



TURKEY

IEFT Spring 2007

Participation Fee

Istanbul, Adana, Ankara and Izmir	5 days \$7250+GST
Istanbul, Ankara, Izmir	4 days \$6000+GST
Istanbul and Ankara	3 days \$5000+GST
Istanbul and Izmir	3 days \$5000+GST
Istanbul only	2 days \$4000+GST

Dates 31 March & 1 April Istanbul; 3 April Adana; 5 April Ankara; 7 April Izmir

Sectors ELS, UNI

ENZ Project Contact Karen Frewing - karen.frewing@educationnz.org.nz - DDI: 04 917 0536

IEFT (International Education Fair of Turkey) is the largest commercial fair in Turkey. New Zealand has a fairly low profile in this region, events like this are one way of marketing New Zealand, and gaining an understanding of the Turkish market. Over 100 educational institutions from around the world attend IEFT, attracting thousand of students in the four biggest cities of Turkey. More information is located at www.ieft.net.

Activity Introduction

Education is an important issue for this large market: According to the Turkish Education Ministry, over 50,000 students study abroad every year. The most popular levels of study are high school, certificate, diploma, degree and language programmes, and the range of destinations is ever-increasing.

IEFT provides the ideal arena for quality education providers to meet with bright, motivated, prospective students and their families. Each fair attracts 100+ participants from around the world and over 14000 visitors over the four days in the three key cities. Get to know the Turkish market and your future students by participating in the [IEFT - INTERNATIONAL EDUCATION FAIRS OF TURKEY](#).

Participation Costs

The participation fee covers:

- Table and display area
- Co ordination by Education New Zealand

- Venue hire and refreshments
- NZTE staff on site
- Promotion of the event
- Arrangement of accommodation

Additional costs

All representatives cover their own accommodation, travel and daily expenses.

There will be additional cost for:

- Brochure display material
- Freight
- Interpreters

Summary

It is important to keep top-of-mind awareness in Turkey. With the myriad schools trying to penetrate the market, you should develop a presence and maintain it. This is best achieved by combining event participation at **IEFT** with building solid relationships with reliable partner agencies.

Fair website: www.ieft.net