



EDUWORLD EXPO
— Building Bridges to Global Education —



EDUWORLD TUNISIA EXPO 2027

BUILDING BRIDGES TO GLOBAL EDUCATION



B2B ACADEMIC DAY · TUNISIAN MINISTRY OF EDUCATION PATRONAGE



MEET TOP
UNIVERSITIES
FROM AROUND
THE WORLD



EXPLORE
GLOBAL
OPPORTUNITIES



CONNECT
WITH EXPERTS &
EDUCATORS



INNOVATE
YOUR FUTURE

★
EMPOWERING
Minds
★
CREATING
Futures



3 DAYS
OF INSPIRATION
& OPPORTUNITIES



TUNIS
TUNISIA



STUDENTS
PARENTS
COUNSELORS



ONE WORLD
ENDLESS
POSSIBILITIES



AN INVITATION TO YOUR INSTITUTION

20+ COUNTRIES · LED BY THE USA & UK

Your Gateway to Tunisia's International Education Market

EduWorld Tunisia Expo 2027 positions Tunisia as Africa's emerging higher education hub — a landmark platform connecting your university with Tunisia's students, families, and academic leadership. The programme runs as one B2B Academic Partnership Day for institutional meetings and MoUs, followed by two B2C Enrollment Days open to Tunisian students, giving your university both strategic partnerships and direct recruitment in a single visit to Tunis.



DAY 1 · B2B

Academic Partnership Day



DAYS 2–3 · B2C

Student Enrollment Days

Hosted by the Tunisian Ministry of Education. Participation is upon Ministry approval.

A free, open-to-the-public fair connecting your institution directly with students and families.

3

Event Days

2

Connected Forums

20+

Countries Represented

Tunis

Cité de la Culture

Why Exhibit at EWTE 2027



**DIRECT ACCESS TO
THE TUNISIAN MARKET**

Meet Tunisia's public and private university students, families, and counselors in one national platform.



**GOVERNMENT-ENDORSED
CREDIBILITY**

Ministry patronage positions your institution alongside an officially recognized, trusted event.



**STRUCTURED
B2B MEETINGS**

Day 1 is reserved for institutional meetings, MoUs, and academic cooperation with Tunisian universities.



**NATIONAL MEDIA
VISIBILITY**

Your presence is featured across the schools, radio, outdoor, and social media campaign driving attendance.



**FREE ENTRANCE,
HIGHER FOOTFALL**

Removing the entry barrier for visitors means stronger, more diverse recruitment traffic at your stand.



**GATEWAY TO
NORTH AFRICA**

Tunis positions your institution as a regional hub for future outreach across the Maghreb.

Who Exhibits & Who Visits

A national platform bringing together global institutions and Tunisia's most engaged academic audience.

WHO EXHIBITS — YOUR PEER INSTITUTIONS

- Universities & Colleges
- Business & Medical Schools
- Engineering & Technology Institutions
- Pathway & Foundation Providers
- Language Schools
- Vocational & Technical Training Providers
- Educational Technology Companies
- Scholarship & Funding Organizations
- Student Accommodation & Insurance Providers
- International Testing Organizations
- Educational Publishers
- Government Education Agencies

WHO VISITS — YOUR AUDIENCE

B2B — DAY 1

- University Presidents & VPs
- International Relations Directors
- Deans & Faculty Members
- Government Officials & Policymakers
- School Owners, Principals & Consultants

B2C — DAYS 2 & 3 (FREE ENTRY)

- High School & University Students
- Graduate Students & Adult Learners
- Parents & Teachers
- School Counselors & Career Advisors

Tunisia — B2B Market Opportunities

Why international and UK universities are engaging with the Tunisian higher education market.

— Established Higher Education Market

13 public universities, including the Tunisian Virtual University, alongside a growing private sector — around 60 institutions in total.

— Growing Demand for English-Medium Education

Institutions are increasingly introducing English-taught programmes alongside French-medium education.

— Strong Interest in International Education

Tunisian students show growing interest in study abroad at undergraduate, postgraduate and professional levels.

— Strategic Gateway to Africa

Tunisia attracts students from across Sub-Saharan Africa — a strategic entry point to the wider African market.

— Regional Recruitment Potential

A population of ~15 million, with strong cultural and geographic links to Algeria and Libya.

— Strategic Location

Proximity to Europe and its position within North Africa make Tunisia a strategically located market.

— Competitive & Safe Study Destination

Affordable tuition, accommodation and living costs, in a safe and welcoming environment for international students.

— Partnership & Collaboration Opportunities

Student recruitment, articulation and pathway agreements, joint programmes, and long-term institutional collaboration.

— Strong B2B Potential

The Expo lets universities meet key stakeholders, explore recruitment, and build a long-term regional presence.

Date, Time & Venue



14–16

JANUARY 2027



Three days: one institutional forum day, two public exhibition days.



9–18

DAILY HOURS



Day 1: 9:00–17:00 · Days 2–3: 9:00–18:00, extended for public footfall.



CITÉ DE LA

CULTURE · TUNIS



Cité de la Culture Chedli-Klibi, Avenue Mohamed V, Tunis — the national cultural and convention complex.



3 DAYS

Of inspiration & opportunities



TUNIS

Cité de la Culture



STUDENTS

Parents · Counselors



RECOGNITION



Backed by the Ministry of Higher Education and Scientific Research



EWTE 2027 carries the official patronage of the Ministry of Higher Education and Scientific Research — a nationally recognized platform, not a private trade fair. That endorsement lends your institution instant credibility with Tunisian universities, schools, and families.



DAY 1 · HOSTED BY

THE MINISTRY OF EDUCATION

The Academic Partnership Forum (B2B) is hosted by the Tunisian Ministry of Education. Exhibitor participation in this forum is subject to Ministry approval.



DAYS 2 & 3

Opened to the Public

The Higher Education Exhibition (B2C) is formally opened by the Ministry — free and open to all.

Exhibitor Fees & Packages

STANDARD EXHIBITOR PARTICIPATION FEE

US\$3,000 + Taxes (if applicable)

EARLY BIRD RATE

US\$2,800 + Taxes (if applicable)

Valid until 31 October 2026

Extra Delegate Badge: + US\$150

YOUR PARTICIPATION FEE INCLUDES



3×3m

Exhibition Booth



Table &

2 Chairs



University Name

Signage



2 Daily

Coffee Breaks



1 Gala Dinner

Invitation

OPTIONAL SPONSORSHIP ADD-ONS

SILVER

Strategic visibility, digital reach

+ US\$4,500

- Strategic booth location
- Logo on official website
- 1 social media feature (FB/IG/TikTok)
- 2 delegate badges
- Program guide listing

GOLD

Elevated presence across every channel

+ US\$6,500

- Strategic booth location
- Logo on website & social campaign
- Featured on street billboards
- Mentioned in radio campaign
- 3 delegate badges
- Half-page feature + coffee branding (1 day)

PLATINUM

Maximum visibility & influence

+ US\$10,000

- Prime strategic booth, largest footprint
- Logo across web, social, radio & billboards
- Dedicated in-hall banner
- Opening ceremony speaking slot
- Featured in school & parent campaign
- VIP gala dinner (5 delegates)
- Full-page feature + daily coffee branding

Taxes apply where applicable and will be confirmed on the official invoice. Extra delegate badges beyond the standard allocation are US\$150 each.

Where to Stay — Radisson Blu Hotel & Convention Center Tunis

Preferential exhibitor rates at our official partner hotel, walking distance from the Ministry-hosted forum.



SINGLE STANDARD ROOM

Per night, room only (LPD) — approx.

US\$160



DOUBLE STANDARD ROOM

Per night, full board (PC) — approx.

US\$195

Meal Supplement: approx. US\$43 per meal (125 TND) · City tax applies per Tunisian government regulation, payable individually at check-out in local currency.

Reservations are automatically released at 16:00 on the arrival day unless guaranteed by credit card. Checkout is by 12:00. Exhibitors are responsible for booking their own accommodation directly with the hotel.

HOTEL AMENITIES

- ✓ Free Wi-Fi in common areas, rooms & suites
- ✓ Valet service
- ✓ 24/7 reception
- ✓ Airport transfer (paid)
- ✓ Free parking
- ✓ 24/7 room service
- ✓ Business center
- ✓ Indoor & outdoor pool



EVENT PROGRAM

Day 1 — B2B Academic Partnership Day

14 January 2027 · Hosted by the Tunisian Ministry of Education · Participation upon Ministry approval



ACADEMIC
PARTNERSHIPS



INTERNATIONALIZATION
OF HIGHER EDUCATION



STUDENT & FACULTY
MOBILITY



JOINT RESEARCH
COLLABORATION



DUAL & JOINT DEGREE
OPPORTUNITIES



INNOVATION &
ENTREPRENEURSHIP



INSTITUTIONAL
MEETINGS



MEMORANDA OF
UNDERSTANDING (MOUS)



NETWORKING
SESSIONS

Days 2 & 3 — B2C Student Enrollment Days

15–16 January 2027 · 9:00–18:00 · Opened to the public by the Ministry · Free Entrance

Day 2 — 15 January

- International University Exhibition
- Admissions Consultations
- Study Abroad Opportunities
- Scholarships & Funding Opportunities
- Pathway & Foundation Programs
- Country Study Destination Presentations
- Career Guidance Sessions
- Academic & Scholarship Advisory Desk

Day 3 — 16 January

- International University Exhibition
- Academic Program Presentations
- Graduate & Postgraduate Opportunities
- Career Development Sessions
- Future Skills Discussions
- Student Success Stories
- Application & CV Clinics
- Closing Session



DRIVING ATTENDANCE TO YOUR STAND

A Highly Targeted Media Campaign

Every channel is targeted by age, location, and academic interest — built to bring the right students, families, and counselors to your stand, not just a crowd.



TARGETED SCHOOL & COUNSELOR OUTREACH

Direct visits and presentations to secondary schools and counseling offices selected by student profile and academic track.



GEO-TARGETED RADIO CAMPAIGN

Spots scheduled on peak-listenership stations in Tunis and key feeder cities, timed to reach families during commute hours.



STRATEGIC OUTDOOR PLACEMENT

Billboards and banners positioned near schools, universities, and high-traffic family areas across Tunis.



PRECISION-TARGETED DIGITAL CAMPAIGN

Facebook, Instagram & TikTok ads targeted by age, location, and study interest, with retargeting through to registration.



SEGMENTED EMAIL & SMS OUTREACH

Campaigns to registered students, counselors, and partner databases, segmented by study interest and grade level.



MINISTRY & SCHOOL- NETWORK DISTRIBUTION

Official channels through the Ministry and partner school networks for trusted, high-reach invitation to students and parents.

International Participation Across 20+ Countries

Exhibitor recruitment spans more than 20 countries, with the United States and United Kingdom as our most important lead markets.



LEAD MARKET

United States



LEAD MARKET

United Kingdom

France

Germany

Ireland

Canada

Australia

Netherlands

Spain

Italy

Romania

Poland

Turkey

Malaysia

Lithuania

Latvia

Russia

Czech Republic

Hungary

Portugal

Cyprus

Malta

Plus additional emerging markets recruited on a rolling basis ahead of the expo.



WHY VISIT

Why Students & Families Visit — The Visitor Experience

Free Entrance Drives a Larger, More Diverse Public Turnout



MEET INTERNATIONAL
UNIVERSITIES

Visitors come specifically to speak with institutions like yours from the UK, Europe, North America, and beyond.



SCHOLARSHIPS &
FUNDING SEEKERS

Many attendees are actively researching scholarships and financial aid — a strong recruitment signal.



PATHWAY &
FOUNDATION INTEREST

Students exploring pathway providers and foundation programs suited to their profile.



COUNSELING-READY
VISITORS

Attendees expect on-site academic counseling, priming them for direct conversations at your stand.



STUDY-ABROAD
INTENT

Visitors are specifically seeking international mobility pathways and study destinations.



CAREER-FOCUSED
STUDENTS

Career and future-skills sessions bring career-motivated students to the exhibition floor.



RESERVE YOUR PLACE

How to Participate

Booking your stand at EWTE 2027 takes four simple steps.



1

Confirm Participation

Secure your stand with the US\$3,000 fee —
US\$2,800 if confirmed before 31 October
2026.



2

Submit Registration

Complete the exhibitor registration form with
institutional and delegate details.



3

Confirm Payment

Spaces are allocated on a first-confirmed
basis.



4

Receive Your Kit

Get your stand layout, badges, and marketing
assets ahead of the expo.

US\$3,000 + taxes if applicable (US\$2,800 early bird, valid until 31 October 2026) includes a 3×3m booth, table & 2 chairs, university signage, 2 daily coffee breaks & 1 gala dinner invitation. Extra delegates: +US\$150 each.



READY TO RESERVE YOUR STAND?

Contact the organizing team to check availability, request the registration form, and confirm your package.

zahra.errdid@eduworldgcc.com



Reserve Your Stand Today



Spaces are limited and allocated on a first-confirmed basis. Secure your institution's place at Tunisia's national, government-endorsed higher education exhibition and connect with thousands of motivated students, families, and academic partners.

14 – 16 January 2027 | Cité de la Culture, Tunis, Tunisia

This event is organized by



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