

16TH EUROPEAN HIGHER EDUCATION FAIR

LET'S STUDY IN EUROPE!



YOGYAKARTA

30 October 2024 | 13.30-17.30
Grha Sabha Pramana
Universitas Gadjah Mada (tbc)

JAKARTA

2-3 November 2024 | 11.00-17.00
Catur Dharma Hall
Menara Astra (tbc)

ONLINE PLATFORM

virtual.ehef.id

EXHIBITOR INFORMATION PACK



Committee:



Supported by:





16th EHEF Indonesia 2024

The EU has been organising EHEF in Indonesia since 2008. EHEF reflects EU's ambition to promote higher education worldwide. It also highlights Team Europe's cooperation with Indonesia to support students, encourage partnerships among higher education institutions, and strengthen people-to-people links. EU's ambition to reinforce cooperation on higher education has been reinforced with the Global Gateway, EU's strategy for sustainable investments and links around the world, which identifies education and research as one of its priorities.

Annually, around 1,200 scholarships are provided to Indonesian students and scholars to study in Europe by the EU, through its flagship Erasmus+ programme, and by EU Member States. More than 4,000 students and scholars depart to study in Europe every year, both self-funded students and with scholarships. EU cooperation with Indonesia on higher education also comprises engagement with selected universities, and the funding of partnerships between higher education institutions from Europe and Indonesia.

The Delegation of the European Union to Indonesia and Brunei Darussalam will organise the 16th edition of the EHEF Indonesia in 2024. EHEF is the premier platform for European universities to connect directly with Indonesia's student population. We anticipate a strong response, building upon our history of success. Our website and social media traction demonstrate EHEF's status as a trusted source of information and insights about European education. Our events consistently draw large crowds, with over 5,000 visitors attending in 2023. EHEF Indonesia 2024 will continue this tradition of excellence, offering an offline-only format in major cities in Indonesia.





TIMELINE

- **1 JUNE 2024**
Exhibitor Registration Open
- **27 SEPTEMBER 2024**
Exhibitor Application Deadline
- **18 OCTOBER 2024**
Exhibitor Data Collection Deadline
- **25 OCTOBER 2024**
Exhibitor Payment Deadline
- **1 - 31 OCTOBER 2024**
Uploading Institutional Data
- **23 - 24 OCTOBER 2024**
Technical Meeting
- **30 OCTOBER 2024**
EHEF 2024 Yogyakarta
- **2 - 3 NOVEMBER 2024**
EHEF 2024 Jakarta
- **6 DECEMBER 2024**
Event Report available



EVENT DETAILS

We aim to have 70 institutions, with approximately 10,000 registrations and 5,000 visitors, during the event.

EHEF Indonesia 2024 will consist only of offline events, organized in two prominent metropolitan cities in Indonesia:

City : **Yogyakarta**
Date : **30 October 2024**
Time : **13.30 – 17.30** (JKT Time, GMT +7)
Venue : **Grha Sabha Pramana, Universitas Gadjah Mada (tbc)**
Jl. Sosio Humaniora No. 1, Karang Malang, Depok,
Yogyakarta 55281

City : **Jakarta**
Date : **2 - 3 November 2024**
Time : **11.00 – 17.00** (JKT Time, GMT +7)
Venue : **Catur Dharma Hall, Menara Astra (tbc)**
Jl. Jenderal Sudirman Kav. 5-6, Tanah Abang,
Jakarta 10220

To provide potential visitors with a comprehensive database of exhibitors, we will create an event platform on **virtual.ehef.id**. In addition, we also conducted pre-event online events, such as deep talks about respective study programs, country presentation talk shows, and issues related to students.

Visitor Admission : Free of Charge Event

Visitor Registration : Online registration is mandatory





PARTICIPATION FEES

MAIN PACKAGE

Offline event in Jakarta, participation fee **EUR 1,500**

The main package to participate in EHEF Indonesia 2024, includes offline events in Jakarta (excluding personnel travel and accommodation costs).

- Booth in Jakarta (2 days) (offline event only)
- Talk show slots (maximum of 12 institutions) featuring programs tailored to Gen Z interests.
- Institutions profile in the event platform, including PDF brochure downloads on the event platform (max 20 MB)
- Student leads reports & technical support
- Institution profile listing on ehof.id, accessible by approximately 4,000 daily visitors
- One free article placement on ehof.id
- One Instagram story placement on the ehof.id Instagram account





PARTICIPATION FEES

COMPLETE PACKAGE

Offline event in Yogyakarta and Jakarta, participation fee
EUR 1,900

The complete package to participate in EHEF Indonesia 2024, includes offline events in Yogyakarta and Jakarta (excluding personnel travel and accommodation costs).

- Booth in Jakarta (2 days) (offline event only)
- Booth in Yogyakarta (1 day) (offline event only)
- Talk show slots (maximum of 12 institutions) featuring programs tailored to Gen Z interests.
- Institutions profile in the event platform, including PDF brochure downloads on the event platform (max 20 MB)
- Student leads reports & technical support
- Institution profile listing on ehof.id, accessible by approximately 4,000 daily visitors
- One free article placement on ehof.id
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HOW TO REGISTER

To complete the registration process:

1. Complete the online application form at <https://registration.ehef.id>
2. Download the automatic reply email attachment - application form (pdf). *If you have not received any email from us, please check your spam folder.*
3. SIGN and STAMP your completed application form, scanned and email to EHEF Committee, email: fair@ehef.id. **We only processed once we receive the signed application form.**
4. Within five working days after receiving the signed application form, the EHEF Committee will confirm your participation and follow up the next registration process.
5. Complete phase 1 of the registration process. **DEADLINE: FRIDAY, 27 SEPTEMBER 2024**
6. Complete phase 2 of the registration process. **DEADLINE: FRIDAY, 18 OCTOBER 2024**
7. Complete the payment. **DEADLINE: FRIDAY, 25 OCTOBER 2024**

If you have any questions about the process, do not hesitate to contact fair@ehef.id

Institution Cancellation

- All exhibitors could cancel their participation if the cancellation before 27 SEPTEMBER 2024.
- Any cancellation after 27 SEPTEMBER 2024, the committee will charge a 100% Participation Fee.

The participant should give cancellation notification in writing to the EHEF Committee through email and official letter (pdf) to fair@ehef.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.



nuffic neso

STUDY IN
SWEDEN

UNI-ITALIA STUDY
in ITALY





SET-UP OF THE FAIR

The exhibitors registration will be treated on a first-come first-served basis. The exhibitors in Yogyakarta and Jakarta will get our standard booth as mentioned below.

Booth sharing is NOT possible. The organiser is having a full authority in assigning exhibition space to the exhibitor

- Institution backwall – 2 x 2.5 sqm octanorm system booth
- Pylon finishing sticker printing for flag and country name
- 4 m2 needle punch carpet, dark blue colour
- 1 table and 4 chairs
- 2 fluorescent 40 watt lamps
- 220V/2Amp single-phase power
- Paper bin
- Lockable cabinets (only in Jakarta)



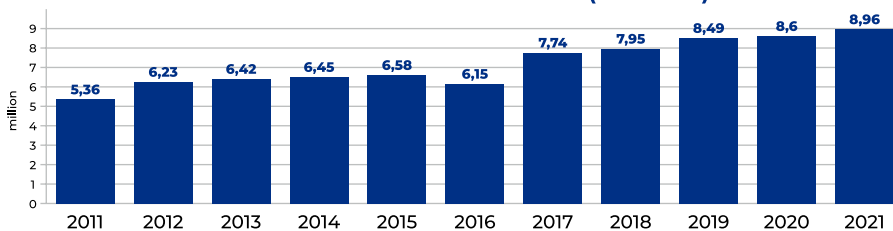


WHY PARTICIPATE IN EHEF INDONESIA

Indonesia as Potential Market

Indonesia is the world's fourth most populous country and the largest nation in Southeast Asia. With a population of more than 275 million (as of June 2022), the country boasts high domestic consumption and low public debt. According to World Bank, Indonesia's Gross National Income (GNI) per capita has steadily risen from \$823 in the year 2000 to \$3,932 in 2018 and finally to \$4,333 in 2021. Year after year, Indonesia continues to show significant growth in its economy and the number of students graduating from higher education. These developments mark it as a high-potential nation, especially in the education field.

Number of Indonesian Students (2010-2021)

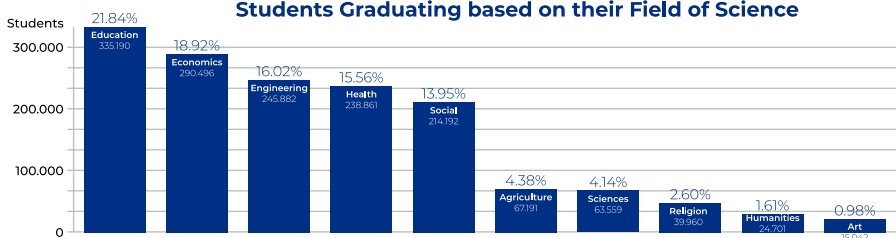


Source: Badan Pusat Statistik (BPS)

Overview of Higher Education Institution (HEI) by Province - 2020

Province	Institutions	Study Program	New Entrants	Enrolled Students	Graduates	Lecturers
D.K.I. Jakarta	395	2.397	200.748	764.084	178.329	32.137
Jawa Barat	597	3.618	270.113	871.191	192.643	39.596
Banten	168	953	210.202	1.334.358	114.223	12.180
Jawa Tengah	367	2.705	208.533	692.462	142.173	25.145
D.I. Yogyakarta	135	1.356	115.507	402.883	88.065	14.268
Jawa Timur	558	4.322	284.240	1.007.427	227.694	40.870

Students Graduating based on their Field of Science



A Proven Success Story Continued

Throughout the years, EHEF has established itself as a prestigious and highly-anticipated annual education fair in Indonesia. Our website and social media traction further prove that EHEF has become the trusted source of information and insights about European education. The previous fully-offline event we conducted in 2019 successfully attracted 120 exhibitors and 16,600 visitors to our Jakarta, Surabaya and Bandung locations.

The EU Flagship Event in Indonesia

EHEF is the biggest education fair in Indonesia, hosting numerous exhibitors from various countries. The education fair provides both embassy and university exhibitors, serving as a comprehensive study abroad information source for prospective students and their families. Through EHEF, we aim to promote the European Higher Education system, including its universities and scholarship opportunities.

Minimum Cost, Maximum Return

The EU delegation has continuously supported EHEF, as the event is also solely dedicated to supporting EU Member States and European Higher Education Institutions in promoting their countries and institutions as study destinations for prospective Indonesian students.

EHEF is a non-profit event, hence its exhibitor fee is considerably lower than other education fairs in Indonesia and Asia.

A Greater Online Exposure

Our site at <https://ehf.id/> serves as a platform for students to find comprehensive information on studying in Europe and also for EU HEIs to promote their offerings. All universities participating in EHEF 2023 will have an updated profile page and an open forum on ehf.id. These benefits will generate greater online exposure for participating universities and provide improved access to students from ASEAN countries.



EHEF 2023 EXHIBITORS

