

Dear colleagues,

We are pleased to announce the Call for Applications for the selection of exhibitors (higher-education institutions of European Union Member States) for the forthcoming European Higher Education Fair – India – which will be held in New Delhi on the 30<sup>th</sup> September and 1<sup>st</sup> October 2016 (Halls 8 – 10. Pragati Maidan)

This is the fifth and final Fair in the series of 5 Fairs conducted by this European Union funded project – European Higher Education Fairs in Central Asia and Asia (2014-16), in Vietnam, Kazakhstan, China, Malaysia, India. The project is being implemented by the S.I.C.I Dominus consortium of companies, supported by the European Commission Directorate-General for International Development and Cooperation.

### Why apply to exhibit at EHEF India?

- **EHEF India 2016** follows the successful European Higher Education Fair held in India in 2014, and the Virtual Fair held in late 2015, organised by the DAI Europe consortium. These events demonstrated the enormous interest among Indian students the wealth of opportunities that the higher education institutions of EU Member States provide. See <http://www.ehef-india2014.org/exhibitors/why-india/>
- For exhibitors, the EHEF provides an opportunity to
  - Benefit from the pull of visitors achieved by staging a European Fair, which will be promoted through a targeted campaign of activities prior to the event.
  - Exhibit at the Fair free-of-charge – see Terms and Conditions for Exhibitors.
  - Take part in the Fair’s interactive programme.
- **Virtual Fair 2016:** Exhibitors selected to participate in EHEF India 2016 will be given an additional opportunity to participate in the European Higher Education Virtual Fair 2016, which is being organised by the DAI Europe consortium. The Virtual Fair will include webinars to engage the students before the physical fair. Webinars may also be organised during the EHEF 2016 days so that students from outside Delhi may interact live with the participating EU universities. Further information on the European Higher Education Virtual Fair 2016 will be available soon (<http://www.study-europe.net> or [info@study-europe.net](mailto:info@study-europe.net)).

### Key Information

- **FREE OF CHARGE EXHIBITOR SPACE:** Exhibitors will NOT be charged a fee for attending the Fair – the exhibitor booth and facilities, and inclusion of exhibitor details in the programme, are covered by the project. Exhibitors ARE required to pay for their own international and local travel costs, visa expenses, accommodation, shipping of display materials.
- Up to 120 exhibitors from across the European Union will be present at the Fair.
  - Each Member State will be allocated a place for their promotional agency for higher education or equivalent organisation;
  - The remaining places will be awarded to higher-education institutions from across the EU, through a selection process based on the results of the current Call for Applications, and according to a Member State quota system - see Terms and Conditions for Exhibitors.

- The Fair aims to attract several thousand visitors – potential students interested in study opportunities in EU Member State HEIs (at undergraduate, Master’s and PhD levels, across all disciplines).
- The Fair will be publicised to potential visitors through a range of promotional activities – including an online campaign via the project website and social media platforms, and through a series of communications activities in the days leading up to the event.

### Key dates

- Launch of Call for Applications for European Higher Education Institutions to attend the Fair: 29<sup>th</sup> February 2016.
- Deadline for submission of applications: 13<sup>th</sup> May 2016
- Notification of award of places: 20<sup>th</sup> May 2016

### APPLICATION PROCEDURE

European Higher Education Institutions shall submit completed application forms by email to the following email address by the deadline of 13<sup>th</sup> May 2016 (17.00 Brussels time): [india@ehf.asia](mailto:india@ehf.asia). We will acknowledge the receipt of all applications. For more details, please consult the Terms and Conditions for Exhibitors of the European Higher Education Fair India 2016.

We look forward to receiving your application! Please send any questions relating to EHEF India, and the Call for Applications, to [india@ehf.asia](mailto:india@ehf.asia).

#### The Project Team

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