



12th EUROPEAN HIGHER EDUCATION FAIR

Let's
Study
in Europe



EXHIBITOR INFORMATION PACK

Surabaya

4 November 2020
Grand City Ballroom

Jakarta

7-8 November 2020
Grand Sahid Jaya Hotel

Bandung

10 November 2020
Sabuga Center

Denpasar

12 November 2020
TBC

Didanai oleh :



EUROPEAN UNION

Komite :



DAAD



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ORGANIZER NOTES

European Higher Education Fair Indonesia is an annual education exhibition for prospective Indonesian students who are interested in pursuing their education abroad at distinguished European institutions.

In 2020, together we attempt to cut the spreading of COVID-19. However, we tried to have a positive attitude, and believe that the event could be implemented.

Thus, we dare to open the EHEF Indonesia 2020 registration to know how many institutions are willing to participate in the event. Nevertheless, to avoid any financial issues, we will not send the invoices until we announce the final decision on 4 September 2020 (at the latest).

IMPORTANT DATES

EHEF 2020 Exhibitor Registration Open:

MONDAY, 18 MAY 2020

DEADLINE for EHEF 2020 Implementation GO or NOT GO:

FRIDAY, 4 SEPTEMBER 2020

EHEF 2020 Visitor Registration Open:

MONDAY, 7 SEPTEMBER 2020

DEADLINE for Registration Process Phase 1:

FRIDAY, 18 SEPTEMBER 2020

DEADLINE for Registration Process Phase 2:

WEDNESDAY, 30 SEPTEMBER 2020

DEADLINE for Payment:

FRIDAY, 23 OCTOBER 2020

EHEF 2020



EHEF Indonesia is the largest education exhibition in Indonesia. The headcount of visitors to EHEF-Indonesia has averaged around 16,000 visitors per annum since 2008. In 2019 EHEF welcomed 16,600 visitors. We aim to be a one-stop destination where prospective Indonesian students can get information about studying in Europe and European higher education institutions can promote high-quality education in Europe as an excellent alternative for Indonesian students.

EHEF is organised by EHEF Committee and supported by Delegation of the European Union to Indonesia and Brunei Darussalam, the Embassies of the European Union Member States, in collaboration with the Government of Indonesia and partners.

INTRODUCTION

Europe has always been one of the leading study and research destinations for international students, offering both cutting-edge education and value for money. European Higher Education Institutions offer high academic standards, a great variety of international degree programmes, advanced research facilities and a most impressive diversity of cultures, languages and societies. These are amongst the reasons that hundreds of thousands of foreign students choose each year to study in Europe.

Europe is increasingly becoming a popular study destination for Indonesian students to pursue their higher education and EHEF is organised in response to this growing interest. The number of Indonesian students departing to Europe by the end of 2017 was 6,300. In total, more than 11,000 Indonesian students and scholars are currently studying in Europe.

Following the success story of previous EHEFs, the EHEF Committee and Delegation of the European Union to Indonesia and Brunei Darussalam presents the 12th European Higher Education Fair in Indonesia.



OBJECTIVES



- To provide an opportunity for Indonesian students and academicians to learn more about study options and scholarship schemes available in Europe;
- To facilitate partnerships between higher education Institutions in Europe and Indonesia;
- To contribute to internationalisation and improvement of the quality of higher education in Indonesia;
- To promote Europe's high-quality education system for study and research as an excellent alternative study destination;
- To strengthen Europe's economic and cultural presence in Asia and vice- versa;
- To provide opportunities for direct recruitment of Indonesian students at all levels;
- To reinforce the image and reputation of the "Study in Europe" campaign to prospective Indonesian students;
- To enhance mutual awareness and contribute to the further development of European Union-Indonesian cooperation in the field of higher education and cultural exchange;
- To increase visibility and raise awareness of the European Union's support for higher education in Indonesia through the provision of information on study opportunities and scholarships.

WHY PARTICIPATE IN EHEF INDONESIA

Indonesia as Potential Market

Located in the heart of South East Asia, Indonesia is the largest archipelago in the world. Indonesia is the fourth most populous country in globally, has high domestic consumption and low public debt. These key strengths make it a high-potential emerging nation. With a population of more than 267 million in 2018, Indonesia continues to post significant economic growth. Based on worldbank.org, Indonesia's gross national income per capita has steadily risen from \$823 in the year 2000 to \$3,932 in 2018.



Overview of Higher Education Institution (HEI) by Province - 2018

Province	Institutions	Study Program	New Entrants	Enrolled Students	Graduates	Lecturers
D.K.I. Jakarta	323	2.026	237.050	1.084.123	187.878	28.119
Jawa Barat	392	2.609	183.723	849.625	133.029	31.229
Banten	119	549	55.879	223.404	25.302	7.980
Jawa Tengah	265	1.843	124.404	584.272	89.152	19.307
D.I. Yogyakarta	112	1.062	84.730	372.478	59.634	12.216
Jawa Timur	345	2.827	180.876	844.675	132.196	30.901



A Proven Success Story Continued

EHEF has become the most awaited and prestigious annual education fair in Indonesia. The visitors flow in recent years suggested that EHEF has become the trusted source of information and insight that put your institutions into perspective. In 2019, we successfully attracted 120 exhibitors and 16,600 visitors to EHEF Indonesia (Jakarta, Surabaya and Bandung).

The EU Flagship Event in Indonesia

EHEF, has already become the biggest education fair in Indonesia. Our exhibitors are the official representatives of European HEIs and our great number of visitors are prospective students and their parents, who have a great interest to pursue their studies abroad.

Minimum Cost, Maximum Return

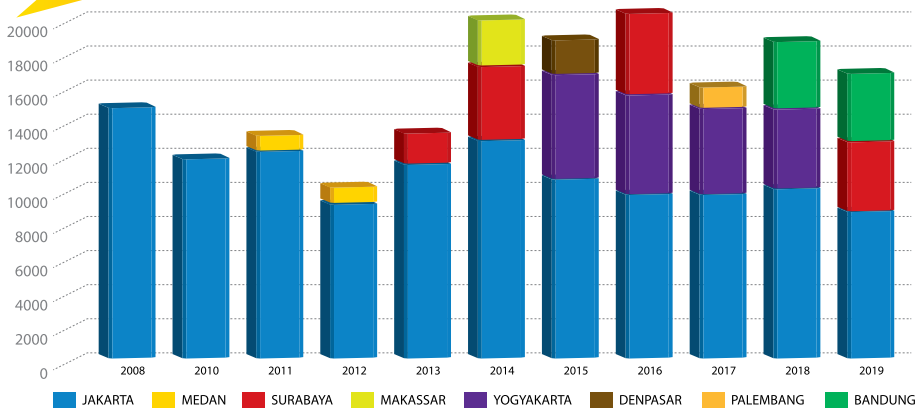
Throughout the past decade, this event has enjoyed the support of the EU Delegation and has been dedicated solely to the aim of enabling the EU Member States and European HEIs to promote their countries and Institutions as a study destination for prospective Indonesian students. As a non-profit event, the exhibitor fee is lower than that of other education fairs in Indonesia and Asia.

A Greater Online Exposure

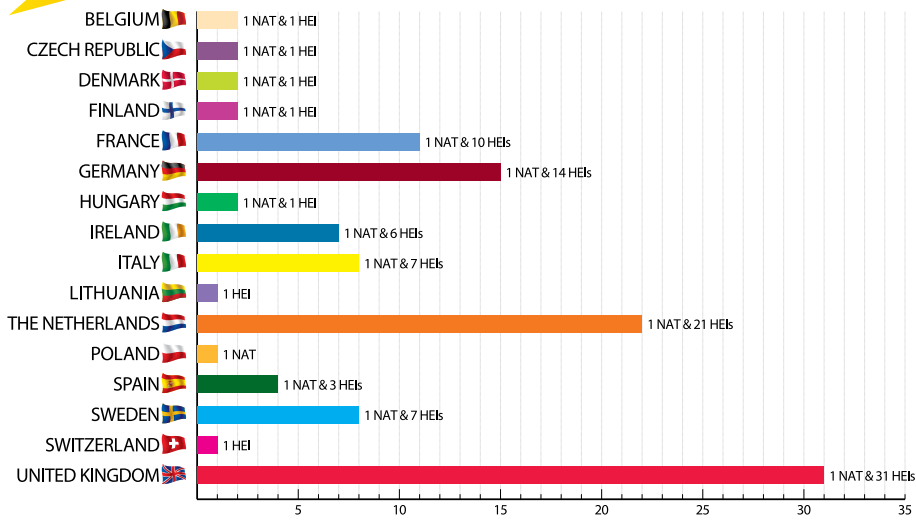
<https://ehf.id/> is a platform for students to find information about studying in Europe – and for EU HEIs to promote what they have to offer. All universities participating at EHEF 2020 will have an updated profile page and a forum on ehcf.id. This will allow a greater online exposure and serve as an additional access to promote the universities to students from ASEAN countries.

PREVIOUS EHEF

VISITORS RECAP



EHEF 2019 EXHIBITORS



EHEF

Milestones



EVENT DETAIL

The 12th European Higher Education Fair (EHEF) in Indonesia will be held in

Surabaya

Date : 4 November 2020
Venue : Grand City Ballroom
Time : 13.00 – 18.00 WIB

Jakarta

Date : 7-8 November 2020
Venue : Puri Agung Ballroom, Grand Sahid Jaya Hotel
Time : 11.00 – 17.00 WIB

Bandung

Date : 10 November 2020
Venue : Sabuga Center, ITB
Time : 13.00 – 18.00 WIB

Denpasar

Date : 12 November 2020
Venue : TBC
Time : 13.00 – 18.00 WIB

Admission : Free of Charge

Registration : Online registration is mandatory





EXHIBITOR CRITERIAS

In order to be eligible to exhibit at EHEF Indonesia, the institutions must:

- be a Higher Education Institution (HEI) with headquarters in one of the 27 EU Member States,
- be recommended by the appointed national coordinator of EU Member State,
- a non-EU Member States participation will be required approval from EHEF Committee
- provide courses at the undergraduate level and / or the postgraduate level of higher education leading to recognized degrees,
- provide degree courses that are accredited by the competent national authority in the relevant EU Member State,
- have a strong international dimension or be actively seeking to develop one, i.e. offer courses (preferably English-taught) and support services particularly aimed at international students.
- officially represent the European country language center or cultural center.
- priority will be given to individual higher education institutions with a focus on postgraduate courses.

For each country, booths are allocated to eligible European HEIs on a first-come first-served basis, based on the date and time of arrival of the signed application form by email at the EHEF Committee before the application deadline. If the number of applications exceeds the number of booths available, a waiting list will be constituted.

The EHEF Committee reserves the right to select institutions to take part in the European Higher Education Fair based on the exhibitor's selection criteria, as described above. Applicants will be notified by email of the decision.

PARTICIPATION FEES

- Exhibitor Fee for Jakarta and Surabaya is **EUR 1,800**
- Exhibitor Fee for Bandung and Denpasar is **EUR 350**
- Exhibitor Fee for Bandung is **EUR 200**
- Exhibitor Fee for Denpasar is **EUR 200**

* You are allowed to only participate in either Jakarta or Surabaya and the price remains unchanged.

* Excluding personnel travel and accommodation costs.

HOW TO REGISTER

To register your institution to Participate in EHEF Indonesia 2020 please **[CLICK HERE](#)**

Main Contact

EHEF Fair Liaison: fair@ehf.id

ORGANIZER

The organizer of the local EHEF is a consortium consisting of Campus France, DAAD, Education in Ireland, Nuffic Neso Indonesia, Study in Sweden and Uni-Italia. The consortium has a full support from Delegation of the European Union to Indonesia and Brunei Darussalam.



CITY OVERVIEW



JAKARTA

As the capital of the Republic of Indonesia, this city is home to 10 million people and, with a total of 30 million people in Greater Jakarta, makes Jakarta the most populated city in South East Asia. Jakarta is also the centre and hub of Indonesia's national finance and trade. This ever-dynamic city is also considered one of the busiest and cosmopolitan cities in Asia.

Moreover, Jakarta is an education centre for Indonesians. To name a few, the University of Indonesia, Institute of Agriculture Bogor and other reputable universities such as Trisakti University, Tarumanegara University, Atma Jaya Catholic University, Bina Nusantara University, PPM School of Management, Pelita Harapan University, Swiss German University, Multimedia Nusantara University and many other universities & education institutions are all located in Jakarta.



BANDUNG

Nicknamed Paris of Java by the Dutch for its resemblance to Paris and its European atmosphere, Bandung is the capital of Indonesia's West Java province. Bandung is also Indonesia's 3rd largest metropolitan area with more than 8 million inhabitants, a large city set amid volcanoes and tea plantations. It's known for its

colonial art deco architecture, university-town ambience and sits at an elevation of 768m. thereby offering relatively cool tropical weather.

Bandung is the home of the Institute of Technology Bandung (ITB), a leading university in technology. Numerous reputable university such as Padjajaran University, Parahyangan Catholic University, Maranatha Christian University, Institute of Public Administration, Pasundan University are located in Bandung.

CITY OVERVIEW



SURABAYA

Surabaya is the capital of East Java province and the second largest city in Indonesia. The city has a population of over 3 million within the city proper and over 10 million in the Greater Surabaya metropolitan area. Located on north-eastern Java on the Madura Strait, it is one of the oldest port cities in Southeast Asia.

Surabaya has several major universities and institutions, including those with religious or technical specialties, such as Airlangga University (UNAIR), Sepuluh Nopember Institute of Technology (ITS), Universitas Kristen Petra, Universitas Surabaya (UBAYA), and Universitas Pembangunan Nasional "Veteran" Jawa Timur.



DENPASAR

Denpasar is the capital city and main hub of the Indonesian province of Bali, in the southern part of the island. With the rapid growth of the tourism industry in Bali, Denpasar has encouraged and promoted business activities, ventures and education, contributing to it having the highest growth rate in Bali Province. The population of Denpasar was 897,300 in 2017 and the surrounding metropolitan area has roughly 2 million residents.

As an "international" island, there are many international school and reputable universities such as Udayana University, Warmadewa University, Indonesia Institute of Arts and many more.

THE EUROPEAN RESEARCH DAY

Many of you will asked why going to Denpasar. Beside sunny beach, culture, our main reason is to support THE EUROPEAN RESEARCH DAY which will be held in Denpasar on 11 November 2020. The event was organized by EURAXESS ASEAN is designed to advance the careers of Indonesian researchers by giving them an opportunity to conduct research at the highest level in Europe or with European partners, and to produce publications and innovations which will ultimately benefit Indonesia's social and economic development. The European Union has long been promoting international cooperation in research towards a more sustainable and competitive society and economy.

In 2019, 200 researchers from across Indonesia are joining the event to learn about the wide range of European research funding and fellowship opportunities available to them.

COVID-19 SITUATION

We are hopeful that the virus spreading will be contained long before November 2020. Currently, we could see the infection curve is flattening, and the number of recovered patients is high. However, to anticipate the worst case, with due regard to the safe and healthy environment in Indonesia and Europe, EHEF committee holds the right to cancel the EHEF Indonesia 2020 event because of the global concern regarding the coronavirus outbreak, travel concern, and other circumstances. We will continue to monitor the situation and make a decision out of an abundance of caution. The decision will be announced when the evaluation of the evolving circumstances is fixed.

If the cancellation because of COVID-19 situation happened, the Committee accepts no responsibility whatsoever for licensing matters, customs duties, import charges, taxes, delivery of visas, hotel rooms or Exhibitors' travel arrangements.

EHEF INDONESIA EVENT PROGRAMMES

- Education Fairs
- Presentations from EU Member States Representatives
- Presentations about Erasmus Mundus Scholarship
- Study in Europe and Alumni Sharing
- University / School Visit (tbc)
- EHEF Virtual Fair (tbc)



EHEF 2020 PROMOTIONAL CAMPAIGN

We will conduct an extensive promotional campaign for EHEF Indonesia in order to reach the targeted audiences. The promotional campaign will focus on four major communication channels;

Traditional Promotional Channels

(poster, flyer, banner, event, etc)

We believe that information should be spread in order to raise awareness of the targeted audiences. Prior to the event, around 1,000 posters and 80,000 flyers to be distributed and displayed at schools, universities, and cultural centers. Thus, the targeted audiences will be well informed about the event.

Traditional PR Channels

(media placement, radio, press conference and story pitching)

The media will have an important role in delivering information about EHEF 2020 since it has a greater access to wider audiences. Through this media, we are targeting the prospective students and also those influence them in making their decisions to pursue their studies. The influencers include parents, teachers, media, government officials, and academicians.

Electronic Channels

(website, website banner, email blast, etc)

With the rapid development of internet technology, information is easily acquired online. For this reason, we will run the promotional campaign on electronic channels. Information about EHEF will be easily accessed on the event website. Moreover, we will advertise through banner placements on popular websites, email blast, Facebook, Twitter, Instagram, Blogs, and other social networks. We believe these efforts will be effective in delivering information about EHEF 2020 exponentially.

On Site Promotion

(banner)

There will be Giant Banners in the venue area and 20 vertical banners at EHEF venues. The fair staff will use T-shirts with EHEF logo, there will be around 150 staffs.

The 2020 EHEF Jakarta Promotion Campaign will be finalized in August 2020. Detailed promotional plans will be made available to you upon request.

A stylized map of Europe in a lighter blue shade is centered on a dark blue background. Twelve yellow stars are arranged in a circle around the text.

EHEF

European Higher Education Fair

2020

