questions to info@awclfairs.com for prompt response.

OUR EVENT VENUES AND FINDING ACCOMODATION

Our fair Venues are carefully selected to meet the needs of institutions and prospective students alike.



Argyle Grand Hotel in Nairobi will be our venue for our Nairobi fair. It has state-of-the-art conference facilities, state-of-the-art Titan gym, smart rooms & facilities, fine modern cuisine, heated swimming. It is a 5-star luxury accommodation brand that instills the essence of prestige and the precious features of the Argyle diamond. Argyle Grand Hotel is just a stone's throw from the Jomo Kenyatta international airport in Nairobi.



Lancaster Kumasi City is our fair venue for our Kumasi fair. This is a hotel of choice when visiting Kumasi. It provides an ideal mix of value, comfort and convenience, and offers an array of amenities designed for executive travelers like you. Lancaster Kumasi City is a great quality African-style 4-star business hotel offering a vibrant vacation experience inside the rich Ashanti Kingdom. It is located in the central business district of the Ashanti region's capital, Kumasi; and is only 30 minutes from the Prempeh I international Airport in Kumasi & suited for business & leisure guests.



Tang Palace Hotel which is the Accra venue for our fair is an international 4-Star hotel with 9 different room types. This hotel is only 2.0 Km from the Kotoka International Airport and is located 3.7 mi from Independence Square which is Accra's business center. They offer complimentary airport shuttle services with a faster check in and out times. They offer easy currency exchange as well. They have their beautifully furnished standard rooms, Superior and Superior twin rooms; split level duplex rooms with groups and families in mind; and the business executives suites.

Fair exhibitors who would like to stay at our event venues will be entitled to a discounted Standard room offering. Kindly send us an email at info@awcfaairs.com for booking, if you would want to have your stay at our event venues.

You are welcome to join us this year to be part of this great experience. We look forward to your participation at our fairs!!

Akwaaba to Ghana - the gateway to Africa!!
Karibu to Kenya - the land of endless horizon!!



Check our website at
www.awcfaairs.com
for photos and videos from our previous event.