



11TH LET'S STUDY IN EUROPE! EUROPEAN HIGHER EDUCATION FAIR

PAMERAN PENDIDIKAN TINGGI EROPA



EXHIBITOR INFORMATION PACK

Surabaya

30 October 2019
Grand City Ballroom
13.00 - 18.00

Jakarta

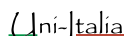
2-3 November 2019
Kartika Expo Center
10.00 - 18.00

Bandung

5 November 2019
Sabuga Center ITB
13.00 - 18.00



Co-funded by:



Committee:



EHEF 2019

European Higher Education Fair Indonesia is an annual education exhibition for prospective Indonesian students who are interested to pursue their education abroad, specifically, in distinguished European institutions.

EHEF Indonesia is the largest education exhibition in Indonesia. The visitors of EHEF in Indonesia exceeded 15,000 visitors each year during the four-day event. We aim to be a one-stop destination for prospective Indonesian students to get information regarding study in Europe and for European higher education institutions to promote high-quality education in Europe as an excellent alternative for Indonesian students.

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

INTRODUCTION



Europe has 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 diverse cultures, languages and societies. Those have been the reasons for hundreds of thousands of foreign students each year to study 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 11th European Higher Education Fair in Indonesia. The objective of this event is to jointly promote European higher education institutions / universities to the public and raise the visibility of Europe as one of the best study destinations in the world.



OBJECTIVES

- To provide an opportunity for Indonesian students and academicians to learn more on 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 higher education quality in Indonesia;
- Promoting Europe's high quality education system for study and research as an excellent alternative study destination;
- Strengthening Europe's economic and cultural presence in Asia and vice-versa;
- Providing opportunities for direct recruitment of Indonesian students at all levels;
- Reinforcing the image and reputation of "Study in Europe" campaign to prospective Indonesian students;
- Enhancing mutual awareness and contributing to the further development of European Union-Indonesian cooperation in the field of higher education and cultural exchange;
- Increasing visibility and raising awareness of the European Union's support of higher education in Indonesia through the provision of information on study opportunities and scholarships.



EHEF EXHIBITORS

At EHEF 2019, European Higher Education Institutions (HEIs) from European countries and EU member states representatives in Jakarta will be eligible to participate as exhibitors. Participation of Education agents and booth sharing of participants however will not be allowed.

We are aiming to have 120 European Higher Education Institutions (HEIs) and 15 Country Representatives to participate at EHEF Indonesia 2019. Moreover, we aim to attract more than 15,000 visitors during the four-day event.



WHY PARTICIPATE IN EHEF INDONESIA

Indonesia as Potential Market

Located in the heart of South East Asia, Indonesia has become the largest archipelago in the world. Indonesia is the fourth most populous country in the world, has high domestic consumption and low public debt. These key strengths make it as a high-potential emerging nation. With a population of more than 261 millions in 2016, Indonesia continues to post significant economic growth. The country's gross national income per capita has steadily risen from \$2,200 in the year 2000 to \$4,116 in 2017.

A Proven Success Story Continued

EHEF has become the most awaited and prestigious annual education fair in Indonesia. The visitors flow in this recent years suggested that EHEF has became the trusted source of information and insight that put your institutions into perspective. In 2018, we successfully attracted 120 exhibitors and more than 18,000 visitors to EHEF Indonesia (Jakarta, Yogyakarta and Bandung).



Minimum Cost, Maximum Return

Throughout the past 10 years, This event is supported by EU Delegation and dedicated solely for the EU Member States and the European HEIs, to be able to promote their countries and HEIs as a study destination for prospective Indonesian students. As a non profit event, the exhibitor fee is lower compared to the other education fairs in Indonesia and Asia.

The EU Flagship Event in Indonesia

EHEF has already transformed to be 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.

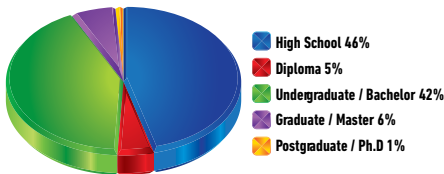
A Greater Online Exposure

ehef.id is a platform for students to find information about studying in Europe. All universities participating at EHEF 2019 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.

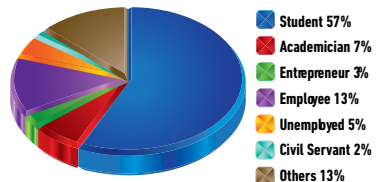
PREVIOUS EHEF

VISITOR RECAPITULATION

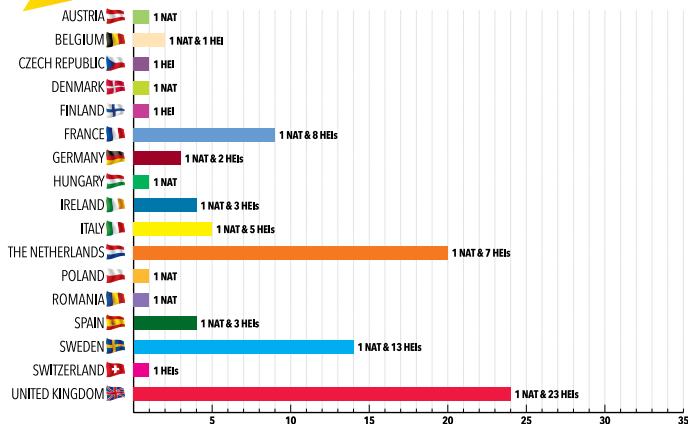
Latest Education



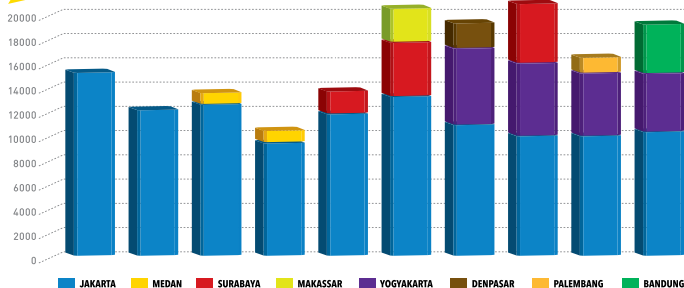
Occupations



EHEF 2018 EXHIBITORS



VISITORS RECAP





EVENT DETAILS

The 11th European Higher Education Fair (EHEF)
in Indonesia will be held in

Surabaya

Date : 30 October 2019

Venue : Grand City Ballroom

Jl. Gubeng Pojok No. 75, Surabaya 60272

Time : 13.00 – 18.00 WIB

Jakarta

Date : 2 - 3 November 2019

Venue : Kartika Expo Center, Balai Kartini

Jl. Gatot Subroto Kav. 37, Jakarta 12950

Time : 10.00 – 18.00 WIB

Bandung

Date : 5 November 2019

Venue : Sabuga Center, ITB

Jl. Tamansari No.73, Coblong, Bandung 40132

Time : 13.00 – 18.00 WIB

Admission : Free of Charge

Registration : Online registration is mandatory



EXHIBITORS CRITERIA

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

- be a higher education institution with headquarters in one of the 28 EU Member States,
- be recommended by the appointed national coordinator of EU Member State,
- 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 higher education institutions on a first-come first-served basis, based on the date and time of arrival of the complete and 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 FEE

- Exhibitor Fee for Jakarta and Surabaya is EUR 1,500 excluding personnel travel and accommodation costs.
- Exhibitors may participate either in Jakarta or Surabaya only but the fee is the same.
- Exhibitor Fee for 3 Cities Jakarta, Surabaya and Bandung is EUR 1,700

Notes:

- National Agency (NAT) of European Union Member States is eligible to have 1 (one) booth free of charge. An additional booth could be provided with same participation fee.

HOW TO REGISTER

To register your institution to Participate in EHEF Indonesia 2019 please **CLICK HERE**

EHEF Commitee

c/o Neso Indonesia

Jl. H.R. Rasuna Said Kav. S-3

Setiabudi, Jakarta 12950

<http://ehéf.id>

Information about Fair : fair@ehéf.id

Information about Invoice : finance@email.ehéf.id

Information about Hotel : hotel@email.ehéf.id

Main Contact

Daniel Darmawan, EHEF Local Expert : daniel.darmawan@ehéf.id

Alisha Kusuma, EHEF Content Manager : alisha@ehéf.id

Hilda Novita, EHEF Liaison : fair@ehéf.id



CITY OVERVIEW

JAKARTA

As the capital of the Republic of Indonesia, this city is home to 10 million people and a total of 30 million people in Greater Jakarta, which makes Jakarta the most populated city in South East Asia. The tall corporate buildings, congested traffic, and pollution, Jakarta is also the center and hub of Indonesia's national finance and trade. This ever-dynamic city is also considered as one of the busiest and cosmopolitan cities in Asia.

Moreover, Jakarta is an education center 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 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, Catholic University Parahyangan, Maranatha Christian University, Institute of Public Administration, Pasundan University are located in Bandung.

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 northeastern Java on the Madura Strait, it is one of the earliest 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 and Universitas Pembangunan Nasional "Veteran" Jawa Timur.



EVENT PROGRAMS

- European Higher Education Fair
- Presentations from EU Member States National Representatives
- Presentations about Erasmus Mundus Scholarship
- University / School Visit
- Talk shows (Sponsored)



INITIATOR & ORGANIZER

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

Contact address:

EHEF Committee

c/o Neso Indonesia

Jl. H.R. Rasuna Said Kav. 5-3

Setiabudi, Jakarta 12950

website : <https://ehf.id>



EHEF 2019

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 spreaded in order to raise awareness of the targeted audiences. Prior to the event, around 2,000 posters and 80,000 flyers to be distributed and displayed at schools, universities, and cultural centres. 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 to deliver information regarding EHEF 2019 since it has a greater access to reach wider audiences. Through this media, we are targeting the prospective students and also their influencers in making their decision to pursue their studies. The influencers include parents, teachers, media, government officials, and academicians.



Electronic Channels

(website, website banner, email blast, etc)

As 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 are going to advertise through banner placements on popular websites, email blast, Facebook, Twitter, Blogs, and other social networks. We believe these efforts will be effective in delivering information about EHEF 2019.

On Site Promotion

(banner)

There will be Giant Banners in the venue area and 40 vertical banners at EHEF venues. Moreover, 1,000 A5 size catalogues will be distributed to the visitors. The fair staff will use T-shirts with EHEF logo, there will be around 150 staffs.

The 2019 EHEF Jakarta Promotion Campaign will be finalized in August 2019. Detailed promotional plans will be made available to you upon request.

PAST EHEF

2008

Visitor : 15,022
Exhibitor : 88 Booths
56 Universities
17 Embassies
20 Countries

2011

Visitor : 12,294
Exhibitor : 96 Booths
78 Universities
14 Embassies
15 Countries

2013

Visitor : 13,742
Exhibitor : 118 Booths
94 Universities
16 Embassies
17 Countries

2015

Visitor : 18,910
Exhibitor : 143 Booths
125 Universities
15 Embassies
16 Countries

2017

Visitor : 16,837
Exhibitor : 140 Booths
123 Universities
15 Embassies
17 Countries

2010

Visitor : 12,008
Exhibitor : 78 Booths
56 Universities
15 Embassies
14 Countries

2012

Visitor : 10,049
Exhibitor : 99 Booths
81 Universities
15 Embassies
17 Countries

2014

Visitor : 20,359
Exhibitor : 144 Booths
125 Universities
15 Embassies
15 Countries

2016

Visitor : 20,229
Exhibitor : 151 Booths
134 Universities
14 Embassies
17 Countries

2018

Visitor : 18,999
Exhibitor : 124 Booths
106 Universities
16 Embassies
17 Countries

