

RESULTS OF BEGIN MENA TOUR


Istanbul | Cairo
1–2 March 2024



Facts and figures

Cities	Istanbul	Cairo
Number of exhibitors	24	18
Countries represented	15	11
Visitors at the fair	337	442
Pre-registered visitors	2 807	5 709

OVERALL

 **8 516**
pre-registered
visitors

 **42**
exhibitor
desks

 **779**
visitors

 **19**
countries
represented

Exhibitors' insights

Types of exhibitors:

- Universities
- Business schools
- Boarding schools
- National agencies
- Student consultancies
- Language schools

Countries represented:

- Australia
- Azerbaijan
- Canada
- Czech Republic
- France
- Germany
- Hungary
- Italy
- Latvia
- Lithuania
- Malaysia
- North Cyprus
- Poland
- Spain
- Switzerland
- Türkiye
- UAE
- UK
- USA

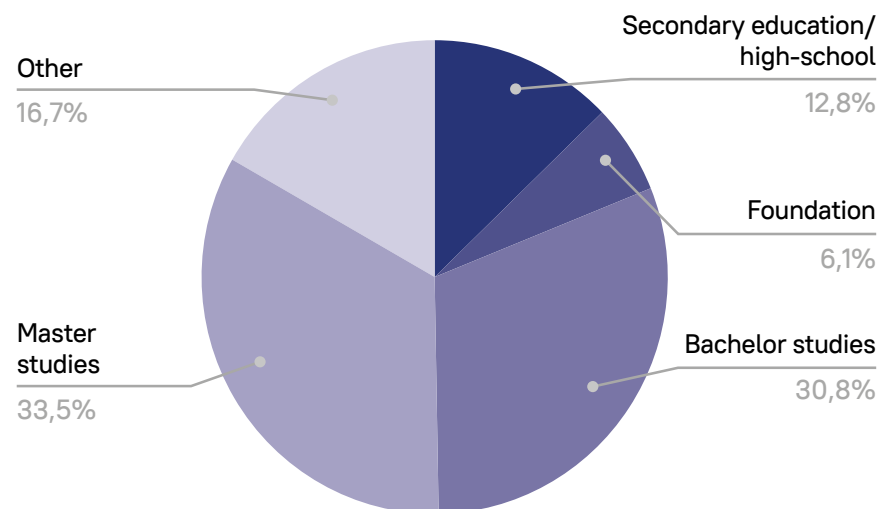
BEGIN MENA TOUR STATISTICS

based on the results of Begin Edu Fairs in Spring 2024

AVERAGE NUMBERS

- 50% of attendees consider to enroll for the next academic year
- 35% of attendees hold academic/sporting achievements
- 50% of attendees have TOEFL/IELTS or will be receiving them soon

LEVELS OF STUDY



FIELDS OF STUDY

