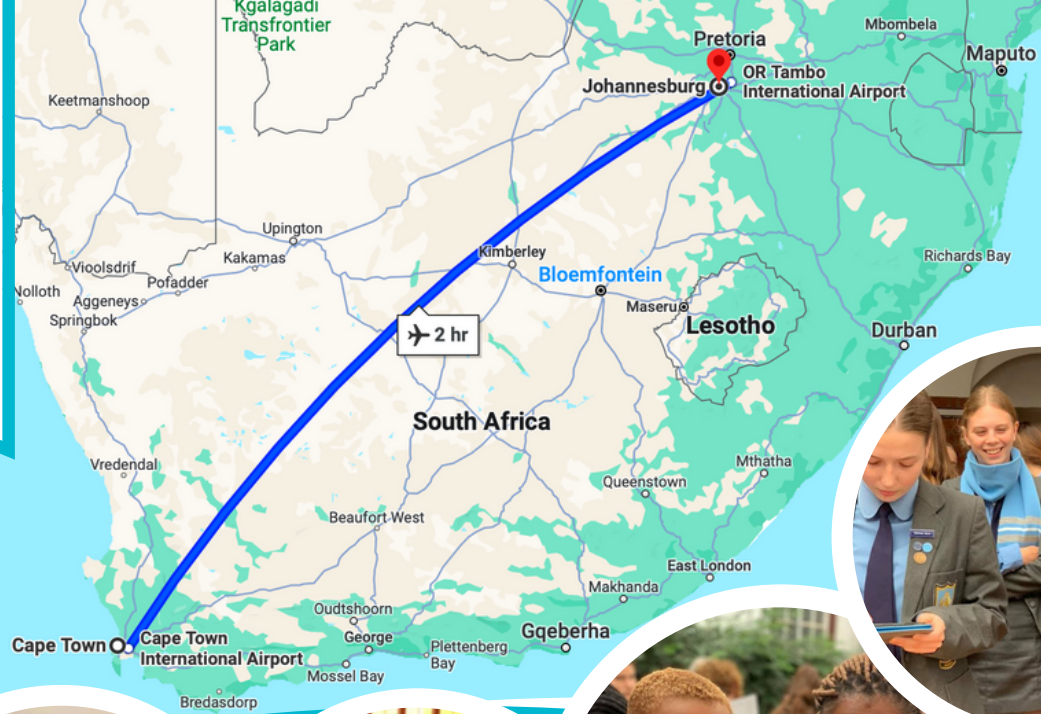




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South Africa Recruitment Tour | Spring 2024

Boost your institutional brand recognition and increase enrollment from South Africa, visiting top private high schools in Johannesburg and Cape Town.

Participation Includes

- ✓ Minimum 4 HS visits in each city
- ✓ Transportation between schools
- ✓ Lunch & some group meals
- ✓ Presentations & Expo format

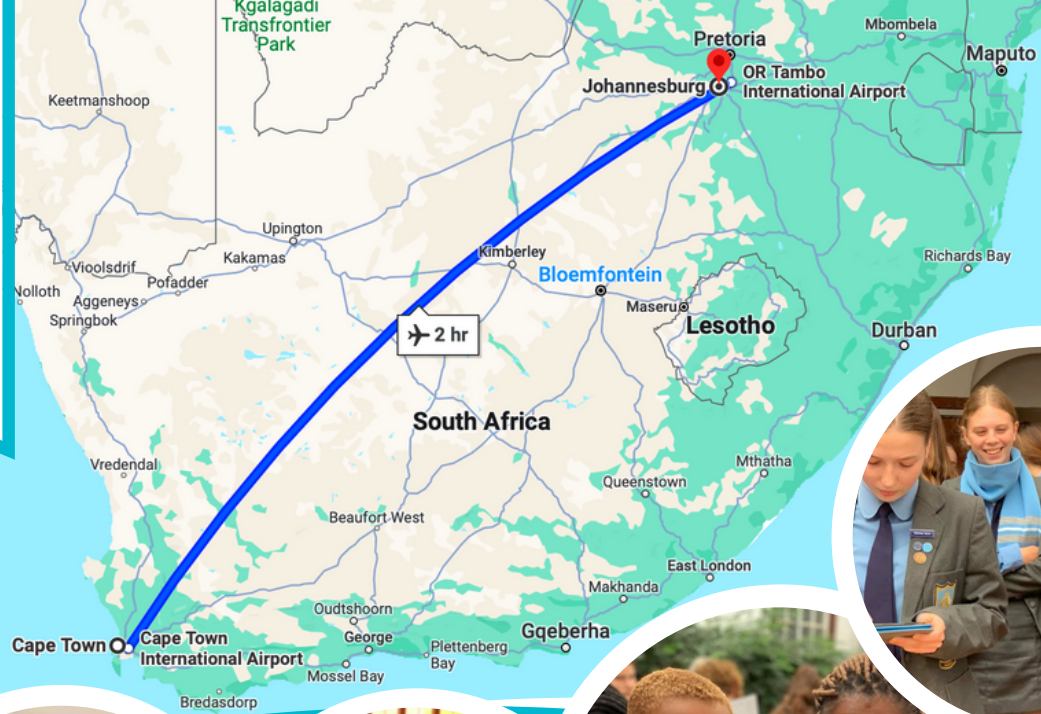
Dates

- 🚌 Johannesburg: April 15th-16th, 2024
- 🚌 Cape Town: April 18th-19th, 2024

📍 Recommended hotels for each city will be provided, accommodation not included in cost



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South Africa | Insights

Currently there are about 12,000 South African students abroad. However, a 2022 study of over 30,000 higher income households by South African Internet research firm Brandmapp indicates that demand for overseas education is ticking upwards.

Fully 12% of respondents said they were considering study abroad, and this intention rose to 48% of those aged 25 and under. Growing interest in study abroad – and emigration - among young South Africans is linked to conditions within South Africa.

According to UNESCO, the UK, the US, and Cuba (for medical studies) are the major hosts of South African students abroad. The US hosted 2,375 South African students in 2021/22, up 14% compared with the previous year. Canada hosted 1,370 South African students in 2022, up 36% y-o-y and up 86% from 2019. And the UK hosted roughly 2,000 in 2020/21.





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South Africa Recruitment Tour | Spring 2024

Cost of Participation

Applywave Partners

1 City: \$2950 USD
2 Cities: \$5600 USD

Non-Partners

1 City: \$3250 USD
2 Cities: \$6200 USD

EARLY BIRD (*Register & pay by December 22nd, 2023)



Partners
1 City: \$2650 USD
2 Cities: \$5050 USD

Non-Partners
1 City: \$2925 USD
2 Cities: \$5550 USD