



EUROPEAN UNION
Delegation to Japan

The Head of Press, Public & Cultural Affairs

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European Higher Education Fair 2014 Japan (EHEF 2014)

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 2014 Japan (EHEF 2014). This is the third EHEF, following on from two highly successful events held in May 2012 and 2013. The 2013 event saw 2000 students visit over the three day period. A video of the 2013 event can be viewed here: <http://www.euinjapan.jp/en/media/news/news2013/20130522/143522/#video>



EHEF 2013 (Meiji University, Tokyo)

EHEF 2014 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 16th-Saturday 17th May, with the Kansai event to take place at Doshisha University in Kyoto on Sunday 18th 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 2014 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 2014 a huge success.

Sincerely,

Sarah Wooten

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EHEF 2014 Event Summary

- **Kanto Event (Tokyo)**

Date/Time: Friday 16th May, 12:00-19:00/ Saturday 17th May, 10:00-17:00
Venue: Meiji University, Surugadai Campus, Academy Common 2nd Floor
Address: 1-1 Kanda-Surugadai, Chiyoda-ku, Tokyo, 101-8301

- **Kansai Event (Kyoto)**

Date: Sunday 18th May, 12:00-18:00
Venue: Doshisha University, Imadegawa Campus,
Address: Karasuma-Higashi-iru, Imadegawa-dori, Kamigyo-ku, Kyoto, 602-8580

- **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), Kyoto Prefecture, Kyoto City (tbc)
- **Purpose:** Promote higher education and research opportunities in Europe to Japanese students, researchers and universities. Create network opportunities between Japanese and European higher education institutions.
- **Exhibitors:** 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 use for displays.
- **Visitors:** Students (high school, undergraduate, postgraduate), general public. 2000 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 15th May at Meiji University.
- **Financing:** The event is jointly funded by the Directorate General for Education and Culture of the European Commission, and exhibitor participation fees (€500 for Tokyo, €700 for Tokyo and Kansai). All accommodation/travel expenses are to be borne by participating institutions.
- **Annexes:** Exhibitor Terms & Conditions (Annex 1), Application Guidelines (Annex 2) , Application Form (Annex 3), Institution Information Sheet (Annex 4).
- **Application Deadline:** 31st January 2014