

I. Purpose and Format:

The purpose of the project is to promote cooperation in the higher-education sector between the European Union and countries in the Asia and Central Asia regions, and also to promote awareness of study opportunities in the European Union among students in these regions. The activities will include:

- European Higher Education Fairs (large events comprising a 2-day exhibition component to present study opportunities in Europe to students, and a 1-day policy symposium component that will serve as a forum for discussion of HE cooperation with audiences of lecturers and researchers, HE administrators, policy officials, students, employers, etc);
- European Higher Education Roadshows (smaller-scale, policy conference events with a focus on cooperation dialogue with higher-education sector participants).

2. Itinerary:

Autumn 2014:

- European Higher Education Fair – Vietnam: Hanoi, November 13-16. Venue will be confirmed in July 2014, following conduct of tendering process and approval by DG DEVCO.
- European Higher Education Roadshows – Lao PDR (14-17 October) and Cambodia (20-23 October).

Spring 2015:

- European Higher Education Fair – Kazakhstan (provisional timing: May).
- European Higher Education Roadshows – Kazakhstan and Kyrgyzstan (provisional timing: May).

Autumn 2015:

- European Higher Education Fair – China (provisional timing: October/November).
- European Higher Education Roadshow – China (provisional timing: October/November).

Spring 2016:

- European Higher Education Fair – India.
- European Higher Education Roadshows – Bangladesh and Nepal.

Autumn 2016:

- European Higher Education Fair – Malaysia.
- European Higher Education Roadshow – Sri Lanka.

3. Promotion of Study Opportunities in the EU:

Our aim is to achieve comprehensive representation of EU higher education at the European Higher Education Fairs, covering all levels of study – undergraduate, Master’s, and PhD. We envisage that each Fair will include approximately 80 exhibitors, and will attract several thousand visitors (students and their parents). The project will provide exhibitors with a booth and associated facilities at the venue free-of-charge (exhibitors will be responsible for bearing the costs of international and local travel to the venue, and hotel accommodation for their representatives).

We will allocate one guaranteed exhibitor space per Member State, with priority given to national HE sector agencies (such as your organisation). Exhibitor spaces for higher-education institutions (HEIs) from EU Member States will be allocated according to a quota system based on the population size of EU countries, with exhibitors selected following an application process.

4. Showcasing and Promoting Cooperation Activities in the Higher Education Sphere:

This will take place both in the policy symposium component of European Higher Education Fairs, and in the smaller-scale European Higher Education Roadshows. Each event will involve participants from the EU and the beneficiary country, to discuss key themes identified on the basis of needs analysis conducted among relevant stakeholders. These events will provide an opportunity to reflect on the achievements of cooperation supported by the European Commission and by individual EU Member States and their higher-education sectors, and to assess the priorities for future cooperation.

5. Planning for the 2014 series:

We are now actively preparing for the events to be held in Vietnam, Cambodia and Lao PDR, and will be distributing more detailed information in the coming weeks.

CONTACT DETAILS

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