

# BEGIN ONLINE HIGH SCHOOL VISITS – ETHIOPIA



## Connect with Ethiopia's top international schools through live online presentations supported on-site.

This format combines the efficiency of online delivery with the impact of in-person engagement, bringing your institution directly to motivated high school students across Addis Ababa, Ethiopia.

### Event Details

**Venue:** 3 leading international schools in Addis Ababa

**Date:** 23 February 2026

**Format:** Virtual presentations with on-site coordination, including LCD projector live streaming and moderated Q&A. Each participant will receive a personalised virtual booth on the event platform, available to students for one week after the event.

**Target audience:** High school students (Grades 11–12), college students, parents, and academic counsellors

**Estimated reach:** 1,000–1,500 students across all sessions

**Fee:** EUR 1,450



### Marketing Approach

1. **On-ground streaming setup:** LCD projector, screen, and reliable internet connection for seamless streaming of your live presentation.
2. **Print materials:** University brochures and flyers printed and distributed at each participating school.
3. **Digital promotions:** Email campaigns, social media announcements, and WhatsApp invitations to students and counsellors before the event.
4. **Post-event reporting:** Student inquiries, counsellor feedback, and lead lists provided after the event.

### Why Participate

- Reach students directly in classrooms, even without travelling.
- Increase brand visibility in an emerging African market.
- Build awareness among students and counsellors through a trusted, locally supported event format.
- Enjoy full technical and organisational support from Begin Group.

### Why Ethiopia

Ethiopia presents one of the most promising markets for student recruitment in Sub-Saharan Africa.

With a population exceeding **120 million**, of which **39% are under 15 years old**, the country boasts an exceptionally youthful demographic and a rapidly growing demand for quality higher education. Over **one million students** are enrolled in local universities, while **30 million** attend primary and secondary schools.

According to UNESCO, more than **8,000 Ethiopian students** are currently studying abroad, and this number continues to rise. English is widely used in education, and families increasingly value global degrees for their career impact.

For international institutions, Ethiopia offers access to a large, aspirational, and English-speaking audience ready to explore study opportunities abroad.

**Present your institution to hundreds of prospective students, strengthen your visibility, and explore the potential of this fast-growing educational market.**