



Call for Applications: Selection of Exhibitors for the European Higher Education Fair Malaysia
Kuala Lumpur Convention Centre (KLCC)
12th and 13th March 2016

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 – Malaysia – which will be held in Kuala Lumpur, on the 12th and 13th March 2016 at the Kuala Lumpur Convention Centre (KLCC).

Our project will be forming an 'EU Area' within the "Facon Education Fair March 2016", which is being organized by Sphere Exhibits Malaysia Sdn Bhd.

This is the fourth in a series of 5 EHEF Fairs to be conducted / supported by this European Union funded project – European Higher Education Fairs in Central Asia and Asia. 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 EHEF Malaysia?

- There is enormous interest among Malaysian students in international study opportunities, with over 50 000 studying abroad in 2012 according to the UNESCO survey on the Global Flow of Tertiary-Level Students
- EHEF Malaysia will provide a unique opportunity for visitors to explore the wealth of opportunities that the higher education institutions of EU Member States provide
- 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.

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.
- Approximately 80 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).

This project is funded by the European Union



This project is implemented by:





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- 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: Monday 12 October 2015
- Deadline for submission of applications: Tuesday 24 November 2015
- Notification of award of places: Tuesday 1 December 2015

APPLICATION PROCEDURE

European Higher Education Institutions shall submit completed application forms by email to the following email address by the deadline of Monday 12 October 2015 (17.00 Brussels time): info@ehef.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 Malaysia 2016.

We look forward to receiving your application! Please send any questions relating to EHEF Malaysia, and the Call for Applications, to info@ehef.asia .

The Project Team

'European Higher Education Fairs in Central Asia and Asia' Project

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