



**Application for Selection as Exhibiting Higher-Education Institution at  
the European Higher Education Fair Malaysia  
Kuala Lumpur Convention Centre (KLCC)  
12th and 13th March 2016**

*The European Higher Education Fair Malaysia 2016 is being organized as one in a series of Fairs in Asia and Central Asia in 2014-16, by an EU-funded project implemented by the S.I.C.I. Dominus consortium. The project has two core objectives: to promote study opportunities in the higher-education systems of the European Union's Member States to students from Asia and Central Asia; and to showcase and promote cooperation in the higher-education sphere between the European Union and the countries of Asia and Central Asia.*

*We invite Higher-Education Institutions (HEI) from all Member States of the EU to apply for selection as exhibitors at EHEF Malaysia 2016. To be considered for selection as an exhibiting higher-education institution at this event, application forms should be completed and submitted by email before the deadline of 17.00 Brussels time, Tuesday 24 November 2015, to the following email address: [info@ehf.asia](mailto:info@ehf.asia)*

### Section 1: Information about the Applicant

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Name of institution (the 'Applicant'):

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Address of institution:

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Country:

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Website address of institution:

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Title, name and position of person  
submitting the application:

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Contact details of person making the application: (Please supply email address, telephone, fax details):

(Please note that only one application per HEI will be accepted)

### Section 2: Eligibility statement

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Please confirm the following details by placing a tick ✓ in the box:

The Applicant is a European Higher-Education Institution that (i) is a legal person ("legal entity"); (ii) provides courses at the undergraduate, graduate and/or doctoral level of higher education leading to a qualification recognized by the competent authorities in their own country; (iii) is registered in one of the EU Member States.

**By submitting this application, the Applicant agrees to the Terms and Conditions of the European Higher Education Fair Malaysia 2016**

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## Section 3: Institutional Response to Selection Criteria

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- Applicants are kindly requested to complete sections 3.1 through 3.3. in English, within the limits of the boxes provided.
- Statements can refer to prior achievements, ongoing developments, and future plans of the HEI.
- An optional fourth statement (3.4) relating to the Applicant's preparedness to make an active contribution to the Fair activities can also be submitted – this will carry a discretionary additional score of up to 10 points.

### Section 3.1: 'Profile' of the Applicant (Max. 30 Points / 90):

Notes for Applicants: The first of the EHEF project's two core objectives is to promote the European Union as a study destination to potential students from Central Asia and Asia. Accordingly, applicant HEIs should demonstrate a strong commitment to welcoming partner countries' students and/or guaranteeing student and staff international exchange. Please provide a short presentation of your European Higher Education Institution. Examples of such information can include, e.g.:

- Information about the institution's track record in mobility of students and staff;
- Information on the ways in which the HEI has embedded internationalisation in its curricula, and the study experience of its students;
- The provision of study opportunities for international students;
- Reference to the internationalisation strategy of the HEI;
- Resources and support services that the HEI makes available to international students.

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### Section 3.2. International cooperation in higher education and research (Max. 30 Points / 90):

*The second core objective of EHEF project is to promote cooperation in the higher-education sphere between the EU and the countries of the Central Asia and Asia regions. In this section, accordingly, applicants are requested to summarise the activities, achievements and future plans of the HEI in contributing to cooperation with higher-education sectors in non-EU countries (with particular reference, if applicable, to cooperation with countries in Asia and Central Asia).*

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### Section 3.3 Motivation for attending EHEF in Malaysia (Max. 30 Points / 90):

*In this section, applicants are requested to summarise the motivating factors behind their wish to participate in the Fair in Malaysia. Such factors might include, e.g.:*

- *Malaysia has been identified by the HEI as a key 'market' for student recruitment;*
- *The HEI has long-standing cooperation ties with Malaysia, and wishes to build on this record.*

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Section 3.4: Preparedness of Applicant to contribute to the Fair’s interactive programme (Optional additional statement – up to 10 discretionary bonus points available):

*If the representatives of your HEI would be prepared to contribute an activity (**relating to study opportunities**) to the interactive component of the Fair programme (aimed at an audience of **students and parents** visiting the Fair), please provide a brief summary of the nature of the proposed contribution. E.g. convening a practical workshop on best practices and advice to international applicants when submitting an application for admission to a degree programme; briefing on life as an international student in your country, etc.*

Thank you for completing this application form. Please submit the form by the deadline of Tuesday 24 November 2015 to the email address [info@ehf.asia](mailto:info@ehf.asia). We will acknowledge receipt of your application, and we will announce the results of the selection of exhibitors on 1 December 2015.

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