



# European Higher Education Fair and Policy Symposium

## Beijing, China, 23 – 25 October 2015

Briefing meeting with representatives of EU Member States  
Thursday 12 February, 1000 hours, Delegation of the European Union to China

Dr Stephen Webber, Team Leader  
Mr Leonardo González, Project Manager

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## 1. Project outline

### A. PROJECT BACKGROUND

The European Higher Education Fairs (EHEF) in Central Asia and Asia project is funded by the European Union, and is being implemented by the partner companies in the consortium led by S.I.C.I Dominus, over the period 2014 to 2016.

The project has two core objectives:

- Promote study opportunities in the EU to students from Asia and Central Asia;
- Showcase and to promote cooperation in the higher-education sphere between the EU and countries in Asia and Central Asia.

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## B. PROJECT ACTIVITIES (standard project approach approved by DG DEVCO)

European Higher Education Fairs will be held in 5 countries (Vietnam, Kazakhstan, China, India, Malaysia), and will normally comprise the following programme of linked activities:

- **Communication and visibility** activities will be held in the host country to form a 'European Higher Education Week,' culminating in the following events...
- **The Fair** itself, at which approximately 60 to 80 exhibitors from EU higher-education systems will present information to thousands of visitors (potential students). Exhibitors are NOT charged a fee for attendance (only need to cover travel and accommodation costs).
- **A Policy and Cooperation Symposium**, at which invited experts (from the host country and from the EU) will present to an audience of higher-education lecturers and administrators, policy officials and other stakeholders.

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## B. PROJECT ACTIVITIES (cont'd)

**European Higher Education Roadshows** will be held in various locations. These will be smaller-scale, policy and cooperation conference events, which are intended to extend the outreach of the EHEF project. The focus will be on discussion of cooperation between the EU and the host countries in the sphere of higher education.

### Virtual project activities

The EHEF project website ([www.ehef.asia](http://www.ehef.asia)) serves as an information platform for the project, and provides outreach to stakeholders across the two regions. The website is used to showcase the higher-education sectors of EU Member States, and to provide information on forthcoming and past events.

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



EHEF

EUROPEAN HIGHER  
EDUCATION FAIRS  
Central Asia and Asia

# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## C. PROJECT ITINERARY

### Autumn 2014:

- European Higher Education Fair – **Vietnam** (Hanoi, 15-16 November)
- European Higher Education Policy Symposium Fair – **Vietnam** (Hanoi, 14 November)
- European Higher Education Roadshow – **Laos** (Vientiane, 14-17 October)

### Spring 2015:

- European Higher Education Roadshow – **Kyrgyz Republic** (Bishkek, 15-16 April)
- European Higher Education Roadshow – **Cambodia** (Provisional timing May)
- European Higher Education Policy Symposium – **Kazakhstan** (Astana, Provisional timing May)

### Autumn 2015:

- European Higher Education Fair – **Kazakhstan** (Almaty, 27 – 28 September)
- European Higher Education Fair – **China** (Beijing @ China Education Expo, 23-25 October)
- European Higher Education Policy Symposium – **China** (provisional timing: October)

### Spring 2016:

- European Higher Education Fair – **India**
- European Higher Education Roadshows – **Bangladesh and Nepal**

### Autumn 2016:

- European Higher Education Fair – **Malaysia**
- European Higher Education Roadshow – **Sri Lanka**

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## 2. Planning for EHEF China 2015:

### 2.1 Standard project approach needs to be adapted

- China Education Expo 2015 is only possible venue (self-standing event not feasible)
- BUT – project resources not sufficient to support directly the exhibition attendance of the anticipated number of EU HEIs (size of event, scale of costs)

### Alternative model of support proposed by DG DEVCO and EUD Beijing

- Project to support enhanced EU visibility and impact (*complementing MS national and institutional level presence at CEE*)
- Details – to be decided. Options include:
  - EU ‘Corner’ within exhibition area
  - Additional EU visibility activities/resources pre- and during event
  - Support for enlarged seminar schedule
  - Your suggestions...

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## 2.2 Consultation process

- Feedback requested from Member States by 20 March 2015 (suggestions for use of project resources towards aim of achieving enhanced EU visibility at CEE 2015)
- EHEF Working Group Beijing 2015 – project team to liaise with MS focal points by email to elicit feedback and share outcomes of consultation process
- DG DEVCO and EUD China to make decision on format of project support, following consultation process completion

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by



# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## 3. Planning for the Policy Symposium: HE Sector Cooperation EU-China

### 3.1 Rationale and Format (standard project approach)

- Discussion of cooperation in HE sphere, discussion of policy priorities
- Conference format – plenary sessions + seminar/workshop sessions
- Participants (80-100):
  - ✓ Higher-education sector representatives – academics, administrators (+ students/alumni representatives)
  - ✓ Ministry representatives
  - ✓ Employers
  - ✓ Representatives of EUD, EU MS agencies, embassies
  - ✓ Presenters (EU and China)

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by





# European Higher Education Fair and Policy Symposium Beijing, China, 23 – 25 October 2015

## 3. 2 Consultation process for EU-China event

- Marking of 40<sup>th</sup> anniversary of diplomatic relations – contribution of HE sector
- Consultations underway with Ministry of Education of China, CEAIE, EUD, DG EAC (regarding format, venue, dates, themes, participants, etc)
- Project team will update EHEF Working Group Beijing on progress, and elicit feedback and proposals at the relevant stages of planning (themes, case studies, contributors)

European Higher Education Fairs in Central Asia and Asia  
Contract number: DCI-ASIE/2013/333-992

This project is funded by  
the European Union



This project is implemented by

