

EHEF2008-Thailand

European Higher Education Fair, Bangkok, Thailand, 29-30 November 2008

Building on the success of a series of European Higher Education Fairs (EHEF)¹ in South-East Asia, China and India, the European Commission is organising a third fair in Bangkok - Asia regional hub - in November 2008.

Fair Information

EHEF2008-Thailand will take place on **29-30 November** in the *Queen Sirikit National Convention Center* (NCC), in central Bangkok. This event will be organised as prominent European part of the Thai 5th *International Higher Education Expo 2008*, which is an annual event of the Office of the Civil Service Commission (OCSC).

EHEF2008-Thailand will promote the European higher education brand, while at the same time raising awareness of top quality education on offer by the Member States and EU cooperation programmes in higher education, research and science and technology.

Target group

The primary target group for European exhibitors will be Thai **graduate students and academics** looking for education in Europe, though OCSC opens the doors also for high-school and undergraduate students this year.

EHEF2008-Thailand aims to enhance European Union and Member State visibility through participation of significant numbers of European exhibitors. The forecast number of visitors is **25.000** Thai students, academics and parents.

Objective

EHEF2008-Thailand will serve as a platform for international student recruitment. It will serve to enhance Thailand-EU dialogue and cooperation in higher education, research and science/technology. EHEF2008-Thailand will:

- (i) Promote EU a first-choice study destination;
- (ii) Stimulate cross-cultural relations, experience sharing and future cooperation and partnerships;
- (iii) Enhance EU and Member State visibility in SE Asia;

Registration

- **Pre-registration** for European exhibitors is open throughout **September – mid October 2008**.
- **Formal registration** shall be open from **mid October – November 2008**, during which period pre-registrations shall be reconfirmed

¹ A first ever EHEF took place in Bangkok in 2004. A series of seven EHEFs followed in SE Asia, China and India over the period 2006-08, with the last scheduled for Jakarta, Indonesia, on 1-2 November 2008. The EHEF2008 in Thailand is supplementary to these fairs.