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MEDIA RELEASE

Biggest ever European Higher Education Fair 2014 opens on 15 November

European Union Ambassador Guy Ledoux and EU Member States Ambassadors Massimo Roscigno (Italy), Asif Ahmad (United Kingdom), Jaroslav Olša, Jr., (Czech Republic), Luis Calvo (Spain), Chargés d'affaires Pia Heide Salman (Denmark), Joop Scheffers (Netherlands), Deputy Head of Mission Mr Michael Hasper (Germany) and Mr Michel Villar, Counsellor (France) together with Commissioner Minella C. Alarcon from the Commission on Higher Education will open the biggest ever European Higher Education Fair (EHEF) on 15 November 2014 at Intercon Hotel, Makati City.

The Delegation of the European Union to the Philippines, together with the EU Member States' Embassies and Cultural Institutes, and in collaboration with the Commission on Higher Education, is delighted to bring the fair with the theme "Expanding Horizons" to Manila.

The enthusiasm that surrounded the European Higher Education Fair (EHEF) in previous years has led to a growing number of European Higher Education Institutions participating reaching a total of 44 this year from 24 in 2012 and 34 in 2013. Twelve European countries will be joining in the Fair, with Belgium and Denmark joining for the first time. The Fair is aiming to attract at least 2,000 Filipino students, professors, and academics.

Once again the main drive of the Fair is to give Filipino students the opportunity to find out the endless opportunities offered by European universities and to get immediate and direct answers from their representatives who have travelled all the way from the European Union.

Recognizing that boosting one's language proficiency could be vital ahead of studying abroad for the first time this year the five biggest EU Cultural Institutes— Goethe-Institut Philippinen, Alliance Française de Manille, Instituto Cervantes de Manila, Societa Dante Alighieri and the Philippine Italian Association—will be holding language classes for the visitors during the day.

In last year's Fair, the European universities received plenty of enquiries from Filipino students, including Tomas Bata University in Czech Republic that received several applications for their post-graduate degrees, and Montpellier Business School in France admitting four Filipinos for their Summer School 2014. Overall, the participating universities were very satisfied with the result of the Fair. Hult Business School in the UK said, "The EHEF was a well-attended event and we indeed garnered a lot of interest," while Sweden's Lund University praised the excellent quality of the students they met.

EU Ambassador Guy Ledoux said that "I believe it is fair to say that no other continent can offer the mix of diversity and quality of higher education establishments that Europe can. Whether it is cutting-edge campuses in the heart of our bustling cities or ancient campuses in magical towns steeped in history, Europe can offer it all to the Filipino students."

The EHEF will be open to the public for free from 10:30 am to 6:00 pm. Filipino Erasmus Mundus alumni led by Ms Kate Ramil, Country Representative of the Erasmus Mundus Association - Philippines and several other institutions will also be present during the Fair.

Partners of the European Higher Education Fair 2014 include philstar.com, The Filipino Expat and BusinessWorld.

For further information, check out eeas.europa.eu/delegations/Philippines or www.EHEF-Philippines.org. Facebook pages: EU Delegation to the Philippines and EHEF Philippines.

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ANNEX

The participating institutions are:

Austria

MCI Management Center Innsbruck
University of Innsbruck

Belgium

University of Antwerp

Czech Republic

Charles University in Prague, Faculty of
Mathematics and Physics
Masaryk University
Mendel University in Brno
Tomas Bata University in Zlín, Faculty of
Applied Informatics
University of Veterinary and
Pharmaceutical Sciences Brno

Denmark

Zealand Institute of Business and
Technology

France

Audencia Nantes School of Management
ESSCA School of Management
ESSEC Business School
Montpellier Business School
Sorbonne-Assas International Law School
Toulouse Business School

Germany

Jacobs University Bremen
Rheinland Institut
WHU - Otto Beisheim School of
Management

Hungary

Central European University

University of Debrecen

Ireland

Griffith College

Italy

Università Cattolica del Sacro Cuore
University of Sannio

The Netherlands

Holland International Study Centre
VHL University of Applied Sciences

Spain

IE Business School
Universidad Católica San Antonio de
Murcia
Universidad de Alcalá
Universidad de Málaga
Universidad de Oviedo

United Kingdom

Bath Spa University
BPP University
Cardiff University
Coventry University
Glasgow Caledonian University
Hult International Business School
Istituto Marangoni
London College of Contemporary Arts
Northumbria University
Queen Mary University Of London
Richmond, The American International
University in London
University of Kent
The University of Nottingham
University of the Arts London

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