

Study in Europe Fair (SIEF) 2019

Event Summary

Date/Time:

- Saturday 2nd November 2019, 11:00-18:00
- Sunday 3rd November 2019, 11:00-18:00

Venue:

Hall A, COEX (No. 1 convention venue in Korea: <http://www.coex.co.kr/>)

Floor Map – TBC (see Annex 4)

Address: 513, Yeongdong-daero, Gangnam-gu, Seoul 06164

Organisers:

- Delegation of the European Union to the Republic of Korea
- EU Member States
- Korea Trade Fairs, Ltd.

Purpose:

- Raise awareness of the quality of European HEIs to South Korean audiences
- Inspire South Korean audiences wishing to study abroad to choose Europe
- Enable European HEIs, national agencies and embassies to promote their HE study opportunities and scholarships directly to students interested in studying in Europe
- Enable South Korean students to get personal advice to plan their studies in Europe

Exhibitors:

- Education promotion officers from European higher education institutions, European Union Members States' Embassy officials, European higher education promotion officers based in Seoul, the Europe-related study and research programmes officers
- All the logistics for the exhibition and exhibitors, including travel, visa, hotel accommodation to be arranged by participating institutions. Detailed information for hotel accommodation will be released by the organizing company, Korea Trade Fairs LTD by end of July.

Visitors:

Students and parents (high school, undergraduate, postgraduate), officers from Korean HEIs, and general public

Registration Fee

The registration fee is EUR **1,200 per booth and must be paid directly to the Korea Trade Fairs Ltd., (see Annex 1-3).**

Booth Specification:

The size of booth is 3m X 2m (1 booth)

Application Deadline:

30th June 2019

Promotion:

Extensive use of key Korean university contacts will be made. Social media channels in collaboration with the EU MS will be extensively used. Press articles will be released.

Presentations/Seminars:

- Seminars will be held throughout the event and the seminar slots will be decided on a first come, first serve basis when the notice is out
- Korea Trade Fairs, Ltd is planning to organise a separate workshop on experiences of studying abroad to students and looking for Korean alumni who have studied in Europe and are able to share their experiences. Please recommend one or two to ktf@ktfairs.com

Tentative Programme:

We are proposing to have a 2-day event as below:

- (1) 11:00 – 18:00 Open to public face-to-face session for 2 days
- (2) Seminar Slot – 30min per country (@ 1 seminar room -TBC)

Day 1 (2 nd November)		Day 2 (3 rd November)	
11.30-12.00	Country 1	11.00-11.30	Country 11
13.00-13.30	Country 2	11.30-12.00	Country 12
13.30-14.00	Country 3	13.30-14.00	Country 13
14.00-14.30	Country 4	14.00-14.30	Country 14
14.30-15.00	Country 5	14.30-15.00	Country 15
15.00-15.30	Country 6	15.00-15.30	Country 16
15.30-16.00	Country 7	15.30-16.00	Country 17
16.00-16.30	Country 8	16.00-16.30	Country 18
16.30-17.00	Country 9	16.30-17.00	Country 19
17.00-17.30	Country10	17.00-17.30	Country 20

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Questions: Should you require any further details please contact Ms. Jongeun LEE, +82-2-783-8261/
ktf@ktfairs.com

Annex:

1. Application Form
2. Terms of Contract
3. Institution Information Sheet
4. Floor Plan (TBC)
5. Shipping guidelines