



29 October 2014

## MEDIA RELEASE

### European Higher Education Fair 2014 to be the biggest ever

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 you the “**European Higher Education Fair Philippines 2014: Expanding Horizons**” on 15 November 2014 at InterContinental Hotel in Makati.

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 43 this year from 24 in 2012 and 34 in 2013. Twelve European countries will be partaking 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 Europe. 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, Istituto 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. Opening the exhibit are the European ambassadors to the Philippines. 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](http://eeas.europa.eu/delegations/Philippines) or [www.EHEF-Philippines.org](http://www.EHEF-Philippines.org). Facebook pages: EU Delegation to the Philippines and EHEF Philippines.

**-ENDS-**

Media Contacts:

Thelma Gecolea, EU Delegation to the Philippines, Landline 8595124





Mike Cabigon, British Council, Landline 5553034

## 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

### 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