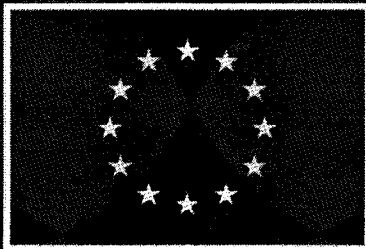
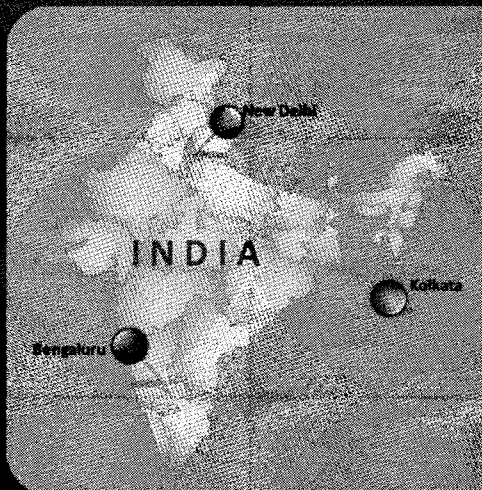


# European Higher Education Fair 2014

INDIA - New Delhi Bengaluru Kolkata



European Union



## Exhibitors' Advance Information

By 2030, India will demographically be one of the youngest Nations in the world. With a student population of nearly 140 million, one in every four graduates globally will be coming out of the Indian higher education system. In India today, the middle class aspire to study at a higher or technical education facility but courses are mostly self-financed and annual fees are high. Though higher education undeniably helps secure a better job in India, graduates are demanding recognition on a global platform. 61% consider this to be the most important factor when selecting their prospective place of study.

Delhi boasts some of the finest academic institutions in India with four Central Universities. Bangalore, India's I.T. hub is predictably home to the lion's share of India's I.T. industries. Kolkata was once the country's centre of learning. Now, it is the primary education destination for eastern India.

The European Higher Education Fair (EHEF) India 2014 follows the success of the fairs in 2006 and 2008 (Delhi only). In 2006, the fair comprised 109 exhibitors from 22 European countries and attracted 8500 visitors. In 2008, 90 exhibitors from 26 European countries and 21 national higher education agencies took part and it attracted 6200 visitors.

### Objectives

The EHEF India 2014 is an event funded by the European Union. It will promote a European identity and European Higher Education in India by providing a platform for European Union Member States and Higher Education Institutions to showcase their education opportunities and facilities.

### Dates and Locations

- **New Delhi, 30 November – 1 December 2014, NSIC Exhibition Complex, Outer Ring Rd, NSIC Estate, Okhla Phase III, Okhla, New Delhi, DL 110020, India**  
<http://www.nsic.co.in/exhibitions.asp>
- **Bengaluru, 3 December 2014, The Lalit Ashok Hotel, Kumara Krupa High Grounds, Kumara Park East, Seshadripuram, Bangalore, Karnataka 560001, India; Kalinga and Siddarth Exhibition halls and the Grand Ball Room**  
Virtual tours: <http://www.thelalit.com/virtualtours/thelalitbangalore/index.html>
- **Kolkata, 5 December 2014, The Stadel, Vivekananda Yuba Bharati Krirangan Gate No: 03 Salt Lake, 700098 Kolkata, India**  
<http://www.thestadel.com>



## The fair will aim to

- Give Indian students and parents the opportunity to collect valuable information about the broad range of study opportunities available in Europe, encouraging them to make Europe their first choice study destination
- Provide Indian students and parents a forum for sharing practical information and experience regarding study in Europe and resulting career perspectives
- Provide European Higher Education Institutions an opportunity to foster contacts and networks in India

Activities other than the exhibition (i.e. seminars, conferences, round tables etc.) will be organized in the context of the fair.

## Target groups

- Individuals looking for study opportunities abroad at multiple academic levels, their families, study sponsors, etc.
- European Higher Education Institutions and academic authorities interested in forging relationships with Indian students



## Likely Cost of Participation

- 700 Euros in New Delhi (30<sup>th</sup> November and 1<sup>st</sup> December 2014)
- 500 Euros in Bengaluru (3<sup>rd</sup> December 2014)
- 400 Euros in Kolkata (5<sup>th</sup> December 2014)
- 1500 Euros in the three cities

## This includes

- Standard booths (approx. 3m x 2m or 3m x 3 m)
- Basic furniture and facilities in the booths
- Basic cleaning of general areas and general security services

Rental of other needed equipment will be facilitated.

The cost of travel and accommodation will have to be covered by each exhibitor.

NB: In order to attract a maximum number of visitors to the fairs, no entrance fee will be charged.

For further information and pre-registration please email to: [info@ehf-india2014.org](mailto:info@ehf-india2014.org)

## Eligibility Criteria

The Higher Education Institutions will:

- Have their headquarters in one of the 28 EU Member States
- Provide courses leading to recognised degrees that are accredited by the competent national authority in the relevant European Union Member State (priority will be given to higher education institutions with a focus on postgraduate courses)
- Have a strong international dimension or be actively seeking to develop one, i.e. offer courses (preferably English-taught) and support services particularly aimed at international students

## Registration

The registration will follow three steps:

- Pre-registration, open up to 15<sup>th</sup> June 2014: Exhibitors will express their interest in participating to the fair by sending an email to the address [info@ehf-2014.org](mailto:info@ehf-2014.org) specifying their exhibition city/ies
- On line registration from 15<sup>th</sup> to 30<sup>th</sup> June 2014: Exhibitors will be required to fill in an on line form (details to follow)
- Payment: registered Exhibitors will be contacted and details on the modalities for the participation fee to be submitted will be provided

A website with registration facilities will be activated in May 2014:

<http://www.ehf-india2014.org>

## Booths available

- The venues in Delhi, Bengaluru, and Kolkata can host up to 120, 90, and 90 booths respectively
- Each Member State will be allocated one booth for the National Agency/ Embassy (free of charge)
- The remaining booths will be assigned according to the exhibitor quota system which is based on the number of Member State seats in the European Parliament
- For each European Union Member State, booths are allocated to eligible Higher Education Institutions on a first come, first-served basis, based on the date and time of arrival of the complete application before the deadline and in consultation with the appointed national coordinator of the relevant European Union Member State
- If the number of applications exceeds the number of booths available for the Member State, a waiting list will be constituted
- In case that Member States do not require the total number of booths allocated to them the remaining booths will be offered to other Member States interested in additional booths



Organized by



Delegation of the European Union to India

Delegation of the European Union to India  
65 Golf Links, New Delhi 110 003, INDIA  
Tel. +91 11 4949 6565 / Fax +91 11 4949 6555  
Email: [DELEGATION-INDIA-EHEF2014@eeas.europa.eu](mailto:DELEGATION-INDIA-EHEF2014@eeas.europa.eu)

Contact details

Implemented by



DAI Europe  
Direct no. 00919650112363  
Email: [info@ehf-india2014.org](mailto:info@ehf-india2014.org)



## EHEF National Coordinating Structures

### Austria

The Austrian Exchange Service (ÖAD)  
Mr./Dr. Felix Wilcek  
Head of Public Relations Office  
Alser Straße 4/1/3/8  
A- 1090 Wien/ Vienna  
Tel. : +43 1 4277 28184  
Fax : +43 1 4277 28195  
Email : [felix.wilcek@oead.ac.at](mailto:felix.wilcek@oead.ac.at)  
Website: [www.oead.ac.at](http://www.oead.ac.at)

### Belgium (Flemish Community)

Ministry of the Flemish Community  
Mr. Noël Vercruyse  
Head of Unit  
Higher Education & Scientific Research  
HC-Gebouw, Toren 7A, Koning Albert II-laan 15,  
1210 Brussels  
Tel. : +32 255 39801  
Fax : +32 255 39845  
Email : [noel.vercruyse@ond.vlaanderen.be](mailto:noel.vercruyse@ond.vlaanderen.be); [johan.geentjens@ond.vlaanderen.be](mailto:johan.geentjens@ond.vlaanderen.be)  
Website: [www.ond.vlaanderen.be/english](http://www.ond.vlaanderen.be/english); [www.ond.vlaanderen.be/hogeronderwijs](http://www.ond.vlaanderen.be/hogeronderwijs)

### Belgium (French Community)

CGRI - DRI  
Ms. Cécile Liégeois  
Politiques sectorielles : Promotion de l'Etat de droit, Coopération juridique,  
Enseignement, Santé, Affaires sociales  
Espace international Wallonie-Bruxelles  
Place Saintelette, 2  
1080 Bruxelles  
Tel : +32 2 421.82.66  
Fax : +32 2 421.84.81  
E-mail : [c.liegeois@cgri.cfwb.be](mailto:c.liegeois@cgri.cfwb.be); [jp.roland@cgri.cfwb.be](mailto:jp.roland@cgri.cfwb.be)  
Website : [www.cgridri.be/](http://www.cgridri.be/)

### Bulgaria

Ms. Irina Radevska  
Rectors' Conference of the Republic of Bulgaria  
1 Gurguliat str. 1000 Sofia  
Tel: +359 2 981 11 97  
Fax: +359 2 981 11 97  
Email : [bg\\_rectors@yahoo.com](mailto:bg_rectors@yahoo.com)

### **Cyprus**

Ministry of Education and Culture  
Ms. Despina Martidou Forcier  
Senior Education Officer  
Representative of Cyprus National Structure for Erasmus Mundus  
Department of Higher and Tertiary Education  
Corner of Kimonos and Thucydides  
Acropolis 1434, Nicosia  
Tel. : +357 22 800 622  
Fax : +357 22 427 560  
Email : [dmartidou@moec.gov.cy](mailto:dmartidou@moec.gov.cy)  
Website: [www.moec.gov.cy/](http://www.moec.gov.cy/); [www.moec.gov.cy/erasmusmundus](http://www.moec.gov.cy/erasmusmundus)

### **Czech Republic**

National Agency for European Educational Programmes (NAEP)  
Centre for International Services MoEYSMs.  
Ms. Tereza Babkova  
Programme Officer  
Programme Erasmus Mundus  
Senovazne namesti 24  
116 47 Praha 1 - Nove Mesto  
Tel. : +420 234 621 141  
Fax : +420 234 621 144  
Email : [tereza.babkova@naep.cz](mailto:tereza.babkova@naep.cz)  
Website: [www.naep.cz](http://www.naep.cz)

### **Denmark**

Danish Centre for International Cooperation and Mobility in Education and Training (CIRIUS)  
Mr. Jesper Langergaard  
International Project Coordinator  
Internationalisation of higher education Department  
Fiolstræde 44  
DK-1171 Copenhagen K  
Tel. : +45 33 95 70 00  
Fax : +45 33 95 70 01  
Email : [jl@ciriusmail.dk](mailto:jl@ciriusmail.dk)  
Website: [www.ciriusonline.dk](http://www.ciriusonline.dk)



**Estonia**

Centre for Academic Mobility - Archimedes Foundation Tartu agency  
Ms. Katrin Kiisler  
Head of Agency  
Koidula 13a  
10125 Tallinn  
Tel. : +372 730 0325  
Fax : +372 730 0336  
Email : [katrin@archimedes.ee](mailto:katrin@archimedes.ee)  
Website: [www.smartestonia.ee](http://www.smartestonia.ee); [www.archimedes.ee/english/contact.htm](http://www.archimedes.ee/english/contact.htm)

**Finland**

The Finnish Centre for International Mobility (CIMO)  
Ms. Merja Lankinen  
Head  
Communications Unit  
Hakaniemenkatu 2  
P.O.Box 343  
FI- 00531 Helsinki  
Tel. : + 358 207 868 500/ Direct : + 358 207 868 572  
Fax : +358 207 868 600  
Email : [merja.lankinen@cimo.fi](mailto:merja.lankinen@cimo.fi)  
Website: [www.cimo.fi](http://www.cimo.fi)

**France**

CampusFrance  
Ms. Louise Watts  
International Programmes  
79, avenue Denfert-Rochereau  
75014 Paris  
Tel. : +33 (0)1 53 63 35 00  
Fax : +33 (0)1 53 63 35 47  
Email : [louise.watts@campusfrance.org](mailto:louise.watts@campusfrance.org)  
Website: <http://www.campusfrance.org/>

**Germany**

The German Academic Exchange Service (DAAD)  
Ms. Alice Jordan  
Communication and Marketing Division  
Kennedyallee 50  
53175 Bonn  
Tel. : +49 (0) 228 882 652  
Fax : +49 (0) 228 882 660  
Email : [jordan@daad.de](mailto:jordan@daad.de)  
Website: [www.daad.de](http://www.daad.de)



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DAAD



**Greece**

Ministry of National Education and Religious Affairs  
Ms. Melina Papadaki  
Directress of International Relations in Education Ministry of National Education  
and Religious Affairs  
International Relations in Education  
Mitropoleos 15  
10185 Athens  
Tel. : +30 210 32 10 090  
Fax : +30 210 3221521  
Email : [des-mel@ypepth.gr](mailto:des-mel@ypepth.gr)  
Website: [www.ypepth.gr](http://www.ypepth.gr)

**Hungary**

Balassi Institutue  
Ms. Ildiko Bors  
Directorate of Scholarships and Subventions  
Somlói út 51.  
H-1016 Budapest  
Mail Address: H-1519 Budapest, Pf. 385  
Phone: +36-1-666-7980  
Fax: +36-1-666-7989  
Email: [ildiko.bors@bbi.hu](mailto:ildiko.bors@bbi.hu)  
Website: <http://www.bbi.hu/>

**Ireland**

Enterprise Ireland  
Mr. Terry McParland  
Manager  
International Education Services  
Merrion Hall  
Strand Road  
Dublin 4  
Tel; + 353 1 2066420  
Fax : +353 1 609 2121  
Email : [Terry.McParland@enterprise-ireland.com](mailto:Terry.McParland@enterprise-ireland.com)  
Website: [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

### Italy

Università degli Studi di Genova- in coordination with the Directorate General for European Integration  
Ministry of Foreign Affairs and in agreement with the Department for European Politics - Italian  
Government

Prof. Francesco Praussello  
Delegate for Internationalization  
Via Bensa, 1

16124 Genova

Tel. +39 010 2095626

Fax: +39 010 2099610

E-mail: [relint@unige.it](mailto:relint@unige.it)

Website: [www.unige.it/relint](http://www.unige.it/relint), [www.crui.it](http://www.crui.it)

Website of the Italian Ministry of Foreign Affairs: <http://www.esteri.it/>

### Latvia

Academic Information Centre

Ms. Baiba Ramina

Director of the Centre

Valnu 2

LV-1050 Riga

Tel.: +371 7225155

Fax: +371 7221006

Email: [baiba@aic.lv](mailto:baiba@aic.lv)

Website: [www.aic.lv](http://www.aic.lv)

### Lithuania

Ministry of Education and Science  
of the Republic of Lithuania

Department of Higher Education

Mrs. Aurelija Sirkaite

Division of Academic Mobility,

Z. Sierakausko str. 15,

03105 Vilnius

Tel: +3705 219 0126

Fax: +370 5 219 0100

Email: [aurelija.sirkaite@smm.lt](mailto:aurelija.sirkaite@smm.lt)

Website: [www.smm.lt/en/](http://www.smm.lt/en/)



#### **Luxembourg**

Ministère de la Culture, de l'Enseignement Supérieur et de la Recherche  
Ms. Dominique Faber  
Attachée de Gouvernement, Coordination du CEDIES  
Département Enseignement Supérieur  
20, Montée de la Pétrusse  
L- 2327 Luxembourg  
Tel.: +352 478 6612  
Fax: +352 26 29 6037  
Email: [dominique.faber@mcesr.etat.lu](mailto:dominique.faber@mcesr.etat.lu)  
Website: [www.gouvernement.lu/ministeres/mini\\_culture.html](http://www.gouvernement.lu/ministeres/mini_culture.html)

#### **Malta**

Dr. Omar Grech/ Ms. Anna Callus  
International & EU Office  
University of Malta  
Tal- Orogg  
Msida MSD06  
Malta  
Tel: +356 2340 2224/ 3182  
Fax: +356 21316941  
Email: [omar.grech@um.edu.mt](mailto:omar.grech@um.edu.mt); [anna.callus@um.edu.mt](mailto:anna.callus@um.edu.mt)  
Website: [www.um.edu.mt](http://www.um.edu.mt)

#### **The Netherlands**

The Netherlands Organization for International Cooperation in Higher Education (Nuffic)  
Mr. Soehirman Patmo (Senior Adviser) or Mr. David Pho (Advisor International Education)  
International Marketing & Communication  
Kortenaerkade 11  
P.O. Box 27999  
2502 LT The Hague  
Tel.: +31 (0)70 4260204  
Fax: +31 (0)70 4260229  
Email: [dpho@nuffic.nl](mailto:dpho@nuffic.nl)  
Website: [www.nuffic.nl](http://www.nuffic.nl); [www.studyin.nl](http://www.studyin.nl)

#### **Poland**

PERSPEKTYWY Education Foundation  
Mr. Kazimierz Bilanow  
Coordinator of International Events  
31 Nowogrodzka Str.  
00-511 Warsaw  
Tel.: +48 22 628 58 62/ 15 10  
Fax: +48 22 629 16 17  
Email: [k.bilanow@perspektywy.pl](mailto:k.bilanow@perspektywy.pl); [fundacja@perspektywy.pl](mailto:fundacja@perspektywy.pl)  
Website: [www.perspektywy.pl](http://www.perspektywy.pl); [www.studyinpoland.pl](http://www.studyinpoland.pl)



### Portugal

Ministry for Science, Technology and Higher Education  
Ms. Ana Mateus/ Ms. Leonor Santa Clara  
DGES – Directorate General for Higher Education  
Unit for Recognition, Mobility and Higher Education  
Av. Duque D'Ávila, 137  
1069-016 Lisbon  
Tel.: + 351 21 312 6037  
Fax.: + 351 21 312 6020  
Email: [ana.mateus@dges.mctes.pt](mailto:ana.mateus@dges.mctes.pt); [leonor.santaclara@dges.mctes.pt](mailto:leonor.santaclara@dges.mctes.pt)  
Website: <http://www.dges.mctes.pt/>

### Romania

Ministry of Education and Research  
Ms. Antonela Toma  
Expert  
Department of Higher Education  
Gen. Berthelot st., no.28-30, Sector 1,  
Bucharest, 010168  
Tel: 00 40 21 405 62 06  
Fax: 00 40 21 312 26 52  
Email: [antonela.toma@mec.edu.ro](mailto:antonela.toma@mec.edu.ro)  
Website: [www.edu.ro/](http://www.edu.ro/)

### Slovakia

SAIA: Slova Academic Information Agency  
Ms. Olga Subenikova  
Deputy Director  
Executive Committee of SAIA, n. o. - Bratislava  
Námestie slobody 23  
812 20 Bratislava 1  
Tel.: +421 2 5441 1426  
Fax +421 2 5441 1429  
Email: [olga.subenikova@saia.sk](mailto:olga.subenikova@saia.sk)  
Website: [www.saia.sk](http://www.saia.sk)

### Slovenia

Centre of the Republic of Slovenia for Mobility and European Educational  
and Training Programmes (CMEPIUS)  
Ms. Neža Pajnič  
National Coordinator, Director Assistant  
Ob železnici 16  
SI - 1000 Ljubljana  
Tel.: +386.(0)1.5864.251 (direct): +386 1 5864 233  
Fax: +386.(0)1.5864.231  
Email: [neza.pajnic@cmepius.si](mailto:neza.pajnic@cmepius.si); [majda.sirok@cmepius.si](mailto:majda.sirok@cmepius.si)  
Website: [www.cmepius.si/index.php?home=1](http://www.cmepius.si/index.php?home=1)



**Spain**

Agencia Nacional Erasmus  
Consejo de Coordinación Universitaria/University Coordination Council  
Mr. Enrique Silvestre Catalán  
Director of Agency - Deputy General Secretary of University Coordination Council  
C/Albacete, 5  
28027 Madrid  
Tel: +34 91 60 37698  
Fax: +34 91 60 37008  
Email: [enrique.silvestre@mec.es](mailto:enrique.silvestre@mec.es) ; [erasmus@mec.es](mailto:erasmus@mec.es)  
Website: [www.mec.es](http://www.mec.es); [www.mec.es/educa/ccuniv/](http://www.mec.es/educa/ccuniv/)

**Sweden**

The Swedish Institute (SI)  
Mr. Niklas Tranaeus  
Senior Officer  
Department for Education & Research  
Skeppsbron 2  
P.O.Box 7434  
SE- 103 91 Stockholm  
Tel.: +46 8 453 7872  
Fax: +46 8 20 72 48  
Email: [niklas.tranaeus@si.se](mailto:niklas.tranaeus@si.se); [nt@si.se](mailto:nt@si.se)  
Website: [www.si.se](http://www.si.se); [www.studyinsweden.se](http://www.studyinsweden.se)

**The United Kingdom**

British Council  
Ms. Paula Beaumont  
Events Development Manager  
Education UK Marketing Division - ETG  
Bridgewater House  
58 Whitworth Street  
Manchester M1 6BB  
Tel.: +44 (0)161 957 7118  
Fax: +44 (0)161 957 7561  
Email: [paula.beaumont@britishcouncil.org](mailto:paula.beaumont@britishcouncil.org)  
Website: [www.britishcouncil.org/ecs/about/index.htm](http://www.britishcouncil.org/ecs/about/index.htm)