

21st European Education Fair Taiwan





About EEFT

European Education Fair Taiwan

European Education Fair Taiwan (EEFT) was established in 2002, as **the only study abroad fair in Taiwan jointly organized by official European entities**, lending it credibility. The current Committee is with the joint effort of the French Office in Taipei / Campus France, DAAD German Academic Exchange Service Information Centre Taipei, and British Council.



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



The Committee has a non-profit objective and is solely devoted to promoting opportunities to study in European countries by bringing representative offices in Taiwan and their affiliations together to organize an annual fair during the autumn. **The EEFT is the largest European education fair in Taiwan.**



Provide complete Information about studying in Europe

Provide a fair guide which includes introduction to all participating schools.

Official Education Centers and EU officials presents on site.

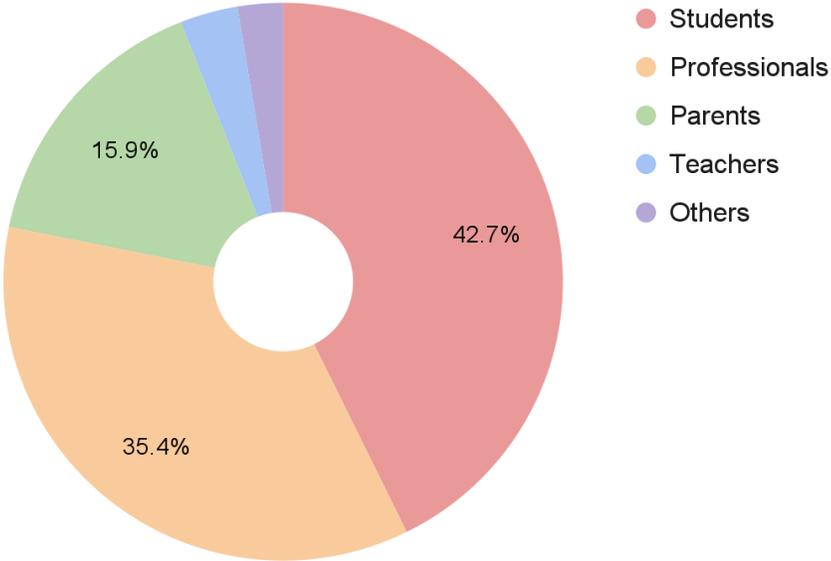




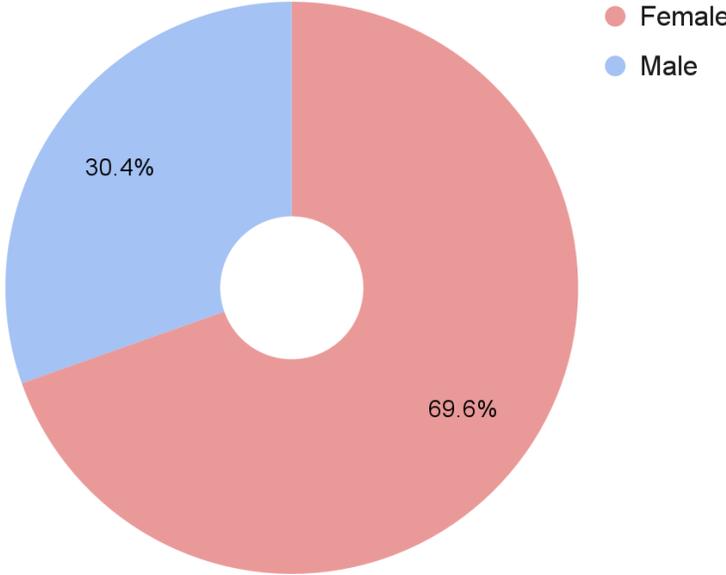
Key figures for 2023 EEFT visitors

2023's Visitors' Profile

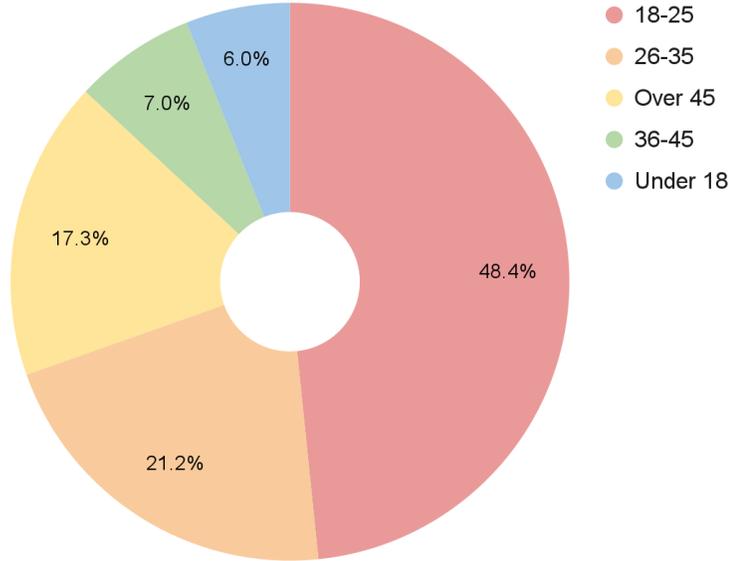
Over 7,000 visitors



Type of visitors



Gender



Age



2023's Visitors' Profile

Prospective Destination (Multiple Choice)

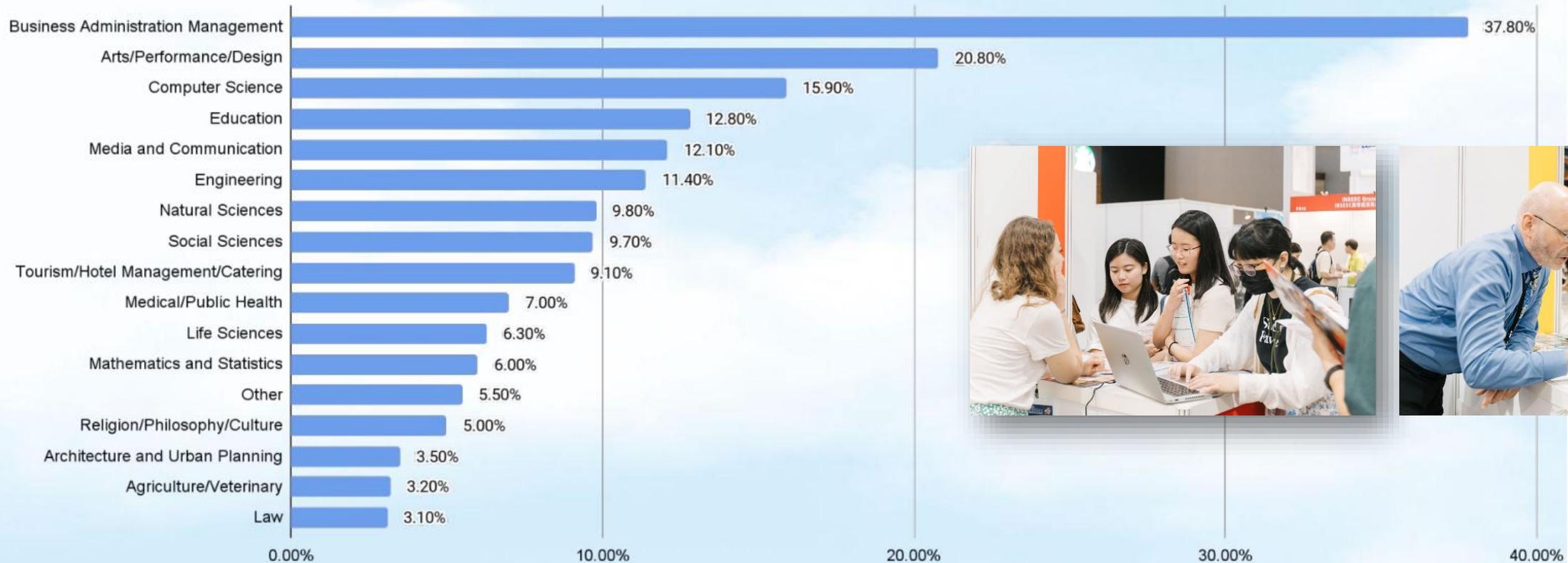


*These questions allowed multiple answers; therefore, the percentage does not add up to 100%



2023's Visitors' Profile

Fields of Interest (Multiple Choice)



*These questions allowed multiple answers; therefore, the percentage does not add up to 100%



教育展
Education Fair Taiwan

2024 歐洲教育展

EUROPEAN EDUCATION FAIR TAIWAN



免費入場

10/19 ▶ 20

星期六 ▶ 星期日
11:00 ▶ 17:00

臺北文創⁶樓
TAIPEI NEW HORIZON



Fair Schedule



Date & Time

2024 October 19-20 (Sat. - Sun.) 11:00-17:00



Venue

[Taipei New Horizon 6F \(Click to find the location\)](#)

Institutions Estimation : 100+
Visitors Estimation : 8,000+



Booth Design & Dimension



- Expected Dimension: **3m*2m*2m(H)** standard booth, open fronted.
- Each Booth includes:
 - Rental of a 3m × 2m × 2m(H) standard booth, including necessary equipment such as a table, chairs, spotlights, needle punch carpet, wooden slope shelf, socket.
 - An English-speaking Taiwanese booth assistant for both exhibition days
 - All PR activities to promote the fair, including social media advertising, Google ads, Youtube ads, exposure to local institutions, EEFT campus Ambassador's social media, bus ads, promotion flags, etc.
 - Air-conditioning and lighting within opening hours
 - On-site photocopy and printing services
 - Basic cleaning and security service
 - Wireless Internet access

- The actual booth dimension and equipments will be flexibly adjusted based on the venue's usage conditions.
- If there are additional requirements for booth design, we will provide the contact information of the decoration vendor after you have completed the registration.



Fee Chart

(Either currencies)

Item	TWD	EUR	Pound	Note
A standard Booth	82,000	€2,450	£2,100	Refer to booth dimension page for details
50-minute Seminar(optional)	3,000	€90	£75	<ul style="list-style-type: none">• A booth can have one session (50 minute)• The number of available seminar slots is limited and will be sold on a first-come, first-served basis
EDM translation fee(optional)	3,500	€100	£85	Only Traditional Chinese is accepted for EDM



Recommended to use New Taiwan Dollar to avoid exchange rate differences.



**#台灣唯一 #歐洲官方駐台單位合辦
全台規模最大歐洲留學展**

逾10個歐洲參展國，上百間歐洲頂尖學校，
歐洲校方代表親自來台，為您詳盡解說
多場免費留學講座，
第一手簽證、獎學金、生活資訊完整蒐集

詳見歐洲教育展官方網站
<https://eef-taiwan.org.tw>

加入「歐洲教育展」粉絲頁，掌握留歐最新消息
www.facebook.com/eef.taiwan  歐洲教育展 



主辦單位：    

協辦單位：    

合作夥伴：    

贊助夥伴：    

Marketing Plan



Offline Media

Posters, Postcards, Street Buntings, Bus Panels, Outdoor or Ads

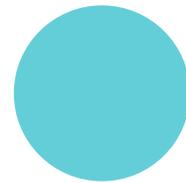
Incentive Plan

Giveaway, Forum Lucky Draw / FB Post Contest



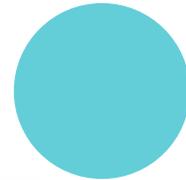


Marketing Plan



PR

Press Release, Media Relations, Media Cooperation, S
pecial Features



Online Media

Websites, eNews, eMails, Social Media (Facebook/Inst
agram/Line)、Google/Yahoo, Youtube, Dcard



Opening Ceremony



Onsite Seminar



11 European countries

83+ Institutions

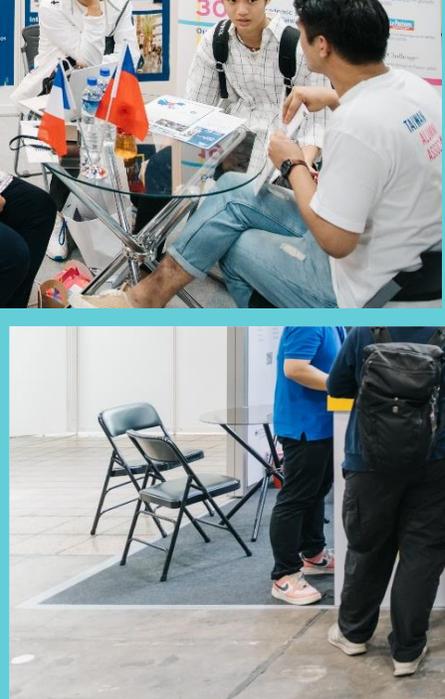
76 Seminars

3000+ attendees for seminars



Topics including education system, visa, application, scholarships...etc.







Thank you

For participation, please contact:

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