



**The first and largest university fair in Egypt  
dedicated to non-Egyptian high school students**



**A special exhibition for all nationalities residing in Egypt  
students and expatriates**

**Royal Maxim Palace Kempinski, New Cairo  
January 20, from 10 AM to 6 PM**

**SECURE YOUR PARTICIPATION NOW**



**Round**

**An exhibition for all international students from  
Sudan, Libya, Yemen, Saudi Arabia, Syria, Palestine, and other nationalities**





## **Statistical Report: ZoneEd Non-Egyptian Universities Fair**

### **1. Overview**

ZoneEd successfully organized the Non-Egyptian Universities Fair for two consecutive years, establishing it as the leading platform connecting international students in Egypt with top universities.

The fair directly supports Sudanese, Yemeni, Saudi, Syrian, Libyan, and Kuwaiti communities who seek trusted higher-education options inside Egypt.

### **2. Attendance & Student Demographics**

#### **A. Total Event Attendance**

- The latest fair, held at Triumph Luxury Hotel, welcomed 2500+ international students.

#### **B. Nationalities Represented**

The fair attracted a strong and diverse mix of international communities, primarily:

- Sudanese, Saudi, Yemeni, Libyan, Syrian and Kuwaiti

These nationalities represent the fastest-growing student segments currently residing in Egypt.

### **3. School & Educational Center Participation**

#### **A. International School Attendance**

- 20 international schools attended with their Grade 10, 11, and 12 cohorts.
- The majority were IGCSE schools, which is the largest curriculum among non-Egyptian students in Egypt.

#### **B. Arab & Sudanese Community Centers**

- Last year's fair was in partnership with multiple Sudanese and Arab educational centers.
- They attended with complete groups of Grade 11 and Grade 12 students, accompanied by their parents — creating a strong conversion-ready audience.



### C. Home-Schooling Centers

- The fair also attracted home-school centers across Cairo and Giza, enabling ZoneEd to reach non-traditional students seeking university admissions.

## 4. University Participation

30 universities participated in the latest edition, including:

- Egyptian private universities
- International branch campuses in Egypt

This created an excellent mix of medical, engineering, business, IT, and arts programs for international attendees.

## 5. Marketing Performance

### A. High-Impact Digital Campaign

ZoneEd launched a large targeted campaign aimed specifically at international students living in Egypt.

### B. Campaign Results

- 1000+ students attended directly through online campaigns.
- Ads were targeted to: Sudanese, Yemeni, Saudi, Syrian, Libyan and Kuwaiti communities living in Egypt

This created strong visibility and high trust among the audience.

## 6. Upcoming Fair Goals (Next Edition)

ZoneEd is planning a major expansion for the next Non-Egyptian Fair:

### A. Strong Institutional Presence

The next edition aims to include invitations to multiple embassies in Egypt to support different nationalities and enhance government-level presence.



## B. University Expansion

Target participation: 40 universities, including:

- Private Egyptian universities
- International branch campuses
- Select international universities from abroad

This ensures wider program diversity and stronger competition.

## C. Enhanced School & Center Attendance

- 30 direct school visits targeted (10:00 AM – 2:00 PM).
- 20 international community centers targeted (3:00 PM – 7:00 PM).

## D. Influencer-Based Campaigns

For the first time, ZoneEd will collaborate with Sudanese, Yemeni and Saudi influencers. All living in Egypt to build cultural trust and increase engagement.

## E. University Branding Promotions

All participating universities' logos will be heavily used in campaigns to increase visibility, authority, and reach among targeted students.

## 7. Conclusion

ZoneEd Non-Egyptian Universities Fair has become the largest and most influential platform for Sudanese and international students residing in Egypt.

With two successful editions and thousands of students served, ZoneEd continues to lead in creating powerful recruitment opportunities for universities and delivering high-quality guidance to international communities.

The upcoming edition is strategically developed to be bigger, stronger, and more globally representative, offering universities unparalleled access to a rapidly growing market of international students inside Egypt.



## Participation Offer

We are pleased to present the following quotation for your participation in the 3rd Edition of the Non-Egyptian Students Round, taking place on January 20, 2026, from 10:00 AM to 6:00 PM at Royal Maxim Palace Kempinski, Ring Road, New Cairo.

### **Exhibitor Package – USD 500**

Includes:

- A fully furnished exhibition space equipped with all essential setup requirements
- Comprehensive social media coverage before, during, and after the event to maximize your institution's visibility
- Complimentary coffee breaks and lunch buffet for up to two representatives throughout the event
- On-ground support from our organizing team to ensure a smooth and successful participation

We would be delighted to welcome your esteemed institution to this significant event and are confident that your participation will add great value to the overall experience.

Should you require any further information, clarification, or assistance, please feel free to contact us at any time. We are always happy to support you.

Mohamed Sobhy  
CEO and Co-Founder  
Phone: +201092689480  
Email: mohamed@zone-ed.com  
Website: www.zone-ed.com