



**1st International  
Fair of study in Iran (IFSI)**

IN  
THE  
NAME  
OF  
GOD

the most gracious  
the most merciful



**Do something so that others in the world  
need your knowledge, they have to  
learn your language in order to get your  
knowledge; This is possible.**

Supreme Leader of the Revolution



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## Brief Introduction

The First International Festival of Attractions of Education in Iran

The international exhibition of the attractions of education in Iran, consisting of 12 events with the following goals, will be held on October 8-11 (17th to 20th of Mehr) in the Grand Mosalla of Imam Khomeini in Tehran by Student Affairs Organization of the Ministry of Science, Research and Technology in cooperation with universities, some institutions, Azfa Centers, and student recruitment institutions.

The Most Important Goals of the Festival

- Culture promotion, networking and expanding the ecosystem of effective actors in the field of recruiting international students
- Introducing the capacities of international student recruitment agencies and universities in the field of recruiting international students
- Presenting the country's scientific and technological advancements in order to increase the attractiveness of education in Iran
- Creating a balance and interaction between student recruitment or expatriate agencies and universities
- Creating a suitable, interactive and competitive environment for negotiations and conducting international student recruitment contracts
- Presenting strong cultural-historical founda-



tions of the country in order to recruit international students

### **Festival's Policy Council:**

The festival's policymaking council consists of the student Deputy Ministry of Science, research and technology, the educational Deputy of the Ministry of Health, Treatment and Medical Education, Deputy ministry of Iranians abroad of the Ministry of Foreign Affairs, Presidency of Al-Mustafa International University, the director of the center of international scientific cooperation, the vice presidency of the Islamic Culture and Relation Organization, the international vice chancellor of Azad University and the university Presidents of Imam Hossein, Shahid Beheshti, Al-Zahra, Ahlul Bayt, Kharazmi and Tarbiat Modares universities are responsible for policy making of the exhibition and the headquarter of the exhibition with the presence of the representatives of the policy council members are responsible for the coordination of the exhibition's executive affairs.

### **Audience of the exhibition:**

- 1- Presidents and vice presidents of universities across the country
- 2- Students, researchers and the elites of the country
- 3- International students of the country's universities



- 4- Elite high school students across the country
- 5- Managers and officials and all those involved in Azfa centers of student recruitment institutions in the country
- 6- Members of organizations, unions and non-governmental organizations active in international affairs
- 7- National Authorities, officials of government organizations and institutions active in the ecosystem of international student recruitment
- 8- Directors and managers of student expatriate agencies from other countries
- 9- Higher education authorities of foreign countries
- 10- Educated people

### **Principals and events of the exhibition:**

#### **1-University Exhibition and higher education centers**

Universities and research institutes with the international students recruitment license introduce their capacities by providing visual and attractive content in at least three languages (Persian, Arabic and English). Contents are in the form of catalogs, brochures, booklets, promotional teasers, banners, infographics and inventions and initiatives of international students, theses and dissertations, distinguished works of international students, photos or statues of outstanding professors effective in the



field of internationalization and outstanding technological examples and finally the maquettes or the symbol or facade of the university, and they cover the following issues: Orientation of the university, the history of the university, the introduction of prominent faculty members, the number of faculty members, the number of scientific articles of the university, the position of the university in valid internal and external rankings, the history of the university in recruiting international students, introducing the environment and buildings of the university, introducing fields and faculties, welfare and dormitory facilities, sports and recreational facilities, tuition and financial issues, brief introduction of the city where the university is located, introduction of monuments and recreational places and natural attractions around the university , and in general any services or facilities or capacities that are specific to the university and displays the internationality of the university and the city and shows the attractiveness of studying in that university center.

## **2- Exhibition of private institutions recruiting international students in Iran**

These institutions will introduce themselves by providing attractive visual contents in at least three languages (Persian, Arabic and English). The countries of the field of activity, resume, records and honors of the institution, the symbol, logo or the maquettes





of the institution and the services that the institution provides for students will be covered in this section. Institutions will, as appropriate, seek assistance from students they have recruited or are recruiting to increase attractiveness.

### **3- Exhibition of students expatriate agencies from foreign countries**

Student expatriate agencies from 101 countries have been invited to attend the exhibition. These institutes introduce their domain of activities in their own booths by offering visual and attractive content. For them, as well as domestic student recruitment institutions, the opportunity for discussions, interaction and signing agreements and contracts with Iranian universities and recruitment marketing activists are provided.

### **4- Exhibition of Persian language teaching centers for non-Persian speakers (AZFA)**

These centers will introduce themselves by providing attractive visual contents in at least in three languages (Persian, Arabic and English). The introduction of curriculums, the duration of curriculums, the quality of educational services, quantitative and qualitative statistics of the center's performance, new methods Persian language teaching and etc. will be represented in this event. These centers will seek assistance from their students or graduated language learners in an appropriate way in order to



increase the attractiveness.

### **5- University Technology Empowerment Exhibition**

These knowledge-based enterprises will display their achievements by presenting attractive visual contents in at least three languages (Persian, Arabic, English), as well as providing maquettes or physical representations of their technical achievements and knowledge-based products, they will introduce the processes of the emergence of powerful technologies from the beginning of its studies and scientific research to becoming a technology and product. The general introduction of the technology, the path taken to success, the company's achievements and honors, the company's relationship with universities and scientific centers, university education, the company's competitive advantages and its currency earnings are topics that can be presented. The approach of representing achievements, introducing empowering technological capacities in the exhibition are the attractions that are effective in recruiting international students and will have an international impact on student-scientific diplomacy. This part of the exhibition is carried out with the joint cooperation of Student Affairs Organization and Imam Hossein University.

### **6- Exhibition of non-governmental organizations and communities active in international affairs**



Student communities and non-governmental organizations active in the international field, including friendship associations between Iran and other countries, the Islamic Association Unions, international student scientific centers and country-oriented organizations of international students will introduce themselves to the audience by providing attractive visual content in at least three languages (Persian, Arabic and English). In this part of the exhibition, the activity records of the organization, communication and activities related to students and academics, proposed ideas and plans, and people's capacities of the organization to be used in scientific diplomacy will be considered.

### **7- Exhibition of government organizations and institutions active in the international students' recruitment ecosystem**

Government offices and organizations that have a role in the ecosystem of international students in Iran or provide services to international students, will respond and provide services to international students by attending this exhibition. For instance, the Cultural and Social Deputy Ministry of Science, Research and Technology, the International Deputy of the Ministry of Science, Research and Technology and the Deputy of Technology and Innovation of the Ministry of Science, Research and Technology, the Islamic Culture and Relation Organization, the Ministry of For-



ign Affairs, the Ministry of Health, Treatment and Medical Education, Passport Police, Islamic Development Organization, Supreme Leader's Representation in Universities, Al-Mustafa International University, Ahlul Bayt World Assembly (A.S.), International Vice-Presidency of Qom Seminary, The World Forum for Proximity of Islamic School of Thought. Along with the above-mentioned organizations, capacity of tourism agencies, Iran Chamber of Commerce, Iran Trade Organization, Education Scholars Club, and Iranian schools abroad will also introduce their related capacities and abilities related to recruit students.

### **8- Sarai Danesh art festival, Exhibition of artworks and awarding winners**

«Sarai Danesh Art Festival» is one of the important events of «International Exhibition of Education Attractions in Iran» in Mehr 1403 (October 2024). Competitions in this festival are held to support the production of sumptuous and everlasting content about educational attractions in Iranian universities, documenting the experience of living and studying in Iran, as well as in line with discovering talents and documenting valuable works in this area for the first time with the aim of introducing educational attractions in Iran. Opening a gateway to discourse and increasing the awareness of international students about the educational attractions and capacities





of Iranian universities and higher education centers, while emphasizing the necessity of targeting the recruitment of international students, are among the other important objectives of this artistic festival. In this festival, under the flag of international exhibition of the attractions of education in Iran, the knowledge, culture, luminaries, and civilization of the people of Iran will be displayed as a home for those who pursue knowledge.

Festival's main ideas:

Lives of Iranian luminaries and professors

Lives of international students in Iran

Introduction of universities of the Islamic Republic of Iran

Introducing the attractions of education in Iran

The attractions of student life in Iran

### **Competitive parts of the festival:**

A. Video: Images (single photo, video reports), short movie (narratives, documentaries, experimental, advertising, music videos, and animations)

B. Audio: Podcasts, radio shows and anthems

C. Textual: Memoir, travelogue and life experiences and education in Iran,

D. Software: Virtual tours of universities, Persian language curriculums, and special information for international students

### **Participants in the festival:**



Students and graduates of universities,  
Students and graduates of international universities

Universities which have the license of recruiting  
International Students

Artists and activists in the field of film, documentary  
and cinema

### **Awards:**

Short movie section:

Top three works: a certificate of appreciation, a  
statue and 400 million Rials

Two admirable works: a certificate of appreciation,  
a statue and 150 million Rials

Photo section:

Top five works: a certificate of appreciation, a  
statue and 30 million Rials

Fifteen admirable works: a certificate of appreciation,  
a statue and 10 million Rials

Audio section:

Top five works: a certificate of appreciation, a  
statue and 30 million Rials

Five admirable works: a certificate of appreciation,  
a statue and 10 million Rials

Text section:

The top five works: a certificate of appreciation, a  
statue and 30 million Rials

Five admirable works: a certificate of appreciation  
a statue and 10 million Rials



Software section: Top five virtual tours: a certificate of appreciation, a statue and 500 million Rials

Five creative works: a certificate of appreciation, statue and 50 million Rials

Address of the secretariat of the exhibition headquarters:

6th floor, Student Affairs Organization, Shahid Mousavi Street, Ferdowsi Square, Tehran, Iran

**Address of the festival secretariat:** Cultural and Social Vice-Chancellor, Student vice presidency, Tarbiat Modares University, Tehran

**Email:** sada@modares.ac.ir

**Executive Secretariat phone number:** 09124048817-09352981511- 82883296

### **9- Festival of the culture of nations and ethnicities with the activism of international students studying in Iran from 101 countries**

Culture booths of nations and peoples presenting the country's clothing, the country's popular foods and cuisines, the country's famous writings and works, the country's heritages, luminaries and scientists, the country's handicrafts, arts and visual arts, and any culture and customs such as, handwriting, language, currency, historical, religious, tourist destinations and national, religious, political symbols,



symbols of victories, resistances, independence and progress of the country that are attractive to introduce their own country.

The Festival of Cultures itself pursues a part of the main goals of the exhibition and pursues the following goals in particular:

- Promoting the cultural adaptation of international students in the context of student life
- Orientation of international students with different cultures
- Promoting interactions and cultural and civilizational communication in the context of the internationalization of universities
- Reinforcing the civilized, cultural and national identity of students
- Consolidation of mutual cultural and social ties between different nationalities of Iranian people
- Promoting the message of friendship, empathy and kindness and creating a cheerful spirit in international students
- Defining the atmosphere of Iran's universities as a delightful place with activities, dynamism and making Iranian universities attractive for international students as a suitable destination for education.

The festival booths will be established for 101 nationalities and will display interesting content about the following topics in the form of text, images, visuals,





shows, multimedia and other formats. The booths will be managed by international students of Iranian universities and they will answer visitors' questions.

Scientific, cultural and artistic luminaries of the population, population density, ethnic groups and diversity, the area of the country and neighboring countries, the capital city, administrative divisions, attractive tourist destinations and natural areas, special rivers and seas, historical monuments and architectural style, government system and governance, national anthem, map and flag and national symbols of the country, party system and most importantly, official language and linguistic diversity and its origins, national holidays of the country and their origins, national and common currencies in the country, national and local clothing, multiple exchanges , cultural invasion, history of the country, revolutions, developments and wars, official and important religions and denominations, antiquities and symbolic and prominent objects of the country, literary, scientific and artistic works of the country, native and local and distinguished sports, the most important mosques, churches and places of worship, music, cinema and film productions, common rituals and traditions in the country, scientific, cultural and artistic prominent figures,

top universities and the history of education and teaching, a quantitative table of current students, the health system and the most important hospitals, local, traditional medicines or chemical medicines, agricultural, livestock and marine products, handicrafts, important products and industries, major exports of the country, major imports of the country, the most important jobs and ways of earning income.

**10- The International Food Festival with the presence of international students from universities in the country**

In this event, international students studying at Iranian universities will show 101 traditional and local dishes from their own countries to visitors at the exhibition. This section will have a special appeal to the public.

**11- The presence of academic authorities from other countries and the gathering and exhibition of professors of Persian language chairs and Persian language teaching centers abroad.**

**12- The side programs of the exhibition include artistic programs, performances, and joint and specialized meetings and workshops.**

In this section, the importance of recruiting international students, student recruiting marketing, the capacities available in the country, how to recruit international students, recruiting and synergizing

these activists will be discussed within the presence of professors, university students, higher education centers, the authorities and officials of Azfa centers, recruiting and expatriate agencies. These meetings and workshops will be in the form of mutual thinking with questions and answers. In these meetings, the experiences of the presidents of universities and institutions that have had the best experiences for recruiting international students will be shared with the guests. This part of the program includes the presentation and transfer of experiences that have been evaluated and approved by the Student Affairs Organization. In addition to a debate for recruiting international students, the main goal of this section is to create constructive and optimal competitions between the country's universities and recruiting and expatriate agencies to attract international students.

### **Honoring the elected booths of the exhibition:**

A part of the discourse to recruit international students necessitates appreciation for the contributors who have devoted their utmost attention to showcasing the educational attractions in Iran. In this section, elected booths will be appreciated properly.

### **The gifts of the elected booths of the exhibition**

Title of the Elected	Price in Rial
Top University Booth	200 million



Title of the Elected	Price in Rial
Top Recruiting International Student Agency Booth	250 million
Top Expatriate International Student Agency Booth	200 million
Top Technology Empowerment Booth	150 million
Top AZFA Centers	100 million
Top Culture of Nations and Ethnicities Booth	70 million
Top National Food Booth	70 million

**Website:** [ifsixpo.com](http://ifsixpo.com)

**Address of the executive headquarters of the exhibition:** No27, Shahid Mousavi St, Enghelab Islami St, Ferdowsi Square, Tehran, Iran

**13- A virtual international fair of study in Iran which is one of the upcoming fair pre-event programs that is unforgettable, is building a permanent virtual fair.**

Internal and invited external contributors will first upload their engineered booth with all its specifications, audiovisual materials, to their virtual booth located at [ifsixpo.com](http://ifsixpo.com) on the internet pages. For this purpose, a step-by-step guide to building a booth in the virtual space has been provided on the fair's homepage for users.



## **14- Guide to Registration for Attending the Fair and Booking a Booth:**

Universities, AZFA centers, recruitment institutions, expatriate agencies from other countries, and all other actors intending to set up a booth must access the exhibition platform at [ifsixpo.com](http://ifsixpo.com). According to the program they have designed, they should determine the area and other specifications of the booth step by step. To do this, first, the instructional guide must be read. Then, the desired fashion booth can shape its virtual booth at the virtual fair from October 8 to 11 by entering the data and digital posters provided on-site. Registration address and setup of the virtual booth: [ifsixpo.com](http://ifsixpo.com)

