

UniConnect International Education Fair Saudi Arabia - Spring

31 Mar 2026 - 04 Apr 2026

Information

With over a decade of experience in international education event management, this Fair has firmly established itself as the **leading international student recruitment event in the MENA region**. Strategically hosted in **Saudi Arabia, Egypt and Morocco,** the Expo is designed to connect prestigious international academic institutions with thousands of highly motivated prospective students from across the Middle East and North Africa.

The exhibition offers a comprehensive platform for global universities, colleges, and language schools to meet and engage directly with a diverse audience of high school students, parents, university counselors, school principals, and postgraduate candidates. Our visitors are actively seeking information and admissions guidance for a wide range of academic opportunities, including foundation, undergraduate, postgraduate, and language programs.

Whether you're looking to recruit students from high-growth markets, build institutional visibility in the region, or forge relationships with key influencers in international education, **this International Education Fair delivers measurable results**. We invite you to be part of an event that is not only about meeting students but about shaping futures.

Join us at this exhibition and take your student recruitment strategy to the next level—in the heart of the MENA region's most dynamic education markets.

The MENA region has become one of the **most promising and dynamic markets** for international student recruitment. With a **youthful population, strong governmental support for education, and growing aspirations for global academic exposure**, countries like Saudi Arabia, Egypt, and Morocco are experiencing a rapid increase in outbound student mobility.

• Saudi Arabia consistently ranks among the top 10 countries sending students abroad, with over 65,000 Saudi students studying overseas annually. The government's ongoing investment in education reform, including the Kingdom's Vision 2030 strategy, places a strong emphasis on international partnerships and scholarships, encouraging students to pursue degrees abroad in a wide range of fields.

Visitor numbers:

Jeddah 1,000

Primary School0%Undergraduate40%Professional Training0%High School0%Postgraduate40%Careers0%Further / Vocational0%Languages15%Other0%

Foundation / Prep 5%

Riyadh 1,000

Primary School0%Undergraduate40%Professional Training0%High School0%Postgraduate40%Careers0%Further / Vocational0%Languages15%Other0%Foundation / Prep5%

Dammam 1,000

Primary School0%Undergraduate40%Professional Training0%High School0%Postgraduate40%Careers0%Further / Vocational0%Languages15%Other0%Foundation / Prep5%Company of the professional Training0%

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Exhibitors

Who should attend

Boarding schools

Business schools

Colleges

Companies (Careers)

Education agencies

Funding & scholarship providers

Gap year organisations

Government bodies

Hotel management schools

Language schools

Professional bodies

Student service providers

Summer schools

Universities

Equipment suppliers

Primary schools

Publishers

Levels & amp Subjects

Academic Levels

- Postgraduate (Masters, MBA, LLM, Dip, PhD)
- Undergraduate (Bachelors)
- Language learning
- Foundation (Preparatory)
- Secondary education (boarding)

Subject Areas

- Accountancy, finance & insurance
- Architecture, construction, building & surveying
- Business, MBA & management
- Computer science & IT
- Economics
- Education & teaching
- Engineering
- Health & medicine
- Humanities
- Languages
- Law & LLM
- Mathematics
- Retailing & marketing

- Science
- Social science
- Tourism, leisure & hospitality
- Visual & creative arts

Prices & Booking

Jeddah 31 Mar 2026

Move Inn Hotel

• Working Space + 2 nights accommodation for 1 person | €2625.00 Book Now

Riyadh 02 Apr 2026

Holiday Inn Olaya

• Working Space + 2 nights accommodation for 1 person | €2625.00 Book Now

Dammam 04 Apr 2026

Holiday Inn Al Khobar

• Working Space + 2 nights accommodation for 1 person | €2625.00 Book Now

BOOK FULL TOUR