

RESULTS OF BEGIN SOUTHEAST ASIA TOUR

Jakarta | Surabaya | Hanoi | Ho Chi Minh City

23–31 March 2024



OVERALL

10 921
pre-registered
visitors

97
exhibitor
desks

2 269
visitors

17
countries
represented

Facts and figures

Cities	Jakarta	Surabaya	Hanoi	Ho Chi Minh City
Number of exhibitors	19	12	33	33
Countries represented	12	9	12	13
Visitors at the fair	727	455	483	604
Pre-registered visitors	3 980	3 167	1 842	1 932

Exhibitors' insights

Types of exhibitors:

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

Countries represented:

- Austria
- Estonia
- France
- Germany
- Hungary
- India
- Italy
- Japan
- Latvia
- Malaysia
- North Cyprus
- Poland
- Singapore
- Spain
- Switzerland
- UK
- USA

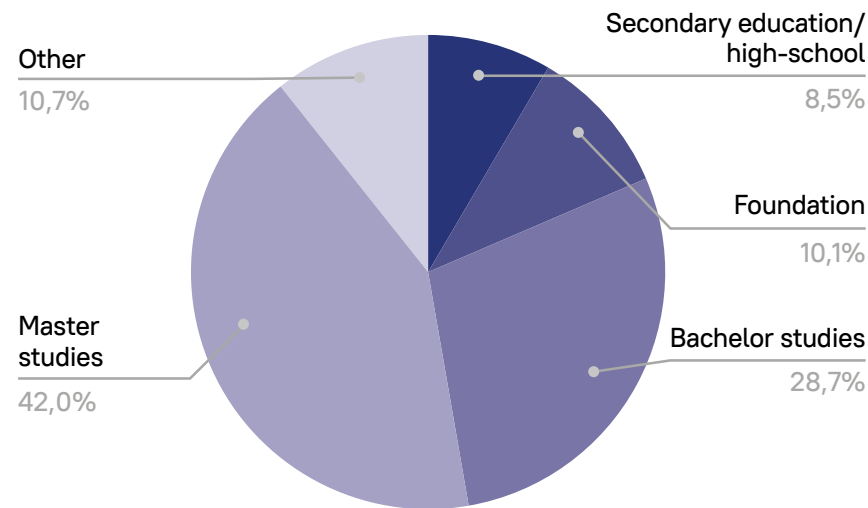
BEGIN SOUTHEAST ASIA TOUR STATISTICS

based on the results of Begin Edu Fairs in Spring 2024

AVERAGE NUMBERS

- 30% of attendees consider to enroll for the next academic year
- 40% of attendees hold academic/sporting achievements
- 80% of attendees in Vietnam and 50% in Indonesia have TOEFL/IELTS or will be receiving them soon

LEVELS OF STUDY



FIELDS OF STUDY

