

2019 歐洲教育展

European Education Fair Taiwan



Fair Report

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Introduction

The 2019 European Education Fair Taiwan (EEFT) was the 18th time this exhibition was held, dating from 2002. It was co-organised through joint efforts of the British Council, Campus France Taiwan / French Office in Taipei, and DAAD Information Centre Taipei. We continue to promote Europe's education environment and encourage Taiwanese students to choose Europe as their future destination for their studies, as well as bridge connections between European higher education institutions and local Taiwanese universities.

In 2019 we only hosted the fair in Taipei on a weekend in October as our experience has been that most prospective visitors live in the Taipei area, and are available to attend on a weekend. However, in April we also held joint seminars in both Taichung and Kaohsiung in order to provide information and service to southern Taiwan visitors who are not able to attend the fair in Taipei.

On the first day of the fair, we were pleased to hold the "2019 Taiwan-Europe Higher Education Partnership Networking" event with the Foundation for International Cooperation in Higher Education of Taiwan (FICHET). This event brought together 130 participants from 82 higher education institutions, the largest number of representatives since establishing cooperation. We look forward to creating more opportunities for both Taiwanese and European higher education institutions to build new relationships and strengthen bilateral cooperation in the future.

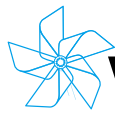
The 2019 EEFT welcomed over 120 European higher education institutions from 10 European countries (see Table 1). The total number of visitors was lower than that of 2018 Taipei Fair, but the feedback received from the exhibitors was positive. On the whole, they felt the local students were of high quality, and that the organizer had provided good service. Most exhibitors indicated they are interested to participate in the 2020 EEFT.

Table 1 – Number of countries represented, booths and visitors, in 2018 and 2019

| | 2019 | 2018 | |
|---------------------------------|---------|--------|----------|
| | Taipei | Taipei | Taichung |
| Number of countries represented | 10 | 11 | 10 |
| Number of booths | 128 | 129 | 76 |
| Number of visitors | ≐ 8,000 | 7,581 | 2,531 |
| Total number of visitors | ≐ 8,000 | 10,112 | |

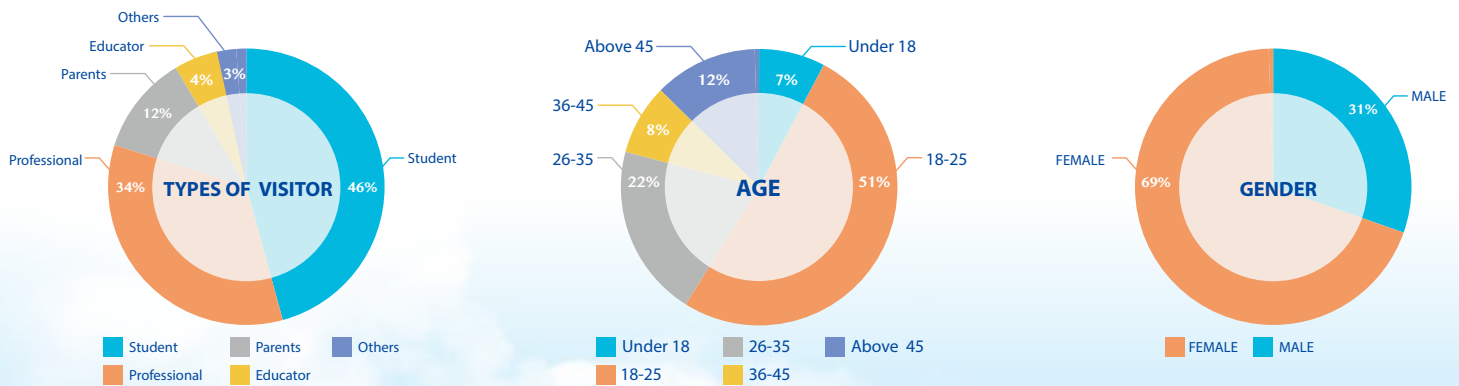
*The number of visitors was hand-counted.



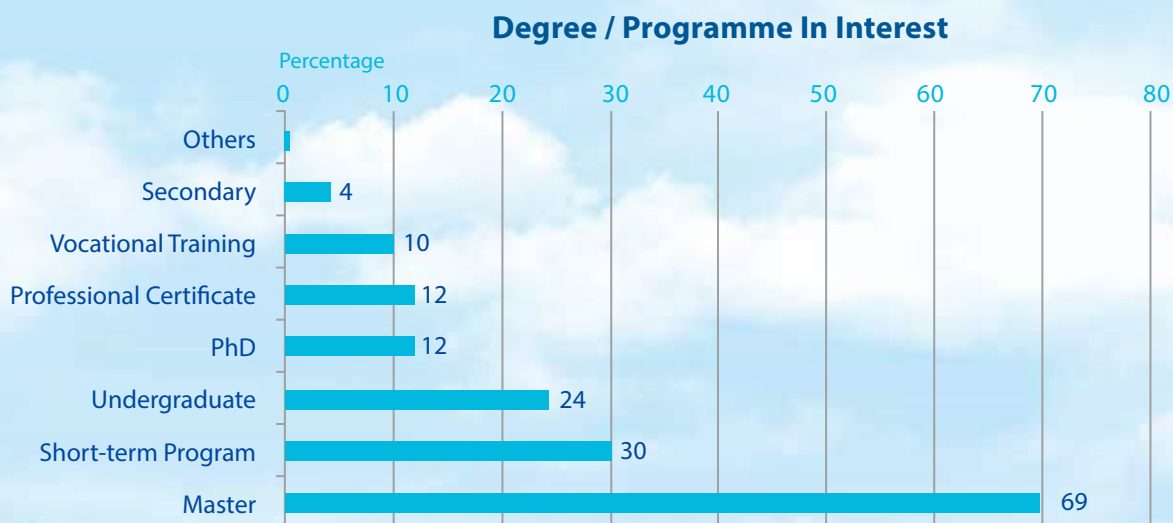


Visitors' Profiles and Feedback

The following charts portray the 2019 EEFT visitors' profiles. They are similar to those of last year. Once again, the majority of our visitors were students (46%) and professionals (34%) aged 18 to 35 (73%), and the dominant gender was female.



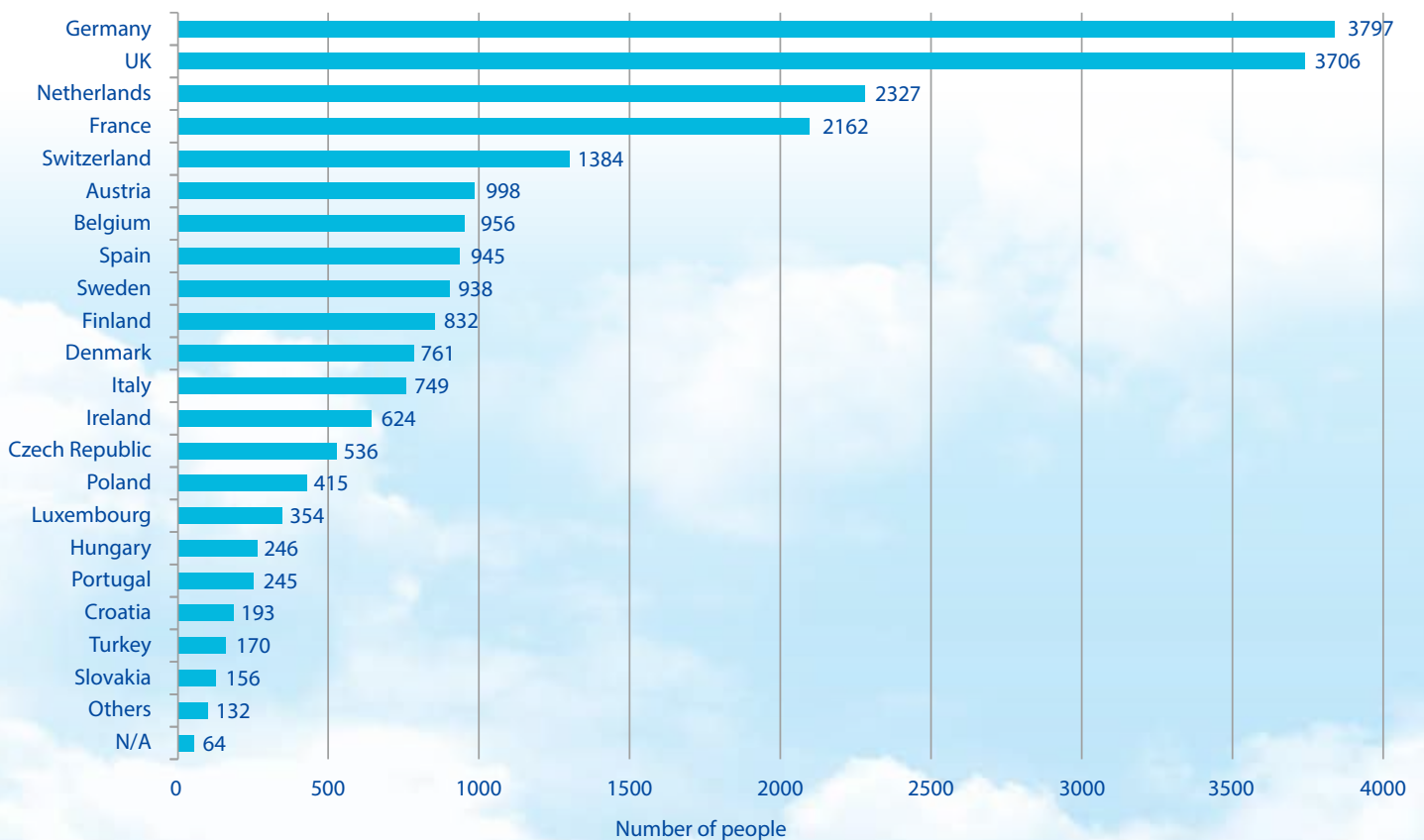
In accordance with the age group percentages, 69% of visitors were looking for a Master's program (including MBA and EMBA), and 24% for undergraduate programs; the latter is a 2% increase compared to the year before, indicating that more and more Taiwanese students are starting to consider studying abroad earlier. According to the survey, the percentage of visitors who were interested in short-term programs (including language or exchange programs) was 20% lower than in 2018, indicating that Taiwanese students tend to stay in Europe for a longer time for further study.



*This question allowed multiple answers; therefore, the percentage does not add up to 100%.

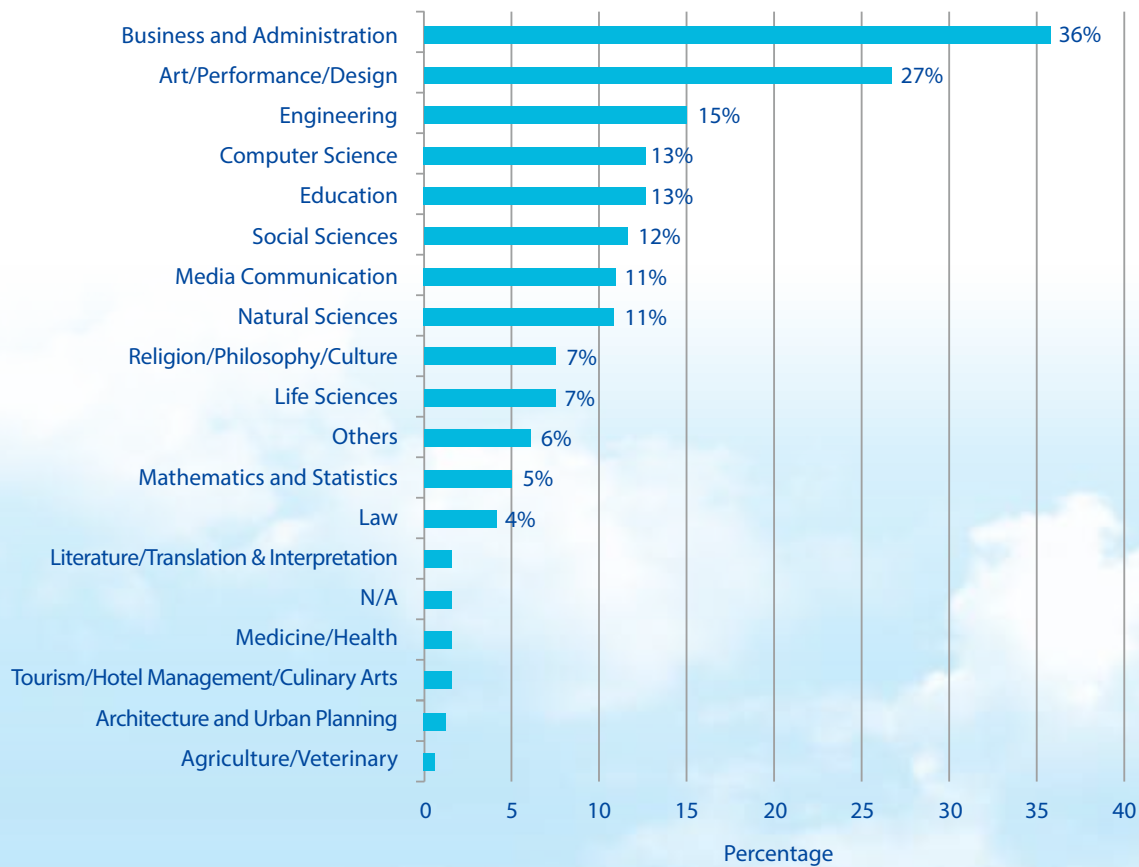
As for prospective destinations, Germany remained at the top, followed by the United Kingdom, as in previous years. The Netherlands and France swapped positions, but still ranked within the top 4 most popular countries. In the 2019 EEFT, we reached a new record of welcoming 14 Dutch and 34 French participating institutions. These 4 countries (Germany, the UK, the Netherlands and France) have made great efforts to promote their higher education institutions in Taiwan, and within the past years have raised a lot of awareness among students. Apart from these popular destinations, we saw that Austria rose from 9th place to 6th, and Sweden dropped from 6th place to 9th. This may indicate that Northern European countries are less popular among students.

Prospective Destination(Multiple Choice)



Within the fields of interest, Business and Administration, Art/Performance/Design and Engineering remained the top 3 in 2019, followed by Computer Science and Education. STEM Education has become a major focus globally, and students in that field are eager to prepare themselves with not only knowledge but also problem-solving ability as well as information and resource-integrating skills.

Fields of Interest



On the basis of these facts, in future the EEFT Team will work toward having a more diverse list of exhibitors from more institutions in order to attract students from all fields and fulfill visitor' needs.



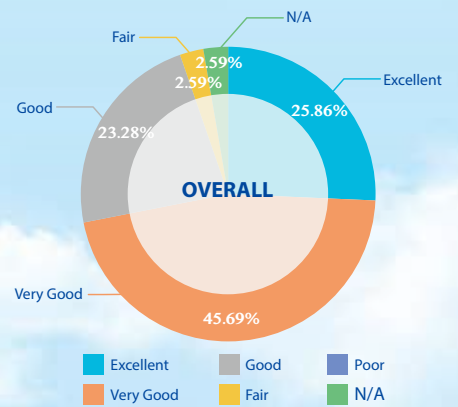
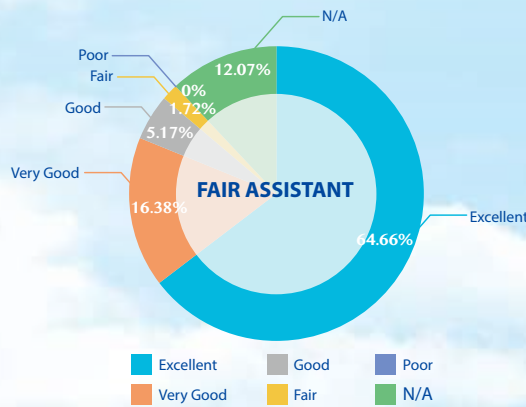
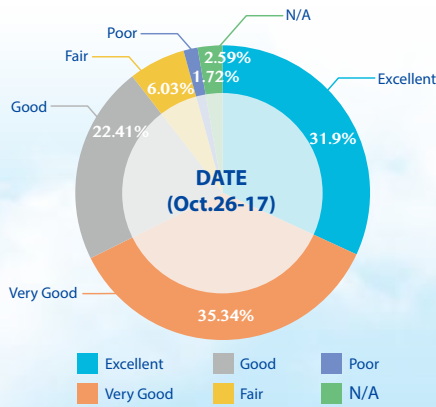
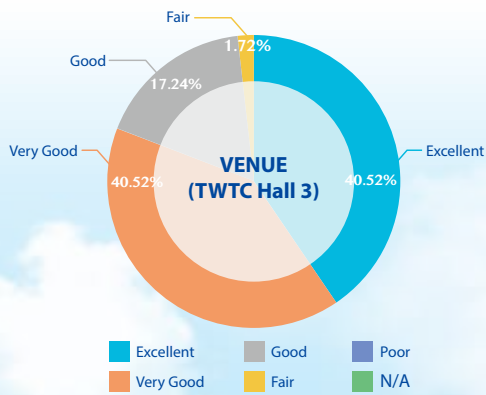
*This question allowed multiple answers; therefore, the percentage does not add up to 100%.

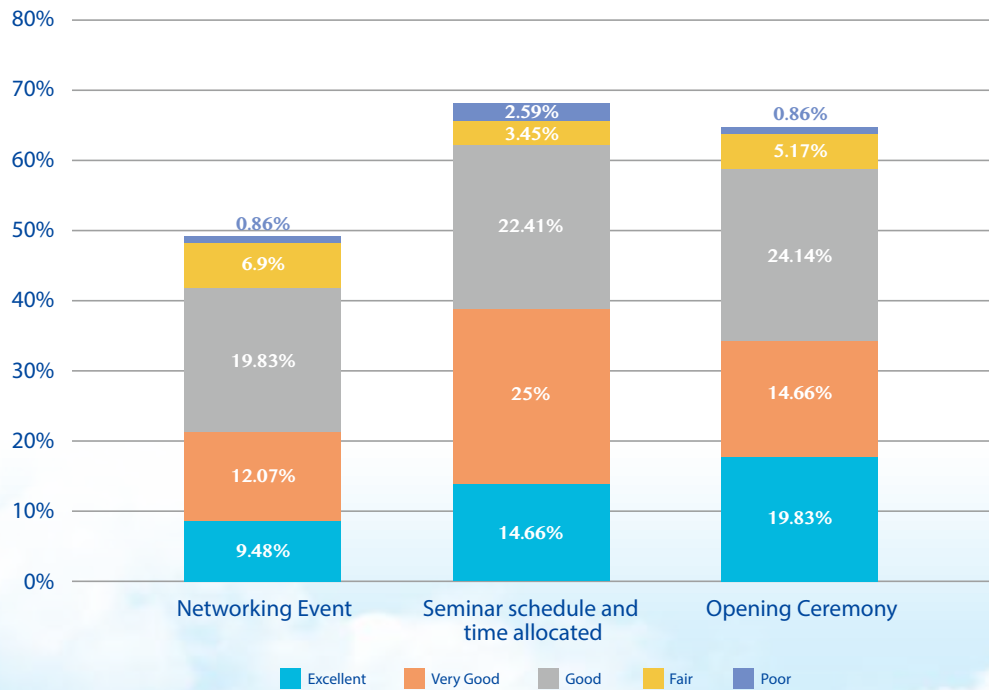
*STEM stands for science, technology, engineering, and math.



Exhibitors' Evaluation and Feedback

The EEFT was once again held at the Taipei World Trade Center (TWTC) Hall 3, the same venue as in 2016. We made some changes to the evaluation form this year in order to receive more detailed feedback and to learn more about exhibitors' needs. We received generally positive feedback from our exhibitors: 25.86% evaluated the fair as excellent and 45.69% evaluated their overall experience of the 2019 EEFT as very good. The event venue, WiFi, air-conditioning, and freight arrangements were all improved and recognized as such by the exhibitors. In coming years, the EEFT Team will strive to maintain an optimal exhibition environment.

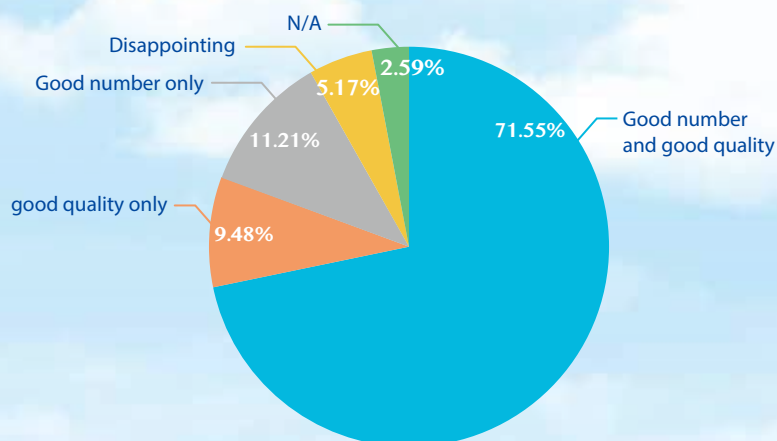




*The Networking, Seminars and Opening events were optional; therefore, the percentage does not add up to 100%.

Assessment of visitors

Most of the exhibitors had a good impression of the Taiwanese students, claiming they came well-prepared, were confident in communicating in English or other foreign languages, and were keen to collect the information they need. Up to 71.55% of the exhibitors evaluated the visitors who came to their booths as “a good number and good quality”; this is a similar percentage compared with previous years. With nearly 20 years of experience now, we have the impression that the EEFT has become one of the best platforms in Taiwan for recruiting students and raising the profile of European institutions.



Event Highlights





Marketing

In recent years, digital and social media have become more widely used. Taiwanese love their smartphones, and according to our survey, they are what locals use the most (72%) to access study abroad information. Computers (25%) and tablets (3%) have become relatively less important over time.

The EEFT Facebook fan page still ranks among the top sources for all EEFT-related information; we attracted 32,000 fans last year, and now the number of fans stands at more than 38,000; the number of likes has reached more than 37,500. The data also shows that the EEFT Instagram is the 3rd most popular promotional channel, followed by word of mouth. We have put a lot of time and effort into digital marketing. We have reached out to the current and potential audiences through the internet, increasing the quota of the Fair Assistants' Facebook Posts (which helps circulate the event information among students), and created new promotional videos and online ads for more diversity in the digital media environment. Also, we collaborated with several local online news media, namely Etoday, UDN, NOWnews, and CNA to increase EEFT's exposure and brand image.

In addition to the online advertisements, we displayed postcards and posters at 15 language centres of local universities as well as at 12 Eslite bookstores in the Greater Taipei Area. The Taiwanese public can find information about EEFT not only through online media but also from traditional media sources such as TV news tickers, bus advertisements, and street buntings.

The Project Manager was invited to introduce and promote the 2019 EEFT on a National Education Radio program before the fair, and in a study abroad session held by the Ministry of Education right after the fair.

We understand digital and social media is important to both the exhibitors and visitors nowadays. We will continue to improve our systems to better provide our exhibitors with a pleasant and user-friendly digital environment and to attract more visitors to come to the fair. We aim for informative and eye-catching content that will enable our visitors to leave the fair with comprehensive knowledge about study in Europe.

The following photos show some of the media used to promote the 2019 EEFT:

Bus panel



Bus panel



Promotion postcard



Promotion banner



Promotion Video-Youtube



Instagram advertisement



Promotion Video-Instagram



Facebook advertisement

Facebook advertisement – celebrating 35,000 fans

Youtube advertisement

Google Pay Per Click advertisement

Fair Assistants Facebook posts - likes

Street buntings



Kangton Flags



Promotional poster



Culture Journal-Chinese Culture University



Department of Education, Taipei City Government-online post



Fair assistants Facebook posts – share



E-newspaper paid interview-NOWnews



E-newspaper paid interview-NOWnews



E-newspaper paid interview-UDN

高中英聽成績出爐 F級人數占...
https://udn.com

生活 文教 評論 地方 兩岸 數位 旅遊

大學考招 文教新聞 大學研究所 技職教育 中小學

相關新聞

- 台大109學年指考分發名額增加80個 機械系調整較顯著**
2019-10-28 19:58
- 高中英聽成績9時起公告 查詢網址在這裡**
2019-10-31 03:13
- 留學優勢多 歐洲教育展深度掌握**
- 選系不踩雷 升學輔導網給解方**
2019-10-29 23:36
- 家長樂見增加指考名額 有人批教部管太細**

E-newspaper paid interview-UDN

聯合新聞網

聯合報 即時 要聞 娛樂 運動 全球 社會 產經 股市 房市 健康

快速 >>> 口譯實名制2.0周四上路 網路預購口罩Q&A看這裡 17:37

udn - 文教 / 新聞學

留學優勢多 歐洲教育展深度掌握

2019-10-31 11:03 聯合報上 / 劉麗麗

全臺最大、唯一歐洲官方舉辦的2019年歐洲教育展，吸引相當多的學生及家長到場了解留歐資訊。圖/歐洲教育展 提供

教育品質高、生活環境佳、重視實務課程，讓留學歐洲日漸受到臺灣學生的青睞。2019年歐洲教育展10月26日登場，湧入相當多的學生及家長。

E-newspaper paid interview-CNA

中央通訊社 (News Taiwan) (English) (Français) (日本語) (行動版) (桌面版) (繁體版)

新聞 財經 國際 大陸 兩岸 生活 體育 娛樂 影視 論壇

2019歐洲教育展 逾120所院校出席

【中央社訊】由歐洲教育展主辦、由歐洲各國政府及教育機構共同主辦的「2019歐洲教育展」，將於10月26日至27日在台北國父紀念館舉行。屆時將有來自歐洲各國的逾120所大學、學院、研究所、技職院校等，共計超過800名師生、100多位台歐學校代表出席。據悉2019年歐洲教育展活動的開幕式，將於10月26日上午10時在國父紀念館舉行。

開幕式將由國父紀念館副館長劉文雄主持，並邀請多位台歐教育界人士出席。開幕式將由國父紀念館副館長劉文雄主持，並邀請多位台歐教育界人士出席。開幕式將由國父紀念館副館長劉文雄主持，並邀請多位台歐教育界人士出席。

E-newspaper paid interview-Etoday

生活 消費

生活 健康 旅遊 影視 大專 娛樂 大採購 遊戲 3C 免費 時尚 車

1. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

2. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

3. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

4. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

5. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

6. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

7. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

8. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

9. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

10. 麥當勞「美善普道物籃」閉關營業！「少女心人」爆出現動門

News Ticker- ERA NEWS



News Ticker-EBC



News Ticker-Formosa NEWS



News Ticker- Next TV



Partners' Facebook post- TEFF



Partners' Facebook post- TWGPS



2020 European Education Fair Taiwan

Taipei

Date: 2020.10.17-18 (Sat-Sun)

Venue: Taipei World Trade Center (TWTC) Hall 1

Contact Info

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European Education Fair Taiwan

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Website: www.eef-taiwan.org.tw

EEFT COMMITTEE

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Address: 26F, No. 9, Songgao Road, Taipei 110, Taiwan

Contact: studyuk.taiwan@britishcouncil.org

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Tel: +886-2-3518-5160

Fax: +886-2-3518-5193

Address: Suite 1003, 10F, 205 Tun Hwa North Road, Taipei 105 Taiwan

Contact: taipei@campusfrance.org

DAAD German Academic Exchange Service, Information Center Taipei

Tel: +886-2-2367-7871

Fax: +886-2-2367-5299

Address: 11F, No. 20, He Ping West Road, Section 1, Taipei 100 Taiwan

Contact: info@daad.org.tw

APPENDIX: List of Exhibitors

| Country | Institution |
|---------|----------------------------------------------------------|
| Belgium | Erasmus Mundus Joint Master' s Degree Scholarships |
| Belgium | Study in Belgium |
| Belgium | Study in Flanders |
| France | Bureau Françias de Taipei-Campus France Taiwan |
| France | Université Grenoble Alpes |
| France | Université Bourgogne Franche-Comté (UBFC) |
| France | Université de Cergy-Pontoise / EISTI |
| France | Paul-Valéry Montpellier 3 University |
| France | The Catholic University of the West |
| France | EDHEC Business School |
| France | emlyon business school |
| France | ESCP EUROPE Business School |
| France | ESSCA School of Management |
| France | ESSEC Business School |
| France | GRENOBLE ECOLE DE MANAGEMENT |
| France | IESEG School of Management |
| France | INSEEC U |
| France | MONTPELLIER BUSINESS SCHOOL |
| France | NEOMA Business School |
| France | Rennes School of Business |
| France | SKEMA BUSINESS SCHOOL |
| France | TBS Business School |
| France | HEC Paris |
| France | KEDGE BUSINESS SCHOOL |
| France | ICN Business School |
| France | ISAE-SUPAERO Aeronautic and Aerospace Engineering School |
| France | ECOLE CENTRALE DE NANTES |
| France | International Institute of Image & Sound |
| France | Académie Internationale de Coupe de Paris |
| France | EAC – Ecole de Management en Art, Culture et Luxe |
| France | L'Ecole de design Nantes Atlantiques |
| France | Lenôtre Culinary Arts School |
| France | Ferrieres School – Hospitality Gastronomy Luxury |
| France | Le Cordon Bleu |
| France | Vatel Bordeaux - Hotel & Tourism Business School |
| France | École Ducasse |

| Country | Institution |
|-------------|------------------------------------------------------------------|
| France | Engineering studies in France |
| France | Alliance Française |
| Germany | DAAD Information Center Taipei |
| Germany | Bavarian Universities |
| Germany | Friedrich Alexander University Erlangen Nuremberg |
| Germany | Friedrich Schiller University Jena |
| Germany | Hof University |
| Germany | ISM International School of Management |
| Germany | Jacobs University Bremen |
| Germany | Karlsruhe Institute of Technology |
| Germany | Professional Association German as a Foreign and Second Language |
| Germany | Research in Germany |
| Germany | Schmalkalden University of Applied Sciences |
| Germany | Technical University of Munich |
| Germany | Technische Universitaet Dresden |
| Germany | TU Darmstadt |
| Germany | University of Applied Sciences Jena |
| Germany | University of Applied Sciences Wuerzburg Schweinfurt |
| Germany | University of Freiburg |
| Germany | University of Goettingen |
| Germany | University of Siegen |
| Germany | University of Stuttgart |
| Germany | WHU Otto Beisheim School of Management |
| Germany | EU Business School |
| Germany | Goethe Institut Taipei |
| Germany | IUBH University of Applied Sciences |
| Germany | Pre Studies Program Fachhochschule des Mittelstands FHM |
| Hungary | University of Debrecen |
| Italy | ALMA La Scuola Internazionale di Cucina Italiana |
| Italy | Bocconi University |
| Italy | Catholic University of the Sacred Heart |
| Italy | Domus Academy, Nuova Accademia di belle Arti |
| Italy | IED Istituto Europeo di Design |
| Italy | Istituto Secoli |
| Italy | IULM University |
| Netherlands | Fontys University of Applied Sciences |
| Netherlands | Hanze University of Applied Sciences, Groningen |
| Netherlands | InnoEnergy |
| Netherlands | NHL Stenden University of Applied Sciences |

| Country | Institution |
|-------------|----------------------------------------------------|
| Netherlands | Nyenrode Business Universiteit |
| Netherlands | ONCAMPUS Amsterdam |
| Netherlands | Radboud University |
| Netherlands | Rotterdam School of Management Erasmus University |
| Netherlands | TIAS Business School |
| Netherlands | Tilburg University |
| Netherlands | University of Groningen |
| Netherlands | University of Twente Pathway College |
| Netherlands | Wageningen University and Research |
| Netherlands | Webster Leiden Campus |
| Poland | Medical University of Lublin |
| Poland | Polish Office in Taipei |
| Spain | IE University |
| Switzerland | Cesar Ritz Colleges Switzerland |
| Switzerland | EF Education First |
| Switzerland | Glion Institute of Higher Education |
| Switzerland | Hotel Institute Montreux |
| Switzerland | IMI International Management Institute Switzerland |
| Switzerland | Les Roches Global Hospitality Education |
| Switzerland | The Swiss Hotel Management School |
| Switzerland | BHMS Business and Hotel Management School |
| UK | 英國文化協會 British Council |
| UK | British Council 台灣雅思官方考試中心 |
| UK | Abbey DLD Colleges |
| UK | University of the Arts London |
| UK | Bellerbys College |
| UK | Birmingham City University |
| UK | University of Birmingham |
| UK | De Montfort University |
| UK | University of Exeter |
| UK | Glasgow Caledonian University |
| UK | The Glasgow School of Art |
| UK | Imperial College London |
| UK | Istituto Marangoni London |
| UK | Kingston University London |
| UK | University of Leeds |
| UK | University of Leicester |
| UK | University of Lincoln |
| UK | Manchester Metropolitan University |

| Country | Institution |
|---------|----------------------------------------------------------|
| UK | Northumbria University |
| UK | Nottingham Trent University |
| UK | Pearson Edexcel 培生愛德思官方考試機構 |
| UK | Queen Ethelburga's College |
| UK | Queen Margaret University, Edinburgh |
| UK | Richmond the American International University in London |
| UK | The University of Sheffield |
| UK | University of Stirling |
| UK | University of Warwick |

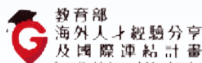
2019 歐洲教育展

European Education Fair Taiwan

主辦單位：



協辦單位：



贊助夥伴：



合作夥伴：

