



## **MYEULINK FAIR December 2013**

### **Information**

#### **Background**

The aim of the EU Higher Education Fair (MYEULINK FAIR) Fair 2013 will be to build on the success of their event in March 2012, which saw 25 Higher Education Institutions from eight countries, exhibit at the EU Pavilion at the FACON Higher Education Fair.

The MYEULINK Fair 2012 also consisted of a higher education conference entitled "Transnational Education – Opportunities and Challenge in the 21<sup>st</sup> Century: Malaysian and European perspectives". Turnout showed that there is indeed a need for greater EU-Malaysian cooperation in the area of higher education. The MYEULINK Fair 2013 will therefore also include a higher education conference, with the agenda to tackle the issues surrounding graduate employability.

#### **Objective**

MYEULINK FAIR will bring together EU and Malaysian universities to inform visitors and prospective students of the opportunities and benefits of studying in the EU. It will showcase a wide range of European HE institutions to raise awareness about the quality, diversity and value of EU education with a view to increasing student registrations from Malaysia.

MYEULINK FAIR will also provide a forum for networking and information exchange as well as facilitate HE networks between Europe and Malaysia, including through the promotion of EU programmes such as Erasmus Mundus, Horizon 2020, EURAXESS Links

The above objectives will be achieved through two key events:

- HE Exhibition
- HE Conference

We aim to bring a minimum of 30 EU HEIs from Europe to participate in the key events which will run concurrently. Together, Fair and Conference will raise the profile of higher education and the related public and private sectors of the European Union within Malaysia

Potential outcomes from this event could include funding and scholarship opportunities to support transnational relationships and opportunities for research collaboration by bringing together experts in the field of international education and beyond.

The event will generate a repository of information and networking opportunities between universities, academics and public and private sectors that will be developed and hosted through the MYEULINK Project.

## High Level Conference: "Graduate Employability and the role of Higher Education: Opportunities and Challenges"

The 1-day conference will look at key issues in the transnational and Malaysian education agenda, including the following:

Day 1 morning: Wide audience for high level keynote speakers

Day 1 afternoon: Roundtables on key issues leading to specific Action Plans and follow up

Topics of MY/EU mutual interest includes:

- (Graduate) Employability
- Innovation
- Smart partnerships
- Research Commercialization
- The teaching experience (English capabilities, critical thinking, social-networking skills)
- Industrial training; practical experience v theoretical learning

### Services & EU Added Value

Service	EU Added Value
Participation in the MYEU HE Exhibition (3m x 3m booth rental – see below for greater detail)	
Free Participation in the MYEU HE Conference	✓
One entry in the official MYEUFAIR catalogue	✓
Press Release	✓
Press Conference	✓
Media Advertisement	✓
Cocktail reception for networking	✓
Listing on the website <a href="http://www.myeulink.org/MYEULINKFair">www.myeulink.org/MYEULINKFair</a> with hyperlink to your website	✓
Listing on the project website <a href="http://www.myeulink.org">www.myeulink.org</a> with hyperlink to your website	✓
Listing on the EUD website <a href="http://eeas.europa.eu/delegations/malaysia">http://eeas.europa.eu/delegations/malaysia</a>	✓

## Fee

HE Exhibition: the fee per participating institution is RM 5 500. (TBC)

HE Conference: Free of Charge

## Early bird discount

Register by 31<sup>st</sup> May 2013 the fee per participating institution is RM5000 (TBC)

The indicated amount for the HE Exhibition is equal to the fee charged by the Exhibition organisers hence all additional services provided and outlined above constitute the EU value added.<sup>1</sup>

## Exhibition Booth

Institutions and national representation (e.g. embassies or national agencies) of EU member states can book a standard booth in their country pavilion with the following dimensions:

- 3m x 3m of exhibition space
- Surrounding walls with integrated bookshelves and carpeted floor
- 2 chairs and 1 table
- 1 lockable cupboard and 1 wastepaper bin
- Electric outlet
- Air-conditioning and basic cleaning and security services during opening hours

## EU Exhibitors

Eligibility criteria for participation in the MYEUFAIR:

- Recognised HEI with their headquarters in the EU.
- Providing HE courses leading to graduate and post-graduate (masters and PhD) degrees.
- Degrees must be accredited by the competent national authority in their own country.
- Internationally oriented, i.e. offering international courses aimed at international students;
- Direct application to participate in MYEUFAIR.

## Application Steps

- 1.** Complete the electronic application form and send with an authorised signature and stamp.
- 2.** Send the application form by fax/email to The University of Nottingham Malaysia Campus<sup>2</sup>.
- 3.** Applications received after **4<sup>th</sup> October 2013** will not be accepted.

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<sup>1</sup> Note: All other costs (like travel, meals, accommodation, extra furniture and equipment rental) are not included in the participation fee and should be borne by the participating HEI.

<sup>2</sup> Fax: 00 603 8924 8014. Email: [Olivia.Draeger@nottingham.edu.my](mailto:Olivia.Draeger@nottingham.edu.my)

4. With a view to ensuring wide EU representation, a tentative maximum number of 6 HEIs per country will be the maximum allowable limit.
5. Only after receiving the participation fee by **18<sup>th</sup> October 2013** will applications be reconfirmed and the exhibit space allocated.
6. If the number of applicants exceeds the available number of booths, a quota system based on the principle of first-come, first-served will be applied.

### Final Booking Deadline

4 October 2013

### Venue

Kuala Lumpur Convention Centre (KLCC).

### Event Dates

14 and 15 December 2013

### Timeline

TIMELINE OF COMMITMENTS & PAYMENTS	DEADLINE
<u>Exhibition</u> : EUMS / HEI Application/Booking deadline	4 October 2013
<u>Exhibition</u> : Early Bird Payment deadline	31 May 2013
<u>Exhibition</u> : Payment deadline	18 October 2013

### Other Considerations:

- All logistical arrangements and extra cost related to extra orders must be handled directly with the organiser.
- Exhibitors that cancel or pull out following will forfeit their right to reimbursement of their payment.

### More information

Please contact: Ms. Olivia Draeger: [Olivia.Draeger@nottingham.edu.my](mailto:Olivia.Draeger@nottingham.edu.my)

Phone: 00 603 8924 8031. Fax: 00 603 8924 8014

Or visit the website: [www.myeulink.org/MYEULINKFair](http://www.myeulink.org/MYEULINKFair)