



Delegation of the European Union to Japan
Directorate-General for Education and Culture
European Commission

駐日欧州連合代表部
欧州委員会 教育・文化総局

European Higher Education Fair 2017

欧州留学フェア2017 Report

Study and Research in Europe: Quality – Diversity – Opportunity



GO EUROPE, GO GLOBAL



Tokyo: Saturday May 20, 2017, Meiji University

Kyoto: Sunday May 21, 2017, Doshisha University

European Higher Education Fair 2017 Report

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1. Introduction

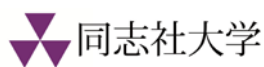
The European Higher Education Fair (EHEF) was held for the sixth time in Japan on the 20th May at Meiji University (Tokyo), and on the 21st May at Doshisha University (Kyoto).

The event was co-organised by Delegation of the European Union to Japan, Directorate-General for Education and Culture (European Commission), Campus France Japon (Institut français du Japon), German Academic Exchange Service (DAAD), Meiji University, Doshisha University, Kyoto City. 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, and Kyoto Prefecture.

The opening day at Meiji University (Tokyo) on Saturday 20th May saw a total of 76 exhibitors from 21 countries filling 79 booths, and the second day at Doshisha University on Sunday 21 May saw a total of 69 exhibitors filling 72 booths. 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 1300 visitors (up from 1200 in 2016) were welcomed to the two venues.

Prior to the fair itself, a Welcome Reception was held on the evening of 19th May to welcome European institutions to Japan with Japanese universities. A Networking Event, which was held this year for the second time, was held on the same day where 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

Tokyo

Date and Time: Saturday, 20th May, 10:30-18:00



Venue: Meiji University, Surugadai Campus,
Academy Common 2nd Floor,
1-1 Kanda-Surugadai, Chiyoda-ku, Tokyo, 101-8301

Kyoto

Date and Time: Sunday, 21st May, 12:00-18:00



Venue: Doshisha University, Imadegawa Campus,
Doshisha University,
Kamigyo-ku, Kyoto 602-8580

The fair welcomed 76 exhibitors from 21 different EU Member States, as well as booths representing Switzerland and Japan.

2.2 Exhibitors

	COUNTRY	INSTITUTION		COUNTRY	INSTITUTION
1	EU	Erasmus+	41	Germany	University of Bayreuth
2	EU	Horizon2020 – MSCA / ERC	42	Germany	Karlsruhe Institute of Technology (KIT)
3	EU	Vulcanus in Europe	43	Hungary	Embassy of Hungary/Study in Hungary
4	Austria	Austrian Exchange Service (OeAD)	44	Ireland	Dublin City University
5	Belgium	Study in Flanders and Brussels	45	Ireland	Griffith College
6	Belgium	KU Leuven – University of Leuven	46	Ireland	Maynooth University
7	Belgium	Vesalius College	47	Ireland	Waterford Institute of Technology
8	Bulgaria	Medical University - Pleven	48	Italy	Italian Cultural Institute
9	Croatia	Zagreb School of Economics and Management (ZSEM)	49	Italy	Bocconi University
10	Czech Republic	Faculty of Medicine, Masaryk University	50	Italy	Politecnico di Milano
11	Czech Republic	Study in Prague	51	Italy	Alma Mater Studiorum – Università di Bologna
12	Denmark	Royal Danish Embassy	52	Italy	Università per Stranieri di Perugia
13	Finland	The Finnish Institute in Japan	53	Latvia	Study in Latvia
14	France	Campus France Japon	54	Lithuania	Study in Lithuania
15	France	Institut français du Japon	55	Netherlands	Wageningen University
16	France	ESSEC Business School	56	Netherlands	Study in Holland/Nuffic
17	France	Toulouse Business School	57	Poland	Embassy of the Republic of Poland in Tokyo
18	France	IESEG School of Management	58	Poland	Wroclaw University of Economics
19	France	Groupe INSEEC	59	Poland	Medical University of Lublin
20	France	Institut Catholique de Toulouse	60	Romania	Babes Bolyai University
21	France	Académie Internationale de Coupe de Paris (AICP)	61	Romania	West University of Timisoara
22	France	CAVILAM- Alliance française	62	Slovakia	Embassy of the Slovak Republic in Tokyo
23	France	HEC	63	Spain	Spanish Service for Internationalisation of Education (SEPIE)
24	France	Emlyon Business School	64	Spain	University of Santiago de Compostela
25	France	Université de Toulouse	65	Spain	IE University
26	France	ISAE-SUPAERO	66	Sweden	Embassy of Sweden
27	France	AUDENCIA	67	Sweden	Lund University
28	France	Communauté Université Grenoble Alpes	68	Switzerland	Swiss Universities
29	France	EISTI	69	UK	British Council/IELTS
30	France	Ecole Supérieure d'Agricultures	70	UK	Kaplan International Pathways
31	France	EPITA	71	UK	University of Kent
32	Germany	DAAD Japan	72	UK	University of Leeds
33	Germany	Goethe-Institut	73	Europe	ISIC JAPAN
34	Germany	Heidelberg University	74	Japan	Japan Student Services Organization (JASSO)
35	Germany	Universität zu Köln	75	Japan	TOBITATE! Ryugaku Japan (MEXT)
36	Germany	Tuebingen University	76	Japan	Japan Finance Corporation (JFC)
37	Germany	Jacobs University Bremen			
38	Germany	Bauhaus-Universität Weimar			
39	Germany	Ruhr-Universität Bochum			
40	Germany	University of Applied Sciences Würzburg – Schweinfurt			



2.3 Opening Ceremony

To commemorate the largest EHEF yet, the event was officially opened with a traditional 'kusudama ceremony' on Saturday 20th May at Meiji University from 10:30-11:00. The ceremony was attended by H.E. Mr. Viorel Isticioaia-Budura, Ambassador of the EU to Japan, Professor Keiichiro Tsuchiya, the President of Meiji University, as well as senior representatives of 15 EU Member State embassies, including 8 Ambassadors.



Networking event presentation and matchmaking sessions

2.4 Networking Event

Date/Time: Friday 19th May, 15:30-18:00
 Venue: Delegation of the European Union to Japan (Europa House)

On 19th June, a networking event was organised for European institutions taking part in EHEF 2017 to meet with their Japanese university counterparts and directly discuss possible links. A total of 50 European and 23 Japanese institutions took part (120 people attended in total from these institutions).

There was positive feedback from both European and Japanese institutions which is an indication that this should continue to be part of the EHEF programme in the future.

2.5 Welcome Reception

Date/Time: Friday 19th May, 18:30-20:00
 Venue: Delegation of the European Union to Japan (Europa House)

A welcome reception was held prior to the EHEF on the evening of the 19th May at Delegation of the European Union to Japan (Europa House). This gave the opportunity for European exhibitors and their university counterparts to interact and get to know each other's institutions. This reception was attended by 165 people.



The reception took place in Delegation of the European Union to Japan (Europa House). The opening greetings were given by:

- **H.E. Mr. Viorel Isticioaia-Budura**
Ambassador of the EU to Japan
- **Prof. Ayako Yokogawa**
Associate Professor, Office for International Collaboration, Meiji University
- **Mr. Kiyoshi Saito**
Director, Student Support and Exchange Division, Higher Education Bureau, MEXT

2.6 Presentations/Seminars

A programme of presentations and seminars was held throughout the fair which included seminars on scholarship opportunities (given by German Academic Exchange Service (DAAD), Campus France Japon, Erasmus+, Marie Skłodowska-Curie actions (MSCA), and others), a presentation by DISCO on the benefits of studying abroad, an Alumni Panel Discussion, and an MBA Panel Discussion.

It was estimated that a total of nearly 300 people attended the presentations and seminars over the two days of the event.

This year saw six 'Study in Europe' alumni taking part in the alumni panel discussion in Kyoto and seven in Tokyo, with experience of studying in various different European countries at varying levels (post-graduate, language student, exchange programmes etc.). Both of these panel discussions was greatly enjoyed 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.

This year also saw the holding of a bespoke MBA panel discussion in both Tokyo and Kyoto, with panelists including representatives of business schools attending EHEF, alumni, and representatives of the business community. The highly informative discussions entitled 'Why MBA? Why Europe? The Relevance of European MBAs to Japan', were well-received by the small yet highly motivated audience.



Live-streaming of presentations

This year saw all presentations and seminars at the Tokyo event live-streamed directly from the venue. The videos of the presentations remain viewable online on the EU Delegations' YouTube and Facebook pages, continuing to provide wealth of information for prospective students .

YouTube:

<https://www.youtube.com/user/EUinJapan1/>

Facebook:

<https://www.facebook.com/pg/EUryugaku/videos/>



Presentation by DISCO on what makes a 'globally minded professional'

Alumni panel discussion speakers in Tokyo



Seminar by Campus France Japon in Tokyo

Alumni panel discussion speakers in Kyoto

3. Promotional Campaign



EHEF 2017 posters on trains and at stations in Kyoto



3.1 Traditional Media

Flyer and poster distribution

20,000 flyers and 1500 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. Kyoto Prefecture and Kyoto City also assisted in the distribution.

Press releases

The Delegation issued a press release on the 8th May, and followed this with direct emails to key media contacts a few days prior to the event.

Train/bus poster campaign

As in previous years, in Kyoto the co-organisers arranged for the display of posters on trains and buses, as well as in stations.

On-site promotion

On the days of the fair itself student volunteers handed out flyers at reception in both venues. A promotional banner was hung outside the Meiji University venue from early-May to the 20th May.



On-site promotion

3.2 Email and online promotion

Direct email promotion

The Delegation of the European Union to Japan sent direct information about the 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 Japon undertook an email campaign to 4000 subscribers and members of the France Alumni network.. 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. Furthermore the DAAD promoted the event through their network of German lecturers at Japanese universities containing over 200 contacts.

Online promotion

The official EHEF website (www.ehef-japan.org) was online from mid-March, with information also placed on co-organiser websites. Campus France Japon and DAAD also promoted the EHEF website on their own homepage and advertised the event and the website frequently on their own Facebook and Twitter channels. Information about the fair was also published on the Institut Français's website and on the France Alumni portal. Many Member State embassies also actively promoted the EHEF on their websites and social media pages.



Social Media promotion (Facebook and Twitter campaign)

A targeted Facebook campaign was undertaken again in 2017 running from early April up to the day of the event. The campaign focussed on the Delegation's <Study in Europe> pages (www.facebook.com/EUryugaku, <http://twitter.com/euryugaku>), as well as the individual Campus France Japan and DAAD pages.

Social media promotion centred on page adverts (guiding students to the pre-registration page, with 549 people pre-registering), selected post boosts, and highly active status updates focussing on all aspects of the event (general information, presentation sessions, exhibitor information etc.). Social media adverts and boost posts were aimed predominantly at students aged between 16-30, with a clear interest in Europe (culture, languages etc.) in their profile.

Adverts on Twitter led to 402 clicks leading to the EHEF website (and pre-registration form). Facebook adverts led to 5,823 clicks leading to the EHEF website. Facebook was therefore deemed the more effective tool for EHEF promotion, although a greater percentage of the promotional budget was allocated to Facebook promotion.



Sample Facebook advert



Sample Facebook post



Sample Twitter post



Sample Twitter advert

4. Financing the EHEF

The total budget for the event was: **143,496 EURO (17,264,389 JPY)**

The operation was made possible thanks to the financial support of the European Commission, DG EAC: 100,000 EURO (12,048,193 JPY).

The total amount collected from participation fees was 41,400 EURO (4,963,705 JPY), with 2,096 EURO (252,491 JPY) also carried over from the 2016 event budget. The participation fees budget was managed by Campus France Japon.

EHEF 2017 Budget Breakdown (Rate used: 1 JPY=0.0083 Euro)

INCOME		
	EUR	JPY
DG-EAC	100,000	12,048,193
Participation fees	41,400	4,963,705
Carry over from EHEF 2016	2,096	252,491
TOTAL INCOME	€ 143,496	¥ 17,264,389
EXPENSES		
1. Expenses covered under DG-EAC budget		
	EUR	JPY
1.1. Logistics	40,000	4,819,277
1.2. Welcome Reception (Kyoto)	10,000	1,204,819
1.3. Promotion- flyer, catalogue, website	35,000	4,216,867
1.4. Promotion campaign (social media etc.)	10,000	1,204,819
1.5. Other expenses	5,000	602,409
Total 1	€ 100,000	¥ 12,048,193
2. Expenses covered on participation fees ⁽¹⁾		
	EUR	JPY
2.1. Logistics	31,428	3,786,506
2.2. Promotion	9,982	1,202,651
Total 2	€ 41,410	¥ 4,989,157
TOTAL EXPENSES 1+2	€ 141,410	¥ 17,037,350
Leftover (carried over to 2018 event)	€ 2,086	¥ 227,069

(1) Managed by Campus France Japon

5. Visitor Profile (questionnaire results)

A total of 237 questionnaire responses were received (193 in Tokyo, 44 in Kyoto).

The following statistics are based on these responses.

5.1 Age of visitors

The average percentage of 16-19 year olds was approximately 22.5%. The average percentage of visitors aged 24 and over (so likely to be in employment), across the two venues was 34%, compared to 39% in 2016.

As in previous years, the biggest demographic for the EHEF were undergraduate students aged 20-23. In 2016 the overall percentage for this age group was 37%, but reached 42.8% in 2017.

Taken together it is clear that the highest rate of participation is seen from 16-23 year olds (67.4% in Kyoto, 63.2% in Tokyo) 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

	TOKYO	KYOTO	AVERAGE
Under 15	1.6	0	0.8
16-19	26.4	18.6	22.5
20-23	36.8	48.8	42.8
24-29	22.3	20.9	21.6
30-39	7.8	4.7	6.25
Over 40	5.2	7	6.1

5.2 Present level of education

An average of 63.8% of visitors were undergraduate university students, a slight increase on the figure for 2016 (58.3%). The second largest group of visitors were those already in employment, with an average of 19.6%, followed by post-graduate students with an average of 5.7%.

At 4.7% on average, the number of high school students visiting EHEF is still quite low. Additional promotional efforts to reach this key target group will be made for future events.

Background

	TOKYO	KYOTO	AVERAGE
High school	6.8	2.5	4.7
Undergraduate	55.1	72.5	63.8
Junior college	0.6	0	0.3
Postgrad	6.3	5	5.7
Vocational	0.6	0	0.3
Employed	21.6	17.5	19.6
Civil servant	1.7	0	0.9
Other	7.3	0	3.65

5.3 Level of study of interest

What type of programme are you interested in?

	TOKYO	KYOTO	AVERAGE
Undergraduate	29	25	27
Masters	36.6	28	32.3
PhD	5.7	8.9	7.3
Short-term	11.47	20.6	16
Language	11.1	14.7	12.9
Research	3.6	2.9	3.25

Figures show that visitors were mostly interested in undergraduate and master degrees. With, on average, 63.8% of visitors being undergraduate students (see above), the rather high figure for interest in undergraduate studies would seem at first glance to be an anomaly. However, it is likely that many undergraduate students that visited were interested in exchange programmes open to current undergraduate students. However, post-graduate programmes naturally seem to be the more popular study of interest to these undergraduate students and those who are employed. It should also be noted that the percentage of students interested in short-term and language studies (16% and 12.9% respectively) increased greatly on 2016, when the respective averages were 10.1% and 11.2%.

5.4 Timing of study abroad

Figures show that the majority of students (37.5% on average) are looking to start their studies abroad in summer or autumn of 2018. The EHEF is therefore well-timed for these students who are able to gather information on possible programmes, ready to make applications in autumn 2017 for summer or autumn 2018 entry.

When are you considering studying abroad?

	TOKYO	KYOTO	AVERAGE
Summer/Autumn 2017	10.9	7	8.9
Spring 2018	12.5	16.3	14.4
Summer/Autumn 2018	35.4	39.5	37.5
2019	12.5	11.6	12.1
Not sure yet	28.6	25.6	27.1

5.5 Visitor's origin

At both the Kyoto and Tokyo events visitors came from a vast array of different universities, indicating that flyers were effectively distributed by university contacts, and complementing the figures in 5.5 below.

In Tokyo, visitors came from universities such as Meiji University, The University of Tokyo, Waseda University, Sophia University, Hosei University, Nihon University, Rikkyo University, Chuo University, Keio University the Tokyo University of Science, as well as universities outside of Tokyo such as Nagoya University and Fukushima University.

In Kyoto, students came from universities from across the Kansai region such as Doshisha University, Osaka University, Ritsumeikan University, Kwansei Gakuin University, Kansai University, Kyoto University, and the Kyoto University of Foreign Studies.

5.6 How did visitors find out about the EHEF?

For the second year in a row, most visitors found out about EHEF through social media promotion with 22.6 % (22.5 % in 2016) in Kyoto and 34.7 % (30.4 % in 2016) in Tokyo. The co-organisers worked directly with a PR agency on a targeted social media campaign, producing these results. Students also learned about EHEF through their home institution as in previous years. In Kyoto it was 24.5 % (23.7 % in 2016) and in Tokyo the figure was 17.6 % (20.5 % in 2016). The co-organisers sent direct information about the EHEF by post (flyers and posters) and email to key university contacts to inform them about the EHEF, and ask them to share information with students. This form of promotion would seem to have been extremely effective.

The website for the event (www.ehef-japan.org) proved effective as well. In Kyoto 26.4 % of respondents said they heard about the event via the website, and in Tokyo the corresponding figure was 24.3 %.

Posters on trains and buses were used in Kyoto as well in which 7.5 % of visitors learned of EHEF through this method, up from 6.2 % in 2016 Word of mouth would also seem to be important, with on average 10.9 % of visitors learning about the event from friends.

Where did you find out about EHEF?

	TOKYO	KYOTO	AVERAGE
At school/university	17.6	24.5	21
EHEF website	24.3	26.4	25.3
Exhibitor website	6.7	4.3	5.5
Friend	12.4	9.4	10.9
Train/Bus adverts	0.5	7.5	4
Social media	34.7	22.6	28.7
Other	3.8	7.5	3.8

5.7 Satisfaction

This year's questionnaire results show that 82.4 % of visitors were satisfied or very satisfied in Tokyo and 90.9 % in Kyoto. This is a clear sign that overall the EHEF continues to be highly rated by visitors.

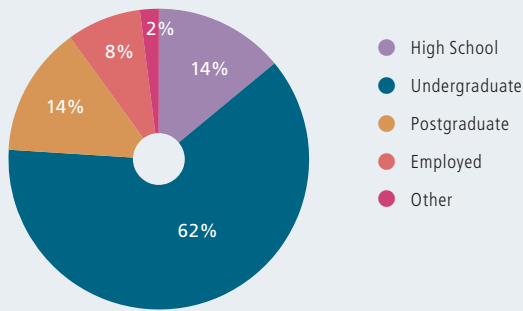
Were you satisfied with the fair?

	TOKYO	KYOTO	AVERAGE
Very satisfied	20.7	22.7	21.7
Satisfied	61.7	68.2	65

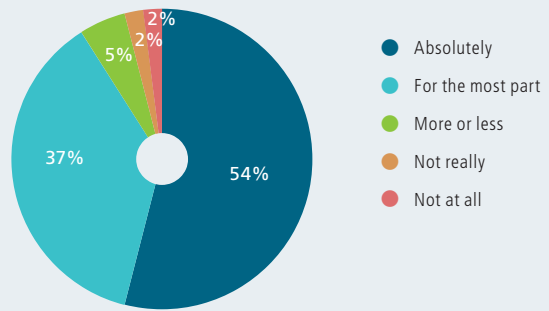
6. Exhibitor feedback

56 out of 76 exhibitors gave feedback on EHEF.

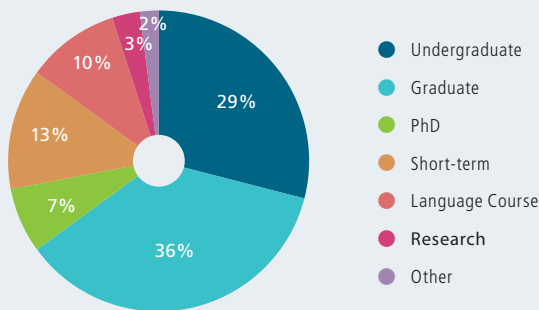
What was the main background of visitors to your booth?



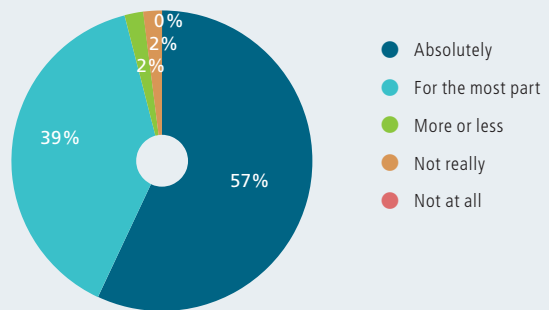
Were you satisfied with the organisation?



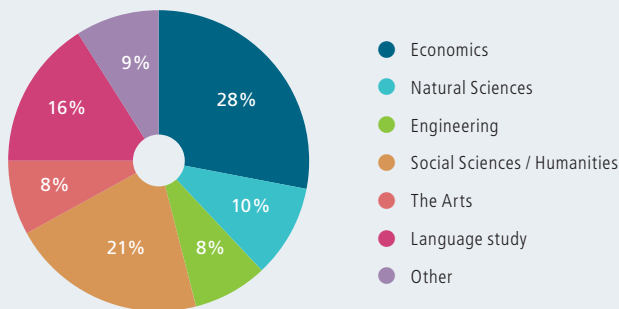
What type of study were visitors mainly interested in?



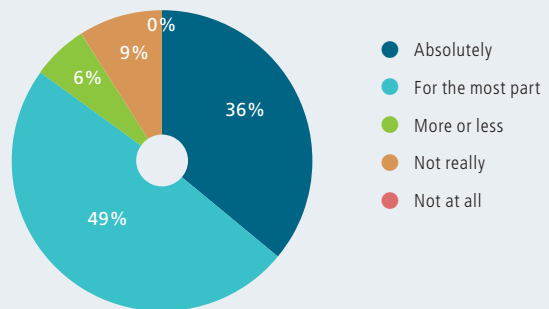
Were you satisfied with the quality of the venues in Tokyo? (access, facilities, etc.)



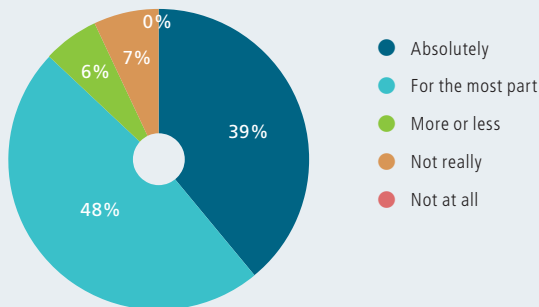
What field of study were visitors mainly interested in?



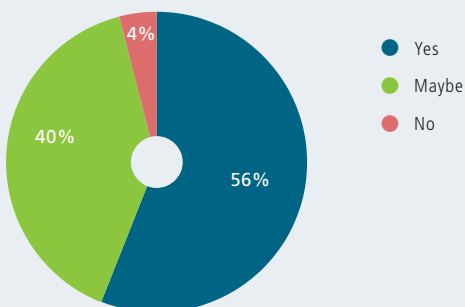
Were you satisfied with the quality of the venues in Kyoto? (access, facilities, etc.)



Were you satisfied with your overall participation in EHEF 2017?



Would you consider taking part in EHEF Japan in the future?



7. External coverage of the EHEF

Online ...

MEDIA	WEBLINK
Infoseek	https://news.infoseek.co.jp/article/resemom_38002/
Sankeibiz	http://www.sankeibiz.jp/business/news/170509/prl1705091402113-n1.htm
Resemom	https://resemom.jp/article/2017/05/09/38002.html
Ryugaku Press	http://www.ryugakupress.com/2017/05/09/eu/
Anokuni Mag	http://www.anokuni.com/mag-anokuni/euro_ryugaku_fair/
Global Gateways Kyushu University	http://www.isc.kyushu-u.ac.jp/intlweb/news/8800.html
Chiba University	https://cie.chiba-u.ac.jp/sase/data/data02/
Kyoto city official website	http://www.city.kyoto.lg.jp/sogo/page/0000217832.html
Global edu	goo.gl/o9kQN2
France Alumni	https://www.francealumni.fr/ja/poste/japon/agenda/3020
Istituto Italiano di Cultura – Tokyo	http://www.studyinitaly.jp/newspage/20170420
Mainichi Education	https://professional.myedu.co.jp/topics/1813
Chiyoda city	http://www.city.chiyoda.lg.jp/koho/event/h290520.html
Engly	http://engly.jp/news/eu-ryugaku-fair-2017.html
@Press	https://www.atpress.ne.jp/news/128176
News Cafe	https://www.newscafe.ne.jp/article/2017/05/09/2039550.html

8. EHEF photo gallery



Photo credits: ©Yasuhiko Shimazu, ©Masanori Nitta