



European Higher Education Fair 2019

欧州留学フェア2019

Report

Study and Research in Europe : Quality-Diversity-Opportunity



Study and Research in Europe

Osaka: Saturday May 18, 2019 Osaka International House
Tokyo: Sunday May 19, 2019 Hosei University, Ichigaya Campus

European Higher Education Fair 2019 Report

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1. Introduction

The European Higher Education Fair (EHEF) was held for the eighth time in Japan on the 18th May at Osaka International House (Osaka) and on the 19th May at Hosei University (Tokyo).

The event was co-organised by the Delegation of the European Union to Japan, Campus France Japon, German Academic Exchange Service (DAAD), Hosei University, and the Osaka International House Foundation. It received the support of Ministry of Education, Culture, Sports, Science and Technology-Japan (MEXT), Ministry of Foreign Affairs-Japan (MOFA), Japan Student Services Organization (JASSO), Japan Society for the Promotion of Science (JSPS), JAFSA, Japan Business Federation (Keidanren), Chiyoda-ku, Osaka Prefecture and Osaka City.

18 Member States were represented, with 74 booths in Osaka and 83 in Tokyo – the largest number ever in both cases. The event was open to anyone interested in study abroad, from middle and high school pupils, to university students, researchers, and those already in employment. Over the course of the two day event a total of 1450 visitors (1500 in 2018) were welcomed to the two venues. There were 1000 visitors to the Tokyo event and 450 to the Osaka event.

On Sunday 19th May, an opening ceremony was held, in the presence of Ambassadors from the Germany, Romania, Ireland, the EU, as well as representatives from the French and Belgian embassies. A Networking Event, was held on Monday 20th May at the Delegation of the European Union to Japan, providing European exhibitors could meet Japanese university representatives to discuss possibilities for academic future links and cooperation.

ORGANISERS & CO-ORGANISERS



SUPPORTERS



2. Facts and Figures

2.1 Venues

Osaka

Date and Time: Saturday 18th May 12:00-18:00



Venue: Osaka International House, 8-2-6 Uehommachi, Tennoji-ku, Osaka City, Osaka Prefecture, 543-0001

Tokyo

Date and Time: Sunday 19th May 11:00-17:00



Venue: Hosei University, Ichigaya Campus, 2 Chome-17-1 Fujimi, Chiyoda City, Tokyo 102-8160

2.2 Exhibitors

	COUNTRY	INSTITUTION
1	EU	Erasmus+
2	EU	Horizon2020 – MSCA / ERC
3	EU	Vulcanus in Europe
4	Austria	Modul University Vienna*
5	Belgium	Study in Flanders and Brussels
6	Belgium	Wallonia Brussels Campus
7	Belgium	KU Leuven
8	Belgium	Vesalius College
9	Belgium	Medical University - Pleven
10	Bulgaria	Varna University of Management
11	Czech Republic	Faculty of Medicine, Masaryk University
12	Czech Republic	Palacký University Olomouc
13	Czech Republic	Study in Prague
14	Estonia	Study in Estonia
15	Finland	The Finnish Institute in Japan
16	France	Campus France Japon
17	Finland	Institut français du Japon / Alliances françaises
18	France	IESEG School of Management
19	France	HEC PARIS
20	France	Toulouse Business School
21	France	INSEEC U.
22	France	Audencia Business School
23	France	ESSEC Business School*
24	France	Ducasse Education
25	France	Académie Internationale de Coupe de Paris- AICP
26	France	ESMOD INTERNATIONAL
27	France	Université Grenoble-Alpes
28	France	ISAE SUPAERO
29	France	Strate School of Design
30	Germany	Study in Germany / DAAD
31	Germany	University of Bayreuth
32	Germany	Ruhr-Universität Bochum
33	Germany	Chemnitz University of Technology
34	Germany	University of Cologne
35	Germany	TU Dortmund University
36	Germany	Goethe-Institut
37	Germany	Heinrich Heine University Duesseldorf
38	Germany	Universität Hamburg
39	Germany	Universität Heidelberg
40	Germany	Karlsruhe Institute for Technology (KIT)
41	Germany	Reutlingen University

	COUNTRY	INSTITUTION
42	Germany	Research in Germany
43	Germany	TU9 German Universities of Technology
44	Germany	University of Tübingen
45	Germany	Ulm University
46	Hungary	Embassy of Hungary / Study in Hungary
47	Ireland	Dublin City University
48	Ireland	Letterkenny Institute of Technology
49	Ireland	Technological University Dublin
50	Ireland	Trinity College Dublin, the University of Dublin
51	Ireland	University College Dublin
52	Italy	Italian Cultural Institute
53	Italy	Bocconi University*
54	Italy	IED Istituto Europeo di Design
55	Italy	IMT School for Advanced Studies Lucca
56	Italy	Istituto Marangoni
57	Italy	Politecnico di Milano
58	Italy	University of Trieste
59	Latvia	Riga Technical University
60	Lithuania	Study in Lithuania
61	Poland	Embassy of the Republic of Poland in Tokyo
62	Poland	Medical University of Lublin
63	Romania	University of Bucharest
64	Romania	University of Oradea
65	Romania	Romanian-America University
66	Spain	Spanish Service for Internationalisation of Education (SEPIE)
67	Spain	IESE Business School*
68	Spain	IE University
69	Sweden	Embassy of Sweden
70	Sweden	Halmstad University*
71	Sweden	Kristianstad University*
72	Sweden	Linnaeus University
73	Sweden	Lund University
74	UK	British Council*
75	UK	The University of Kent
76	Japan	Tobitate! Ryugaku Japan (MEXT)
77	Japan	Japan Student Services Organization (JASSO)
78	Japan	Japan Finance Corporation (JFC)
79	Europe	European Universities Consortium (Vesalius College, Modul University Vienna)

*Institutions that only exhibited at the Tokyo event

2.3 Opening Ceremony

To commemorate the largest EHEF yet, the Tokyo event was officially opened on Sunday 19th May at Meiji University from 10:30-11:00. The ceremony was attended by H.E. Dr Patricia Flor, Ambassador of the EU to Japan, H.E. Dr. Hans Carl von Werthern, Ambassador of Germany, H.E. Mrs. Tatiana Iosiper, Ambassador of Romania, H.E. Mr. Professor Yuko Tanaka, the President of Hosei University, as well as representatives of the French and Belgian Embassies.



Opening ceremony, and Ambassador Flor with President Tanaka and Erasmus Mundus alumni

2.4 Presentations/seminars

A separate programme of seminars and presentations was also held at both venues. The programme on both days began with a well-attended seminar on scholarship opportunities, including presentations on Erasmus+, and MSCA. Alumni panel discussions where students with experience of studying in various European countries were also appreciated by visitors as were the individual country presentations, which were given at both venues by exhibitors and embassy representatives.

This year saw four 'Study in Europe' alumni taking part in the alumni panel discussion in Osaka and seven in Tokyo, all with experience of studying in various different European countries at varying levels (post-graduate, language student, exchange programmes etc.). Both of these panel discussions were greatly appreciated by all in attendance, since they gave people the chance to hear first-hand the reasons for choosing Europe, the benefits, as well as the fun experiences to be had while studying.



Seminar given by Erasmus + at Osaka International House

2.5 Networking Event

Date/Time: Monday 20th May, 10:00-14:00

Venue: Delegation of the European Union to Japan
(Europa House)

The event closed on Monday 20th May with a networking event and a reception at the Delegation. The networking event provided European institutions with the chance to meet their Japanese university counterparts and directly discuss possible links. A total of 54 European and 24 Japanese institutions participated. Feedback from both all participants was positive, with a strong desire shown for an event of this nature to continue to be a permanent part of EHEF programme.



Networking event matchmaking sessions



Alumni Panel Discussion in Osaka, 18th May



Alumni Panel Discussion in Tokyo, 19th May

3.1 Traditional Media

● Flyer and poster distribution

20,000 flyers and 1,500 posters were printed, which were distributed by all co-organisers to key contacts (universities, high schools, libraries, local government etc.). Members of JAFSA (the Japan Network for International Education) members, totalling over 300 higher education institutions, were sent flyers and posters. Osaka Prefecture and Osaka City also assisted in the distribution. Member State embassies were also provided with copies of the poster and flyer to send out to suitable counterparts.



EHEF official flyer (front and back)

● Ryugaku Journal advertisement

A full page colour advertisement was placed in the May edition of Ryugaku Journal magazine. A study abroad magazine published quarterly, with a circulation 50,000 copies per issue, widely read by high school and university students, as well as those already in employment.



EHEF official flyer (front and back)

● Press releases

The Delegation issued a press release on the 13th May, and followed this with direct emails to key media contacts a few days prior to the event.

● Poster campaign

In Osaka and Kyoto the co-organisers arranged for the display of posters at certain stations located near to universities. Digital posters were also displayed at Kyoto Station.



EHEF 2019 digital posters at Kyoto Station

3.2 Email and online promotion

● Direct email promotion

The Delegation of the European Union to Japan sent direct information about EHEF by email to key university and student contacts, and advertised the event prominently using its weekly email bulletin which goes out to over 5000 subscribers. Campus France Japan were active in directly contacting the international offices of 100 local universities to promote the event. DAAD distributed information about the event twice in their monthly newsletter with over 600 contacts, as well as through their various mailing lists to students and alumni.

● Online promotion

Desktop and smartphone versions of the official EHEF 2019 website (www.ehef-japan.org) were online from 8th March, with the top screen of both clearly linking to the pre-registration form.

Page views grew steadily in the run up to the event, with 6231 in March, 18116 in April, and 27912 in May. 80% of the access was from smartphones.



Website (desktop version)



Pre-registration form



Posters on the Hankyu Line in Osaka

● **Social Media promotion**
(Facebook and Twitter campaign)

As in previous years, a targeted Facebook and Twitter campaign was undertaken running from mid-March up to the day of the event. The campaign focused on the Delegation's 'Study in Europe' pages (www.facebook.com/EUryugaku, <http://twitter.com/euryugaku>), as well as the individual Campus France and DAAD pages.

The 'eheljapan' Instagram page (www.instagram.com/eheljapan), was also used heavily to promote the event. Photos provided by exhibitors were published on a regular basis from early April onwards.



Facebook, Twitter, and Instagram adverts

Advert results:

- Twitter: 811,221 impressions, 5,185 clicks
- Facebook: 910,994 impressions, 3,501 clicks
- Instagram: 1,196,850 impressions, 3,941 clicks

The social media campaign focused on following:

- Page adverts: guiding students to the pre-registration page, with 954 people pre-registering, a huge increase on the 736 people that pre-registered in 2018
- Selected post boosts: key messages such as the basic fair details, presentation information, pre-registration details.
- Highly active status updates focusing on all aspects of the event (general information, presentation sessions, exhibitor information, posts from the actual fair etc.).

Social media adverts and post boosts were targeted predominantly at students aged between 16-30, based in the Kanto or Kansai regions, and with a clear interest in Europe (culture, languages etc.) in their profiles. For the first time Twitter Conversational Cards and Facebook questionnaires were also utilised to enhance engagement with potential visitors.



Twitter post



Facebook post



Twitter Conversational Card

4. Financing the EHEF

The total budget for the event was: 106,693 € (13,327,780 JPY)

The total amount collected from participation fees was 44,250€ (5,512,616 JPY), with 3,190€ (399,280 JPY) also carried over from the 2018 event budget. The participation fees budget was managed by Campus France Japon.

EHEF 2019 Budget Breakdown (Rate used- 1JPY=0.00799€)

INCOME

	EUR	JPY
Delegation of the EU to Japan	59,253	7,415,884
Participation fees (including cancellation fee)	44,045	5,512,616
Carry over from EHEF 2018	3,190	399,280
TOTAL INCOME	€ 106,488	¥13,327,780

EXPENSES

1. Expenses covered under Delegation of the EU to Japan budget	EUR	JPY
1.1. Logistics	16,643	2,082,980
1.2. PR- flyer, website, SNS campaign etc.	35,682	4,465,804
1.3. Networking Reception (20 May)	6,928	867,100
Total 1	€ 59,253	¥7,415,884
2. Expenses covered on participation fees - Managed by Campus France Japon	EUR	JPY
2.1. Logistics	35,159	4,400,461
2.2. Promotion	9,257	1,158,624
Total 2	€ 44,417	¥5,559,085
TOTAL EXPENSES 1+2	€ 103,670	¥12,974,969
Leftover (carried over to 2020 event)	€ 2,818	¥352,811

5. Visitor Profile (questionnaire results)

A total of 213 questionnaire responses were received (131 in Tokyo, 82 in Osaka). The following statistics are based on these responses.

5.1 Age of visitors

The average percentage of 16-19 year olds was approximately 27% (compared to 30% in 2018). In all previous years the age range with the largest percentage has been the 20-23 age range, which still made up 33% in 2019. The average percentage of visitors aged 24 and over (so likely to be in employment), across the two venues was 38%, compared to 36.6% in 2018.

Taken together it is clear that the highest rate of participation is seen from 16-23 year olds, with the total average coming to 50%. This figure is explained by the fact that it is at this age that students are eager to study abroad for the first time, and are beginning to look into the opportunities available.

Age	Average
Under 15	2
16-19	27
20-23	33
24-29	18
30-39	9
Over 40	11

5.2 Occupation

An average of 48% of visitors was undergraduate university students. The second largest group of visitors was those already in employment, with an average of 28%. Similarly to 2018, high school students were also numerous (14%).

Participation by occupation	Average
Undergraduate Student	48
Employee	28
High School Student	14
Graduate student	5
Researcher	2
Government worker	2
Freeter	1

5.3 Kind of study

Figures show that visitors were mostly interested in undergraduate and master degrees, with considerable interest also shown in short-term and language programmes, as well as PhD studies.

What kind of study are you interested in?	Average
Graduate	36
Undergraduate	35
Short-term program	10
Language program	10
PhD	5
Research	4

5.4 Timing of study abroad

Figures show that the majority of students (38% on average) are looking to start their studies abroad in mid/late 2020. EHEF is therefore well-timed for these students who are able to gather information on possible programmes, ready to make applications in autumn 2019 for summer or autumn 2020 entry.

When are you considering studying abroad?	Average
Not sure yet	31
Autumn Winter 2020	28
2021	17
Summer Autumn 2019	14
Spring 2020	10

5.5 How did visitors find out about the EHEF?

For the third year in a row, most visitors found out about EHEF through social media promotion with 39% overall (compared to 26.4% in 2018). The co-organisers worked directly with a PR agency on a targeted social media campaign, producing these results. As in previous years many students also found about EHEF through their home institutions in Japan. On average a total of 19% of visitors found out about the event this way, compared to 8.8% in 2018.

Where did you find out about EHEF?	Average
Participating institutions homepages	24
At school	19
Facebook	19
Twitter	15
Instagram	5
Other	4
Ryugaku Journal	2
Posters in station	1

5.6 Satisfaction

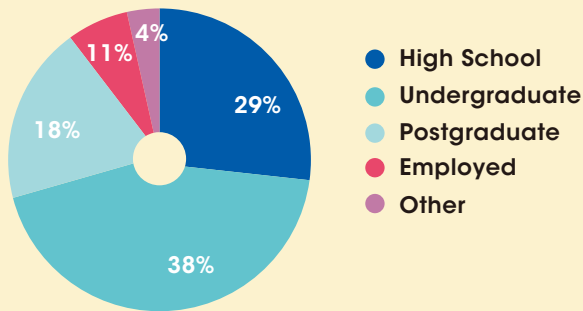
This year's questionnaire results show that 92% of visitors were satisfied or very satisfied with the event, a clear sign that overall EHEF continues to be highly rated by visitors.

Satisfaction	Average
Satisfied	62
Very satisfied	30
Neither	5
Not really satisfied	3

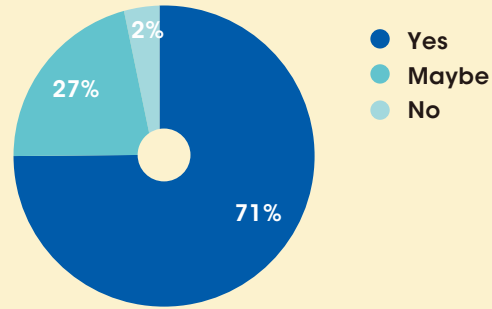
6. Exhibitor feedback

60 out of 83 exhibitors gave feedback on the EHEF.

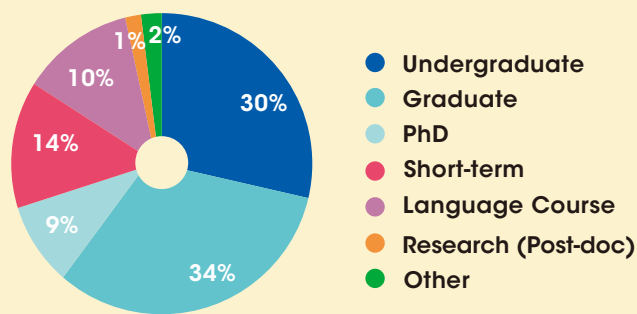
Main background of visitors



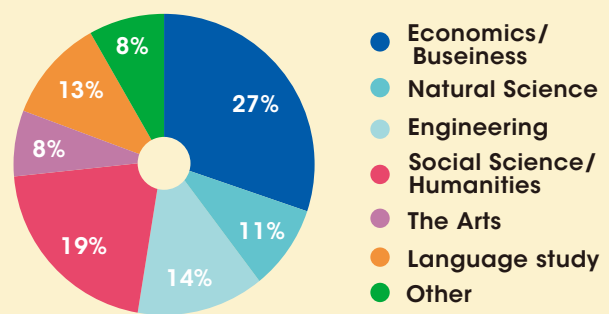
Considering taking part in EHEF Japan in the future



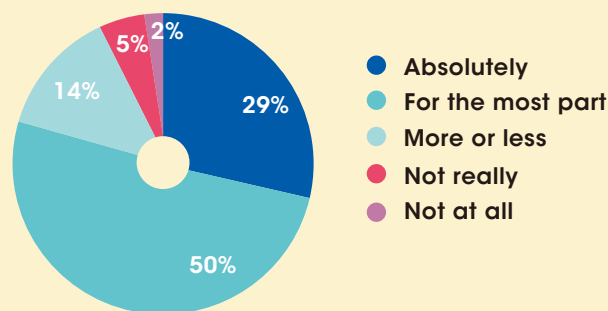
Type of study visitors mainly interested in



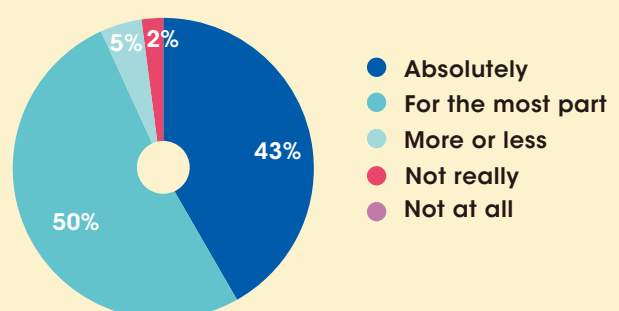
Fields of study visitors mainly interested in



Overall satisfaction with EHEF 2019



Satisfaction with the organisation



8. EHEF photo gallery



Photo credits: Yasuhiko SHIMAZU
and Masanori NITTA