



EUROPEAN UNION

Delegation to Japan

The Head of Press, Public & Cultural Affairs

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### **European Higher Education Fair 2013 Japan (EHEF 2013)**

#### **Study and Research in Europe: Quality-Diversity-Opportunity**

It is with great pleasure that the Delegation of the European Union to Japan, along with our co-organisers, the Directorate-General for Education and Culture (European Commission), Campus France, the German Academic Exchange Service (DAAD), Meiji University, and Doshisha University, announce the holding of the European Higher Education Fair 2013 Japan (EHEF 2013). This is the second EHEF, following on from the highly successful inaugural event held in May 2012, which saw over 1200 students visit over the three day period.



EHEF 2012 (Meiji University, Tokyo)

EHEF 2013 will be held in both the Kanto and Kansai regions of Japan over a three day period. The Kanto event will be held at Meiji University in Tokyo on Friday 17<sup>th</sup>-Saturday 18<sup>th</sup> May, with the Kansai event to take place at Doshisha University in Kyoto on Sunday 19<sup>th</sup> May.

Higher education institutions from Europe, as well as European embassy higher education promotion officers based in Japan are invited to take part in the EHEF 2013 to promote study programmes (bachelor's, postgraduate, short-term) directly with visitors. Application details follow in attached annexes.

We look forward to welcoming your institution to the event, and helping us to make EHEF 2013 a huge success.

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## EHEF 2013 Event Summary

- **Kanto Event (Tokyo)**

Date/Time: Friday 17<sup>th</sup> May, 12:00-20:00/ Saturday 18<sup>th</sup> May, 10:00-18:00  
Venue: Meiji University, Surugadai Campus, Academy Common 2<sup>nd</sup> Floor  
Address: 1-1 Kanda-Surugadai, Chiyoda-ku, Tokyo, 101-8301  
Access: <http://www.meiji.ac.jp/cip/english/about/campus/surugadai.html>

- **Kansai Event (Kyoto)**

Date: Sunday 19<sup>th</sup> May, 12:00-18:00  
Venue: Doshisha University, Imadegawa Campus,  
Address: Karasuma-Higashi-iru, Imadegawa-dori, Kamigyo-ku, Kyoto, 602-8580  
Access: <http://www.doshisha.ac.jp/english/access/ima-access.html>

- **Organisers:** Delegation of the European Union to Japan, Directorate General for Education and Culture (European Commission)
- **Co-organisers:** Campus France, the German Academic Exchange Service (DAAD), Meiji University, Doshisha University
- **Supporters:** Ministry of Education, Culture, Sports, Science and Technology (MEXT), Ministry of Foreign Affairs (MOFA), Japan Student Services Organization (JASSO) and Japan Society for the Promotion of Science (JSPS) (tbc)
- **Purpose:** Promote higher education opportunities in a European environment to Japanese students and universities. Create network opportunities between Japanese and European higher education institutions.
- **Participants:** Education promotion officers from European higher education institutions, European embassy higher education promotion officers based in Japan, European Union study and research programme officers. Each participant will be allocated its own space and will be given a table to place publicity brochures and a panel to display its own graphic elements.
- **Visitors:** Students (high school, undergraduate, postgraduate), general public. 1500 visitors are expected over the three day period.
- **Promotion:** Poster and flyers will be produced and distributed to all interested parties and potential visitors. A dedicated website for the fair will be created, and extensive use made of social media. A catalogue with information on all participating universities and countries will be published and distributed during the event. Press releases will be issued.
- **Presentations/Seminars:** Themed presentations and seminars will be held throughout the event.
- **Networking Reception:** A networking reception will be held for EHEF exhibitors and representatives of key Japanese higher education institutions the evening of 16 May at Meiji University.
- **Financing:** The event is to be jointly funded by the Directorate General for Education and Culture of the European Commission, and exhibitor participation fees (EUR 300 for Tokyo, EUR 500 for Tokyo and Kansai). All accommodation/travel expenses must also be borne by participating institutions.
- **Annexes:** Exhibitor Terms & Conditions (Annex 1), Application Guidelines (Annex 2) , Application Form (Annex 3), Institution Information Sheet (Annex 4)