

BEGIN STUDENT RECRUITMENT EVENTS IN THE MENA REGION

Autumn 2025 – Spring 2026



Begin Group invites you to join our in-person student recruitment events in **Cairo, Egypt**, as well as targeted online fairs for students in North Africa, covering **Algeria, Egypt, Morocco, and Tunisia**.

These events are the best way to attract prospective students in this rapidly growing market for study-abroad recruitment. By combining the power of offline and online fairs, you gain access to a wider audience and generate high-quality leads.

Why Begin Group?

- Over 25 years of industry experience
- 100+ student recruitment events in 40+ countries
- 1000+ exhibitors annually
- Individual approach to every client



Events Overview

- **Begin Edu Fair:** A 4-hour in-person student recruitment event connecting international educational institutions with prospective students and their parents.
- **B2B Meetings with School Counsellors:** Exclusive one-on-one sessions with school counsellors to build valuable connections and promote your institution directly to student advisors.
- **High School Visits:** Tailored visits to selected international high schools, offering direct access to students in their learning environment.
- **Begin Online Fair:** A 4-hour virtual event enabling global reach to prospective students and parents through interactive online presentations, QA sessions and personalised chats.

Autumn 2025 Schedule

15 November. Cairo. Begin Edu Fair

16–17 November. Cairo. High School Visits

20 November. Begin Online Fair
(Algeria, Egypt, Morocco, and Tunisia)

Spring 2026 Schedule

22 April. Cairo. High School Visits

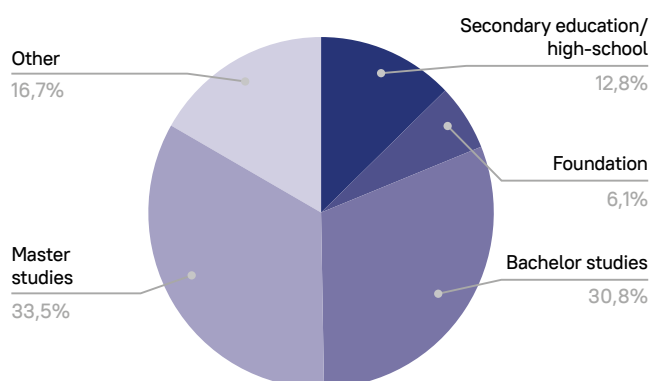
23 April. Cairo. Begin Edu Fair

23 April. Cairo. B2B Meetings with School Counsellors

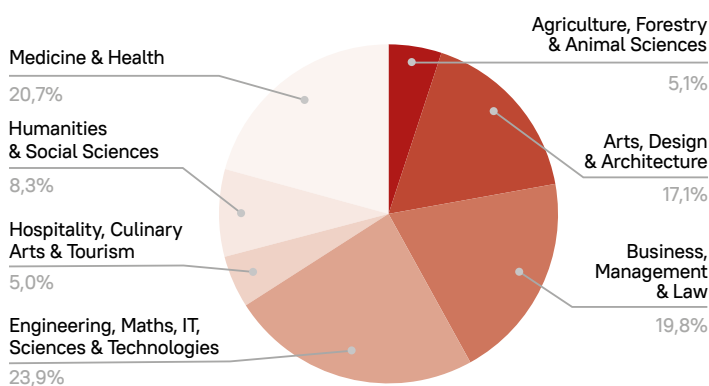
12 May. Begin Online Fair
(Algeria, Egypt, Morocco, and Tunisia)

Study preferences by level and field at Begin Edu Fair in Egypt

LEVELS OF STUDY



FIELDS OF STUDY



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WHY EGYPT

Egypt, the most populous country in the MENA region with over 114 million people, has nearly **20 million youth (17% of the population)**, creating significant opportunities for education and international collaboration.

Cairo, a hub for education with **over 150 international schools** reflects a rising demand for innovation and international education. The government actively supports private university development to accommodate the increasing number of high school graduates.



Number of exhibitors – **30+**

Average number of pre-registered visitors – **5500+**

Exhibitor's Package In-person fair

- ✓ **Pre-event**
 - Personalised online promotional campaign
 - Logistic support, travel tips, and freight advice
 - ✓ **Event**
 - Exhibitor's table setup at a 5-star venue
 - QR codes for attendee registration
 - Personal assistant*
 - Local printing service*
 - 25-minute presentation and Q&A session*
 - ✓ **Post-event**
 - Detailed contact list of registered attendees
 - Email/WhatsApp shot to selected groups of attendees*
- * Subject to additional charge

Exhibitor's Package Online fair

- ✓ **Pre-event**
 - Personalised online promotional campaign
 - Virtual booth set-up
 - Tutorials and test events for exhibitors
- ✓ **Event**
 - Virtual booth
 - Constant technical support
 - 4-hour Q&A and personal live chat with attendees
 - Individual Zoom presentation (15 min)
- ✓ **Post-event**
 - Detailed contact list of registered attendees

Participation fee

Begin Edu Fair – EUR 2,200
B2B Meetings – EUR 700
High School Visits – EUR 1,200
(EUR 2,000 for two if booked together)
Begin Online Fair – EUR 1,200

Discounts

10% Welcome Discount: For new clients joining Begin Group events.
10% Multi-Fair Discount: When booking two fairs in 2025.
20% Fair Package Discount: When booking all four fairs (in-person and online, Spring and Autumn 2025).