

EDUWORLD EXPO

Building Bridges to Global Education

MOROCCO EXPO 2027

INTERNATIONAL EDUCATION EXHIBITION

21 – 23 JANUARY 2027

CASABLANCA · RABAT · MOROCCO



**FOUR-DAY
EXPERIENCE**

—
Education
Networking
Opportunity



EDUWORLD EXPO

— Building Bridges to Global Education —



GlobalExchange
www.global-exchange.org

MOROCCO EXPO 2027



INTERNATIONAL EDUCATION EXHIBITION

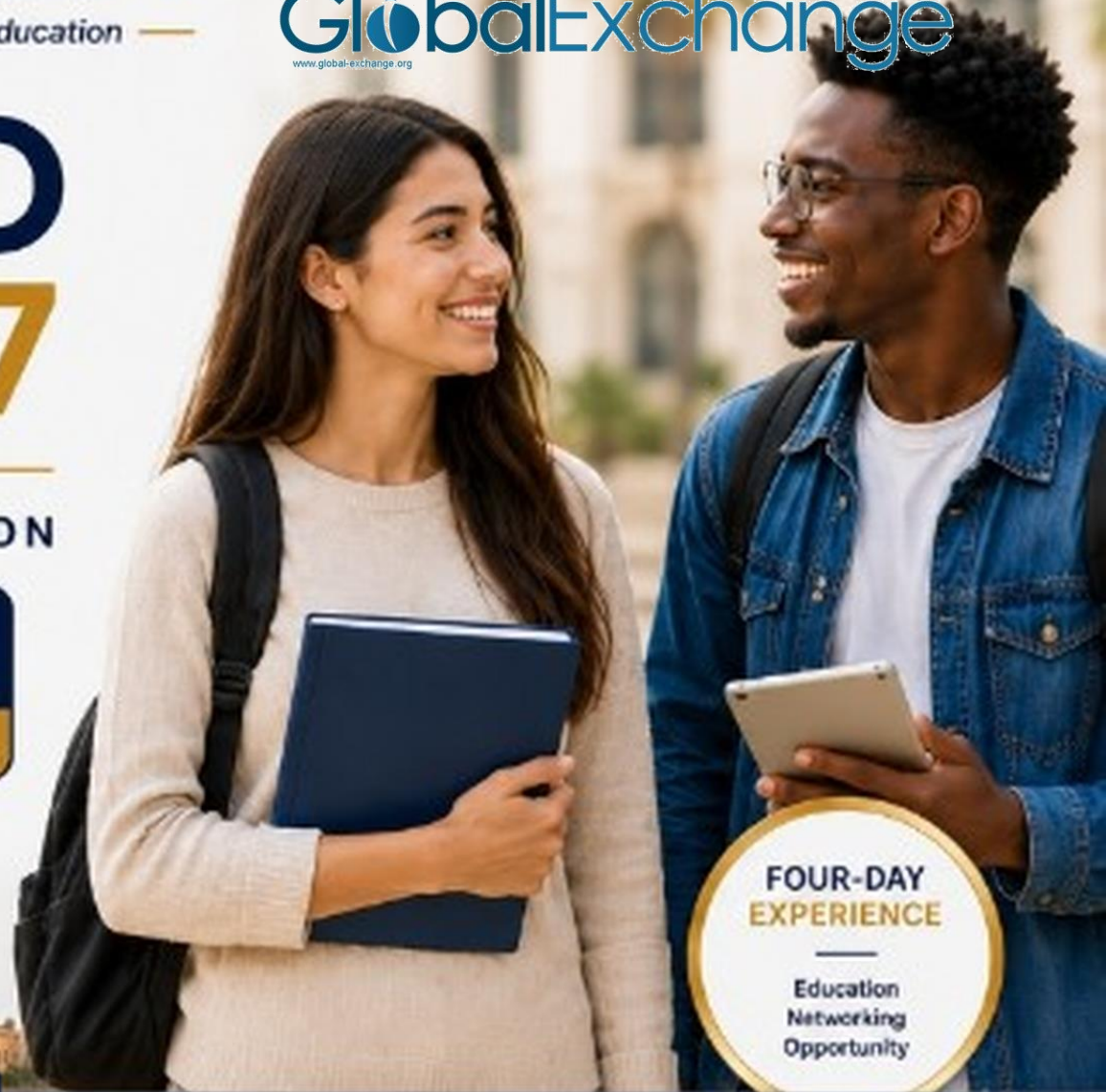


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Opportunity



www.eduworldexpo.com



info@eduworldexpo.com

International Education Exhibition & Student Recruitment Fair

ABOUT THE EVENT

Building Bridges to Global Education

EduWorld Morocco Expo 2027 is an international education exhibition connecting universities, colleges, language schools and education providers from around the world with Moroccan students, parents, school counsellors and education professionals.

"A premier student recruitment platform connecting global institutions with Morocco's most ambitious students."

Through one registration, participating institutions gain access to **Morocco's two largest education markets — Casablanca and Rabat** — across five days of intensive student recruitment.

WHY MOROCCO?

Morocco is **North Africa's fastest-growing international education market** — a young, ambitious nation where families invest deeply in their children's future.

EVENT OBJECTIVES

Recruit for undergraduate & postgraduate programs

Promote international education opportunities

Connect with students, parents & families

Build school counsellor relationships

Promote scholarships & financial aid

Strengthen academic partnerships

Gain market share

Build visibility



GlobalExchange
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Why Morocco?

A young, fast-growing nation where international education is a national priority



Youthful Population

38 million people — more than half under age 30, making Morocco one of the youngest populations in the region.



Rising Outbound Demand

An estimated 60,000+ Moroccan students pursue higher education abroad every year, and the number keeps climbing.



Arabic, French & Growing English

Arabic and French are the languages of daily life and instruction, while English is expanding fast through national curriculum reforms.



Gateway Location

Direct flights to major European & Gulf hubs in under 3 hours, making Morocco a natural recruitment base.



Government-Backed Investment

The government allocates over 26% of its national budget to education, while families make it their top household investment.



Two Major Hubs

Casablanca and Rabat are Morocco's largest economic & administrative centres, home to its most ambitious students and families.

EVENT PROGRAM

21 – 23 January 2027

Casablanca & Rabat, Kingdom of Morocco

19–20

JAN 2027

CASABLANCA

Private & International Schools

OPTIONAL

- High School Visits
- Student presentations & info sessions
- Meetings with school principals & counsellors
- Distribution of promotional materials.
- Establish your presence and visibility in the market

21

JAN 2027

RABAT

Sofitel Jardin des Roses Rabat

- Rabat Education Expo — **Day 1**
- Admissions counselling sessions
- Scholarship & program info
- Parent & family consultations

Coffee breaks and lunch included

22

JAN 2027

CASABLANCA

Marriott Hotel Casablanca

- Casablanca Expo — **Day 2**
- One-to-one student meetings
- Study abroad guidance
- Parent consultations & networking

Coffee breaks and lunch included

23

JAN 2027

CASABLANCA

Marriott Hotel Casablanca

- Casablanca Expo — **Day 3**
- Program presentations
- Admissions support sessions
- B2B networking & partnerships
- Onsite registration and lead generation
- Coffee breaks and Lunch included

GALA DINNER & NETWORKING EVENING complementary Exclusive dinner invitation for all participating institutions & guests · Final evening, January 23rd 2027.

Daily Program

Casablanca & Rabat, Kingdom of Morocco · Part 1 of 2

18

JAN 2027 · MONDAY

Arrival

Casablanca, Morocco

SUGGESTED TRAVEL

- Suggested flight arrival into Casablanca
- Hotel check-in & settling in
- Preparation ahead of school visits & exhibition days

19

JAN 2027 · TUESDAY

Casablanca

Private & International Schools

OPTIONAL ADD-ON

10:30 AM – 6:30 PM

- High School Visits — Day 1
- Visits to selected private & international schools
- Student presentations & info sessions
- Meetings with school principals & counsellors
- Distribution of promotional materials

20

JAN 2027 · WEDNESDAY

Casablanca

Private & International Schools

OPTIONAL ADD-ON

10:30 AM – 6:30 PM

- High School Visits — Day 2
- Additional visits to selected schools
- Continued student presentations & info sessions
- Further meetings with principals & counsellors
- Distribution of promotional materials

21

JAN 2027 · THURSDAY

Rabat

Sofitel Jardin des Roses

PACKAGE 1 & 2

10:30 AM – 6:30 PM

- Rabat Education Expo — full day
- Admissions counselling sessions
- Scholarship & program information
- Parent & family consultations
- Transportation provided from Casablanca to Rabat, and Back same day.

☕ **Coffee breaks & lunch buffet included** for 1 delegate per institution, each exhibition day. +\$300 per additional delegate

Daily Program

Casablanca & Rabat, Kingdom of Morocco · Part 2 of 2

22

JAN 2027 · FRIDAY

Casablanca

Marriott Hotel Casablanca

PACKAGE 1 & 2

10:30 AM – 6:30 PM

- Casablanca Expo — Day 1
- One-to-one student meetings
- Study abroad guidance
- Parent consultations & networking

23

JAN 2027 · SATURDAY

Casablanca

Marriott Hotel Casablanca

PACKAGE 1 & 2

10:30 AM – 6:30 PM

- Casablanca Expo — Day 2
- Program presentations
- Admissions support sessions
- B2B networking & partnerships
- ★ **Evening: Gala Dinner & Networking**

24

JAN 2027 · SUNDAY

Departure

Casablanca, Morocco

SUGGESTED TRAVEL

- Suggested flight departure from Casablanca
- Hotel check-out
- End of the complete Morocco Expo program

★ **Gala Dinner & Networking Evening** Exclusive complementary dinner for all participating institutions & guests · Final evening, 23 January

☕ **Coffee breaks & lunch buffet included** for 1 delegate per institution, each exhibition day · +\$300 per additional delegate

Carefully Selected Five-Star Venues

Premium conference facilities, excellent accessibility & a professional exhibition environment

RABAT

21 January 2027

Sofitel Jardin des Roses

Avenue Ahmed Balafrej, Souissi, Rabat

1 Day Exhibition

- Student & Parent Recruitment
- University Presentations
- Admissions Counselling

CASABLANCA

22 – 23 January 2027

Marriott Hotel Casablanca

Avenue des Forces Armées Royales, Casablanca

2 Days Exhibition

- Program Presentations & Admissions
- B2B Networking & Partnership Meetings
- Gala Dinner on Final Evening (Jan 23)

CASABLANCA

19 – 20 January 2027

High School Visits

Optional add-on

Selected private & international schools, Casablanca

School Outreach Days

- High School Students, Parents & Counsellors
- Principal & counsellor meetings
- Presentations & promotional materials

Why Participate?

Six compelling reasons to bring your institution to Morocco — direct access to 5,000+ students, families and 200+ partner schools



Direct Student Access

Meet thousands of qualified, motivated Moroccan students and families actively seeking international education opportunities.



Family Engagement

Face-to-face meetings with parents who are key decision makers in study abroad choices.



School Counsellor Network

Build lasting relationships with influential school counsellors through dedicated high school visit days.



Two Major Cities

One registration covers Rabat (Sofitel) and Casablanca (Marriott) — Morocco's two largest student markets.



Institutional Visibility

Prominent presence on event website, printed directory and all digital marketing channels across Morocco.



Maximum ROI

3 exhibition days across Rabat & Casablanca plus optional school visits — maximising your student recruitment.

FOR STUDENTS & PARENTS

Why Visit?

Everything a student needs to plan their international education journey — under one roof, free entry for all



Meet Global Institutions

Explore study options from top universities, colleges & schools worldwide, all in one place.



One-to-One Guidance

Get direct, personalised advice from admissions officers and program representatives.



Scholarships & Financial Aid

Learn about scholarships, grants and financial aid opportunities available to you.



Compare Programs

Compare courses, countries, tuition costs and career outcomes side by side.



Counsellor Support

Meet school counsellors and admissions experts face to face for tailored guidance.



Visa & Study Abroad Advice

Understand visa requirements and study-abroad procedures directly from institutions.



Family-Friendly Access

Free entry for students, parents & families — plan your future together.



A Clear Action Plan

Walk away with concrete next steps for applications, deadlines and program choices.

Exhibitor Registration

19 – 23 January 2027 | Casablanca & Rabat, Morocco

PACKAGE 1

PREMIUM RECRUITMENT TOUR

School Visits + College Fairs

US\$5,950 / institution

Suggested Travel: Jan 18 – 24, 2027

PACKAGE 1 INCLUDES

- 4 Private High School Visits
- 1 Day College Fair – Rabat
- 2 Days College Fair – Casablanca
- Transport: Casablanca – Rabat
- 1 Desk
- 3 Chairs
- Badge
- Electrical Socket
- Wi-Fi Access
- Lunch & 3 Coffee Breaks Daily
- Data Sheet in Visitor Guide
- Social Media Visibility
- Comms, Advertising & Publicity
- Gala Dinner – Last Day

PACKAGE 2

COLLEGE FAIR PARTICIPATION

College Fairs in Rabat & Casablanca

US\$4,950 / institution

EARLY BIRD PRICE: US\$4,500

PACKAGE 2 INCLUDES

- Participation in Both Fairs
- 1 Desk
- 3 Chairs
- Badge
- Electrical Socket
- Wi-Fi Access
- Lunch & 3 Coffee Breaks Daily
- Data Sheet in Visitor Guide
- Social Media Visibility
- Personalised Branding (Quote)

Your Institution Reaches Every Channel

The fair is promoted across all channels — digital, print, radio, press and school outreach across Morocco



Digital Marketing

- Google Ads Campaigns
- Facebook & Instagram Ads
- LinkedIn & TikTok Promotion



Direct Outreach

- Targeted Email Campaigns
- WhatsApp Campaigns
- Student Newsletters & Database



School Outreach

- Private & International Schools
- Counsellor Partnerships
- Student Info Sessions



Radio & Broadcast

- National & Regional FM Spots
- Student & Youth Programs
- On-air Ticket Competitions



Outdoor & Print

- Billboards & Street Banners
- Campus & School-Area Signage
- Airport & Transport Hub Displays



PR & Press

- National Media Press Releases
- Francophone & Arabic Dailies
- Post-Event Press Summary

SPONSORSHIP PACKAGES

Partner With EduWorld Morocco Expo 2027

Be seen by thousands of students, parents & education professionals



EXCLUSIVE PREMIUM
SPONSOR

ON REQUEST

Bespoke package tailored to your institution's goals

Contact us to discuss tier benefits, brand placement & customised sponsor activations — info@eduworldexpo.com | www.eduworldexpo.com

SPECIAL SPONSORSHIP CATEGORIES

Unique Branded Touchpoints

Put your institution in front of every visitor — full sponsor benefits included



COFFEE BREAK SPONSOR

US\$2,500

Every attendee stops for coffee — your brand is there every time.

- Exclusive branding across ALL coffee break stations, 3 days in Rabat & Casablanca
- Your logo on all coffee, tea & water stations, cups & break signage
- Official sponsor announcement at every break
- Logo on event website & printed directory
- Social media tagging before, during & after event



GIFT & GOODY BAG SPONSOR

US\$4,500

- Your brand on every gift bag, pen & promotional item for ALL attendees
- Branded pens & stationery in every bag, promotional insert / flyer included
- Branded table presence at gift distribution
- Logo on website, directory & event signage
- Social media coverage of gift distribution

ATTEND EDUWORLD MOROCCO EXPO 2027

21 – 23 January 2027 · Casablanca (Marriott) · Rabat (Sofitel)

WHY VISIT

- Meet thousands of motivated Moroccan students & institutions
- Get one-to-one guidance from admissions officers
- Explore scholarships & financial aid opportunities
- Meet school counsellors & compare programs
- Free entry — engage parents & families directly
- Network at the exclusive Gala Dinner

WHY PARTICIPATE

- 3 exhibition days + optional school visits
- Direct access to students, parents & counsellors
- Institutional visibility across every marketing channel
- Promote scholarships & academic programs
- Sponsorship tiers available — Platinum, Gold, Silver

Early Bird rate ends September 15th, 2026

Package 1: **\$5,950** Package 2: **\$4,950**

Early Bird (Pkg 2): **\$4,500** Add'l Delegate: **+\$300**

REGISTER NOW—eduworldexpo.com | info@eduworldexpo.com

REGISTER NOW · SPACES ARE LIMITED

Join us in Morocco.

January 18th to 24th, 2027.

Reserve your exhibition space today and join leading institutions connecting with the next generation of global talent.
Chose the package that suits your recruitment strategy.

★ EARLY BIRD DEADLINE

Sept 15th, 2026

Book before this date to secure the special early-bird rate on either package.

◆ MAIN FAIR DATES

21 – 23 January 2027

Three full days of recruitment in Rabat and Casablanca — plus optional school visits (**Package 1**).

✦ PACKAGES FROM

US \$4,950

Early-bird pricing on **Package 1** (College Fair Only).
Package 2 from US \$4,500.

Reserve your booth today

Contact Lahsen Bizragane · +1 401 301 6496 · info@global-exchange.org

www.eduworldexpo.com

info@eduworldexpo.com

ORGANISED BY EDUWORLD EXPO

GET IN TOUCH

Contact Us

Questions about exhibiting, sponsorship or the Casablanca fair? Our team is ready to help.

BOOKING AND GENERAL INQUIRIES

Lahsen Bizragane

☎ +1 401 301 6496

✉ info@global-exchange.org

🌐 International recruitment & partnerships



GlobalExchange
www.global-exchange.org

We typically respond within 1 to 2 business days.

EXHIBITOR & SPONSORSHIP ENQUIRIES

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General event enquiries welcome any time

A2Z
EXPO

Zoom into endless possibilities

We look forward to working with you.

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