

23rd Edition of

GLOBAL EDUCATION SCENARIO EXHIBITION

SEPTEMBER 21-30, 2026

Hyderabad-Karachi-Lahore-Faisalabad-Islamabad

20+

DESTINATIONS

100+

PARTICIPANTS

250+

REPRESENTATIVES

800+

SCHOLARSHIPS



Under the Patronage of



Prime Minister's
Youth Programme

Strategic Partner



ICMAINTERNATIONAL
lead strategically

Outreach Partner



**PAKISTAN
FREELANCERS
ASSOCIATION
(PAFLA)**



+92 332 428 8077



info@educationscenario.com

www.educationscenario.com

Join 250+ official representatives and 100+ Top ranked institutions from 20+ countries.



FOUNDER OF THE BIGGEST OUTREACH STUDENTS RECRUITMENT FAIRS IN PAKISTAN

Experience Pakistan's largest and most result-oriented education exhibition, featuring 500+ official representatives and 150+ top-ranked universities from 30 countries across five major cities. A unique highlight is the guaranteed leads through our pre-screened visitors' strategy, ensuring meaningful engagement between institutions and students.

GREETINGS FROM THE EDUCATION SCENARIO!

Education Scenario (Pvt) Ltd. Is the Market leader in initiating the biggest outreach recruitment exhibitions in second tier cities of Pakistan. It has the credit to organize first education exhibition in the cities including Faisalabad, Gujranwala, Multan, Bahawalpur, Sargodha, Sialkot, Gujrat, Sahiwal and Vehari almost two decades before.

We proudly claim that Education Scenario is the only event management company that has organized over fifty national and international education exhibitions. The foot-prints of these events and coverage could easily be found online or www.expo.educationscenario.com

Education Scenario is also the official event management company for different national and international public sector organizations and Study Destination Professional Bodies. In addition to organizing its own Education Expos at national and international levels, it also organizes Study Destination Education Fairs for Pakistan, Malaysia and other countries in collaboration their study destination promotion bodies.

To evaluate the scale and success of our events, kindly browse the links of our different national and international events below;

<https://youtu.be/p4ih8jtCj-0> (21st edition of Education Scenario Exhibition)

<https://www.youtube.com/watch?v=eri8ieZebjk> (Study in Malaysia Education Fair Pakistan)

<https://www.youtube.com/watch?v=6XJyvGqTrFs> (Study in Pakistan Expo UAE)

<https://www.youtube.com/watch?v=Om6UZgVSJxo> Education Fair in BHS)

SOLID REASONS TO PARTICIPATE:

- **Five Most Populated Cities** of the Country in one go
- Direct Interaction with **10,000+ Visitors** in Five Cities
- One-on-One Appointments with **Pre-screened Students**
- Unique Participation of **20+ Study Destinations**
- **250+ Reps** of National and International Institutions
- **School and University Mini Fairs/Visits** (Inter/A levels/BS/MS)
- **Visits of VVIPs, VIPs, distinguish Public Figures & Academia**
- Sessions on a variety of Topics by the **renowned Experts/Speakers**
- Fully Funded and Partial **Scholarships and Application Guidelines**
- Education and Immigration **Agents Trainings and B2B Networking**

HOW THIS EXPO IS UNIQUE

- **Most potential region of the country** in terms of student recruitment and interaction with thousands of talented students from potential cities of Pakistan for enrolments and to chalk out future plans and strategies in an effective way.
- **Variety of Study Destinations** under one roof making this expo more attractive for aspiring students to visit and get benefit.
- A large number of **Partners and Supporters** along with their endorsement and support to promote their respective countries and affiliates making it the most authentic event of the year.
- First-ever **Dedicated “Scholarships Pavilion”** in the expo alluring and facilitating for free assessment for their eligibility and ultimate guidance to apply.
- **Seminars, Professional Training Workshops** and Networking activities will be the Co-located events of the expo.
- Establishing a network of contacts with Professionals, Recruiters, Academia, diplomats & **Student Counsellors from all over the country.**
- Interaction & networking (**B2B pre-arranged meetings**) with potential Franchis-ers from all over the country under one roof for your services or products with ensured results.
- **Media Partners, Digital Marketing Partner, Academic Associations** and professional bodies will be the main stake-holders of this expo.
- **Under the Patronage of Government of Pakistan, The Prime Minister Youth Programme (PMYP)** in addition to Strategic and Outreach Partnerships make this event even more credible and result-oriented.
- **Institutional Visits** to O/A levels Schools, Foreign Universities Campuses, Public and Private sectors institutions and top ranked universities is an another reason to attend the fair and **develop partnerships and collaborations.**

PROGRAMMES AND TIMELINE

Hyderabad: 21 Sep | School Visits: 09 am – 01 pm | Global Education Expo: Indus Hotel: 02:00 pm - 06:00 pm
Karachi: 22 Sep | School Visits: 09 am – 05 pm | 23 Sep | Global Education Expo: Movenpick Hotel: 10 am – 06 pm
Lahore: 25 Sep | School Visits: 09 am – 05 pm | 26 Sep | Global Education Expo: PC Hotel: 10 am – 06 pm
Faisalabad: 28 Sep | School Visits: 09 am – 01 pm | Global Education Expo: Royalton Hotel: 02:00 pm – 06 pm
Islamabad: 30 Sep | School Visits: 09 am – 01 pm | Global Education Expo: Serena Hotel: 02 pm – 06 pm

WHO CAN PARTICIPATE OR SPONSOR?

- **Study Destination** Promotion Authorities of different Countries
- Professional Accountancy and Finance **Bodies and Associations**
- Public/Private Sectors **Universities** recognized by the HEC Pakistan
- National/International **Scholarship Providers** Organizations
- **EdTech Companies** offering Technology Solutions to the Sector
- Private **Schools Networks** and **Group of Colleges** for Expansion
- Official **Country Offices** of Different **Foreign Universities** in Pakistan
- **Student Recruitment Firms** representing multiple Foreign Institutions
- **Immigration and Citizenship** by Investment (CBI) Firms and Companies
- **Entry Test Preparation** and Language Test Preparation Academies
- **Startups and Venture Capitals** to explore future investment opportunities
- **Professional Training Institutions** and Organizations for Growth/Networking

KEY ATTRACTIONS FOR THE VISITORS

- Meet with the **Official Reps of 100+** National and International Institutions
- **20+ Study Destinations** from Europe, Americas, Middle East and Asia
- Special **Scholarships Pavilion** for on-the-spot Free Assessment and Evaluation
- **Free Information Material** by the participants to Visitors for guidance
- **On-the-Spot Admissions** and Student Visa Application Procedures
- **Free Presentations** on Career Counselling by reputed Career Experts
- **Free Gift Hampers** and Lucky draws for the Visitors and Participants
- **No Entry Fee** for visitors and No Application Processing Fee

ATTRACTIONS FOR SPONSORS/PARTICIPANTS

- The Biggest Education Exhibition of the year in **Five Major Cities** of the Country
- Interact with the audience of **Most Potential Recruitment Region** of the Country
- The **Most Cost-effective Event** to interact and recruit pre-screened students
- To be Organized by the **Award-Winning Event Management Company** Since 2001
- Parents & Guardians will be accompanied by the **Pre-screened Students**
- Participation of over **50% Satisfied Previous Participants** and Sponsors
- **100+ Institutions** and Organizations for Networking and Collaboration
- Guaranteed Students Intakes and **Partnership Opportunities** in all Expo Cities
- Best Time to **Interact with the Potential Students** for On-going Intakes
- **Institutional Collaboration** to enhance Student strength and Capacity Building
- Comprehensive Pre-event Career Counselling Seminars and **Mini Fairs**
- Participation in **Global Conference on Internationalization of Higher Education**

We have chalked out a comprehensive marketing campaign in order to ensure maximum and steady flow of visitors in addition to confirmed individual appointments with the students, parents and professionals.

COMPETITIVE EDGE

- Confirmed Meetings with the Pre-screened Students
- B2B Pre-event Networking Events in all Five Cities
- Pre-event Seminars in selected institutions of expo cities
- Provision of more than 70,000 market data

MARKETING CAMPAIGN:

- Print media advertisements in National Newspapers
- Social Media organic and inorganic marketing Campaign
- Billboards display in all expo cities at prominent
- National/Local TV FM Radio Channels Campaigns locations.
- SMDs and Digital Streamers Campaigns in all Five Cities.
- Posters display in institutions & recruitment firms
- Visitors' registration through invitation cards.
- Leaflets/Flyers distribution by inserting in Newspapers.
- Bulk SMS Broadcasts to over 50,000 potential visitors.
- Bulk Emails to Students, Academia & Business Community
- Utilization of Previous Expo/Seminars Data for Campaign

WHO CAN VISIT THE EVENT?

- Students from grade 10 to onward (Matric/Inter/BS/MS)
- Parents/Guardians of the Students
- Heads of Educational Institutions
- Counselors from Educational Institutions
- General Public and Families etc.
- CEOs/Heads of Consultancy Firms
- Faculty and Management of Institutions
- Professionals and owners of Companies

STUDENTS FLOW STRATEGY

- Tuition academies of expo cities/suburbs will be especially focused and their students will be motivated and registered directly for expo visit and confirmed appointments.
- Students and teachers of IELTS/TOEFL & English language academies will be invited.
- Entry test preparation centers will be offered special package for their participation.
- Examination centers for O/A level, accountancy bodies and other foreign qualifications will be especially focused on exams day before the expo for awareness.
- Volunteers will be appointed in more than 100 selected institutions of these expo cities for working on visitors flow.
- Hi-tea will be arranged in each expo city before the event for heads of institutions
- Institutional visits of final year classes will be arranged in collaboration with partner institutions.

5 Mega Cities | 5 Strategic Hubs

The 2026 edition of the Global Education Scenario Expo will tour across five high-potential cities, enabling deeper regional outreach and access to diverse student populations.

Hyderabad

This historic city is a hub of culture and youth ambition. Hosting the expo here will connect institutions with thousands of students from Sindh's second-largest city and its surrounding districts.

Karachi

As Pakistan's largest metropolitan city and commercial heart, Karachi boasts over 3 million students. A major stop for international institutions and local education stakeholders.

Islamabad

Home to diplomatic missions, think tanks, and universities, Islamabad offers access to elite students, government policymakers, and scholarship bodies. The conference segment in Islamabad will host keynotes, roundtables, and high-level policy dialogues

Faisalabad

As an industrial city with a growing middle class, Faisalabad is emerging as a prime market for international education. This edition aims to attract high-potential students from Punjab's educational ecosystem.

Lahore

Lahore's vibrant academic and cultural scene always attracts the participants and visitors alike. With the highest number of private schools and colleges, this edition alone expects over 5,000 attendees, including institutions, students, media, and decision-makers.

International Packages

Platinum Package: US\$ 7,000

The package include;

- Shell Scheme Furnished Stall: 3x3 m
- Double Room 4/5 Star Hotel Stay for 10 Nights
- Seminar Facility on request for any expo venue
- One Person Intercity Travelling
- Tea/Coffee for Two Representatives
- Provision of 70,000+ Market Data
- 4 Passes for Gala Dinner on Closing Ceremony
- 18x25 cm Magazine Advert Space
- Logo Placement as Platinum Sponsor
- Participation Sheild/Certificate

Standard Package: US\$ 3,500

The package include;

- Shell Scheme Furnished Stall: 3x3 m
- Tea/Coffee for Two Representatives
- Provision of 70,000+ Market Data
- 2 Passes for Networking Dinner
- 18x25 cm Magazine Advert Space
- Logo Placement in Marketing Campaign
- Participation Sheild/Certificate

Note: US\$ 3,000/Person for Accommodation and Intercity Travelling

National Packages

Standard Participation: PKR. 400,000

The package include;

- Shell Scheme Furnished Stall: 3x3 m
- Tea/Coffee for Two Representatives
- Institutional Visits Participation
- 2 Passes for Networking Dinner
- 18x25 cm Magazine Advert Space
- Logo Placement in Mkt Campaign
- Participation Sheild/Certificate

City-wise Packages

Hyderabad: PKR. 70,000

Karachi: PKR. 120,000

Islamabad: PKR. 80,000

Faisalabad: PKR. 80,000

Lahore: PKR. 120,000

The package include;

- Shell Scheme Furnished Stall: 3x3 m
- Tea/Coffee for Two Representatives
- Logo Placement in Marketing Campaign
- Participation Sheild/Certificate



Previous Participants in Education Scenario Exhibitions



SOME OF THE PREVIOUS EVENTS





Education SCENARIO EXPO

Book Your Stall/Space in the Expo NOW!

The Global Education Scenario Expo 2026 is Pakistan's most powerful student recruitment and networking platform — driving global opportunities, guaranteed conversions, and qualified leads for your next intakes. With abundant commercial prospects, exclusive engagement, and unmatched visibility, this is the must-attend education event of the year for participants and visitors alike. If you are interested to participate and book your stall in the expo, you may call any of our representatives to discuss and finalize accordingly.

PAKISTAN

Samiullah Sami | +92 332 428 8077

Waqar Younus | +92 302 351 1254

Muhammad Talha | +92 336 0344436

UK : Ms. Adoos Fatima | +44 7424 860257

UAE : Manzoor Ahmed | +971 58 116 5866

CANADA : Muhammad Tahir Ch. | +1 (416) 570 8708

Bank Details for Payment

Title: Education Scenario International

Account No.: 1248 00 1710 33 03

Bank: Habib Bank Limited

Branch: Moon Market, Allama Iqbal Town, Lahore

IBAN: PK33HABB0012480017103303

Education Scenario (Pvt) Ltd

138-Abu Bakar Block, New Garden Town, Lahore Pakistan

Email: info@educationscenario.com

Website: www.educationscenario.com