



Concept Note

ASEAN - EU Higher Education Fair 2023

Saturday, 2 September 2023, Virtual, 14.00-17.00 (GMT+7)

Context

Quality education as SDG 4 has become a key vehicle to strengthen the cooperation between not only countries but also regions¹. Furthermore, academic exchange, study abroad, joint research and scholarships programmes have proven to be pathways for public diplomacy.

Student mobility and academic cooperation are shared priorities under the EU-ASEAN Strategic Partnership. The Erasmus+ programme places an emphasis on student mobility and higher education cooperation, in alignment with the EU Strategy for Cooperation in the Indo-Pacific. The EU also facilitates research, innovation, connectivity and a green and digital transition through Horizon Europe and the Marie Skłodowska-Curie Actions programme (MSCA).

Since 2018, the EU Delegation to ASEAN (EUD) has been collaborating with the ASEAN Secretariat, EU Member States (EUMS), European higher education institutions (HEIs) and other partners including youth organisations, to showcase EU-ASEAN higher education opportunities through the annual ASEAN-EU Cooperation and Scholarships Days.

In 2022, EUPOP ASEAN supported EUD in organising the ASEAN-EU Higher Education Fair (AEHEF) to mark the Year of Youth and 45th Anniversary of ASEAN-EU dialogue relations. Hosted online in partnership with the ASEAN Secretariat and Philippine Permanent Representative to ASEAN, the fair featured 121 institutions, with 83 from Europe and 38 from South-East Asia. The EU's flagship initiatives, including ASEAN University Network (AUN), EU Global Campus, EURAXESS, Erasmus+ and SHARE, demonstrated the EU's leadership in education, research and innovation and strengthened its position as a key partner of ASEAN.

AEHEF 2022 was a resounding success, with over 3 600 registrations and 1 100 attendees at the opening ceremony and discussions. The number of visitors reached 8 607 even a month after the event. A joint press conference by the EU and ASEAN resulted in 22 media articles, while online promotion across various digital platforms reached approximately 1 million unique accounts throughout South-East Asia.

To build on this success, EUPOP ASEAN will continue to support EUD in organising an ASEAN-EU Higher Education Fair. This year's event will also highlight the European Year of Skills, which aims to promote lifelong learning, empowering people and companies to contribute to green and digital transitions. Attracting skills and talent from non-EU countries, including by strengthening learning opportunities and mobility, is among the priorities of the European Year of Skills.

¹[http://en.unesco.org/themes/education/sdgs/material#:~:text=Education%20for%20Sustainable%20Development%20\(ESD,achievements%20of%20all%2017%20SDGs.](http://en.unesco.org/themes/education/sdgs/material#:~:text=Education%20for%20Sustainable%20Development%20(ESD,achievements%20of%20all%2017%20SDGs.)



Objectives

The ASEAN-EU Higher Education Fair 2023 (AEHEF 2023) will maintain and continue to foster Europe's connections with South-East Asia and contribute to the promotion of European values in the ASEAN region. It will contribute to **objective 4 of the Directorate General for Education, Youth, Sport, and Culture Strategic Plan 2020-2024** in promoting a 'Stronger Europe' in the world and help reinforce the EU's visibility and core values.

Moreover, it will support point 3 of the **Plan of Action to Implement the ASEAN-EU Strategic Partnership (2023-2027)** in enhancing people-to-people exchanges and cooperation in the areas of education, science and culture.

In addition, this activity will also contribute to the Outcome 3 of the **ASEAN Work Plan on Education**, on enhanced regional capacity in higher education as part of its lifelong learning provision, including the harmonisation of ASEAN higher education. Furthermore, it is beneficial to link education and mobility with its Youth Action Plan recently adopted from the EU, in fostering engagement and empowering and connecting youth.

Specifically, the activity will:

- Enhance the EU-ASEAN partnership on student mobility, research and higher education cooperation, emphasising the importance of academic partnerships between the EU and ASEAN.
- Elevate the promotion in research and higher education in EUMS, while presenting the EU's core values that underpin its foreign policies and external relations.
- Present the EU as an appealing destination for students, academics and researchers, targeting ASEAN countries who does not have annual European Higher Education Fairs (EHEF).
- Promote and encourage applications to various EU funding programmes such as Erasmus+ (incl. master's degree scholarships, short-term mobility funding, and capacity building in higher education), Horizon Europe research opportunities and other scholarships.
- Foster synergies and linkages amongst the EU's flagship higher education and research institutions in South-East Asia, strengthening the #TeamEurope image and spirit through common core messages, joint promotion and marketing campaigns.
- Provide opportunities for leading ASEAN HEIs to promote their universities to other universities both regions and to increase student mobility intra- and interregionally.

ASEAN-EU Higher Education Fair 2023

Since 2019, EUPOP ASEAN has supported EUDs in the Philippines, Singapore, and Vietnam to organise EHEFs. In 2021 and 2022, the project collaborated with EURAXESS ASEAN to elevate the flagship European Research and Innovation Days to a regional event. With its accumulated experience, partner networks and expertise, EUPOP ASEAN is well positioned to carry out a strategic and synergistic approach in enhancing EU higher education and research promotion in the region.



Building on last year's achievement, AEHEF 2023 will be held tentatively on Saturday, 2 September from 14.00-17.00 (GMT+7). The event platform will remain virtual as a gateway to broader opportunities and accessibility for students and researchers in South-East Asia.

Strategy

AEHEF 2023 will be part of a larger series of EHEFs in South-East Asia, running from September to November 2023. The events will showcase the EU's global leadership in research and education, with at least 5 fairs planned, 4 under EUPOP ASEAN (AEHEF and EHEF Philippines, Singapore, and Vietnam) in September and 1 under EUPOP Indonesia (EHEF Indonesia) in November 2023.

Event	Date	Format
AEHEF 2023	2 September 2023	Online
EHEF Philippines 2023	September 2023	On-site
EHEF Singapore 2023	September 2023	On-site
EHEF Vietnam 2023	September 2023	On-site
EHEF Indonesia 2023	11-12 November 2023	On-site

The project will tailor event design and promotion to local audiences, while also aiming to maximise synergies and promote the EU's key identity and messages. An overarching key visual and messages will be proposed for each EUD to adapt as appropriate. In addition, the promotional campaign for AEHEF 2023 will focus on countries that lack access to EHEFs, expanding the event's reach and widening its benefits to targeted audiences in the region.

As was the case last year, HEIs from South-East Asia will be encouraged to participate in AEHEF 2023 to promote their study programmes and increase mobility within the region and with EUMS. This will emphasise the unique aspect of AEHEF, as HEIs and national education agencies from both Europe and South-East Asia will have the opportunity to participate and foster an equal and mutually beneficial partnership.²

Synergies

The above strategy will enable the EU to foster synergies in the following aspects of the work, maximise the impact of actions and optimise the use of resources:

1. **Messaging:** Co-created, locally adapted and widely disseminated strategic narrative and key messages around the EU-ASEAN partnership for higher education and research partnership.
2. **Promotion:** Streamlined yet tailored communications and outreach products for a stronger and better sustained campaign (subject to early planning, preparation and clear guidelines).
3. **Alumni Integration:** Cross-cutting benefits through mobilised support from EU alumni for each event by way of participation, contribution to discussions and featuring in promotional material.

² ASEAN HEIs will be participating at only AEHEF, not individual EHEFs.



Model

- AEHEF 2023 will be the overarching and integrating event for a series of EHEF events in the region. The **main entry point** of this event should be the EU Delegation to ASEAN's website and all relevant social media accounts and channels (EUinASEAN on YouTube, Facebook, Instagram and Twitter). Detailed information, country-specific schedules and links to the platform and events itself will be made available here.
- The **online event hub** (landing page) can be hosted on engage.eu—a portal developed by the project for such purposes—to consolidate all of the disparate resources from the multitude of partners. This will virtually serve as both the registration desk and event hall, with a repository of recorded discussions and other materials accessible during and after the event. Its placement on engage.eu will further serve to draw stakeholders from other activities of the project, both to the event and back to EEAS. Calendars of EHEF schedules, with a function to save events and HEIs, will also be made available here.
- EUMS and/or EU national education agencies could be invited to present webinars for general and scholarship information, also featuring 2-3 university students who share their country-specific and/or regional experiences of living and studying in Europe. Organisers would be required to make catchy session titles and provide lists of speakers' details. Webinars should be livestreamed on EUD ASEAN's YouTube channel and Facebook page.
- Exhibitors will be encouraged to prepare separate links to external platforms such as Zoom, for real-time and direct engagement. Links along with schedules (in local time zones) can be published in advance at each 'virtual booth' in advance.

Target Audience: 3 000 unique visitors

1. 18 to 35 year-old youth, college, graduate and post-graduate students, researchers and other academics with an interest in higher education.
2. HEIs, research institutes and academic associations.
3. Youth organisations, particularly those that have worked with the EU.
4. Professional associations.

Target Exhibitors: Approx. 124

1. EUMS Representatives (National Agencies) – 20
2. ASEAN Secretariat – 1
3. ASEAN institutions working in the field of higher education and HEIs under [AUN](https://aun.org) and/or SEAMEO RIHED (TBD with ASEC) – 50
4. EUD ASEAN (Erasmus+, EURAXESS ASEAN) – 2
5. EU co-funded Asia Pacific Masters in Human Rights (APMA), Master's Programme in Human Rights and Democratisation in Asia Pacific, Global Campus of Human Rights – 1
6. ASEAN Organisation (ASEAN Youth Organisation; ASEAN Foundation) - 2
7. European HEIs – 50



EUPOP ASEAN

EU Policy and Outreach Partnership

Partners: ASEAN Secretariat, EUD ASEAN, EUMS, EUMS National Agencies, European HEIs, AUN, AUN Member Universities, SEAMEO RIHED, SEAMEO RIHED Member Universities (TBD), EURAXESS ASEAN, ASEAN National Agencies, Youth Organisations, Young Leaders Networks.

Timeline

Activity/Month	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Dissemination of information, invitations to partners and registrations									
Open registration for exhibitors									
Website development									
Manual for exhibitors									
Webinar schedule									
Pre-event technical support and coordination on platform use									
Exhibitor data uploads/updates									
Webinar schedule									
Promotional campaign									
Virtual press conference									
Event									
Post-activity survey									

Focal Points:

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