

# 2023

# 歐洲教育展

## EUROPEAN EDUCATION FAIR TAIWAN





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## Introduction

The 2023 European Education Fair is the 20th edition of the exhibition, being held once again since the 2019 COVID-19 pandemic. EEFT is co-organized with the joint effort of the British Council, Campus France Taiwan / French Office in Taipei, and DAAD Information Centre Taipei. We continue promoting Europe’s education and encouraging Taiwanese students to choose Europe as their future destination to pursue their studies as well as bridging connection between European higher education institutions and local universities.

The 20th EEFT is held during weekend as past data shows that visitors are most available during weekend. The exhibition handbook for this year is in electronic format, not only aligning with the global strategy towards paperless initiatives but also providing greater accessibility to information for those who are unable to attend. This approach aims to promote European education to a broader audience.

The 2023 EEFT welcomed over 80 European higher education institutions from 11 European countries (see Table 1). The feedbacks received from the exhibitors are very positive. Exhibitors perceiving high quality with the local students and nice service with the organizer.

Table 1 – Number of countries represented booths and visitors in 2019 and 2023

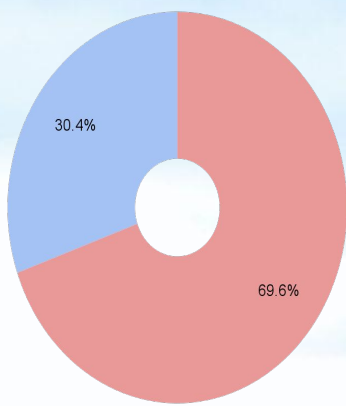
	2023 in Taipei	2019 in Taipei
Number of countries represented	11	10
Number of booths	83	128
Total number of visitors	7068	≐ 8,000

\*The number of visitors was hand-counted.

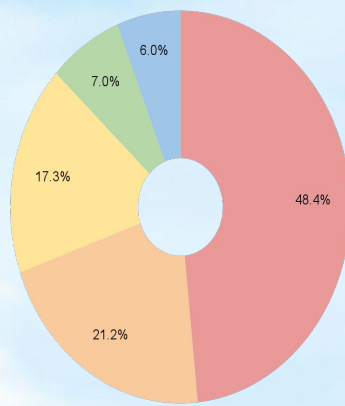


## Visitors' Profiles and Feedback

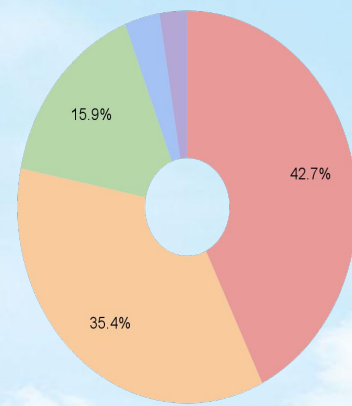
The following charts portray the 2023 EEFT visitors' profiles, which were similar to those of 2019. The majority of our visitors are students (46%) and professionals (34%) aged 18 to 35 (69%), and the dominant gender was female.



**Gender**



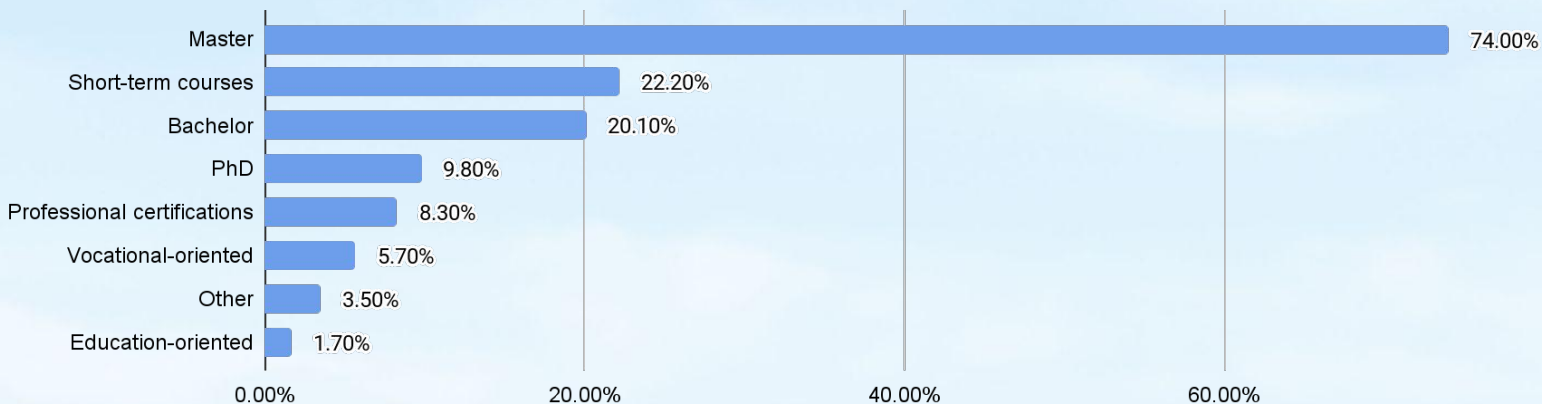
**Age**



**Type of Visitors**

In accordance with the age group percentages, 74% of visitors were looking for a Master's program, and 20% for a Bachelor program; the latter is a 5% increase compared to 2019 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 was 8% lower than in 2019, indicating that Taiwanese students tend to stay in Europe for a longer time for further study.

### Degree / Programme In Interest (Multiple Choice)

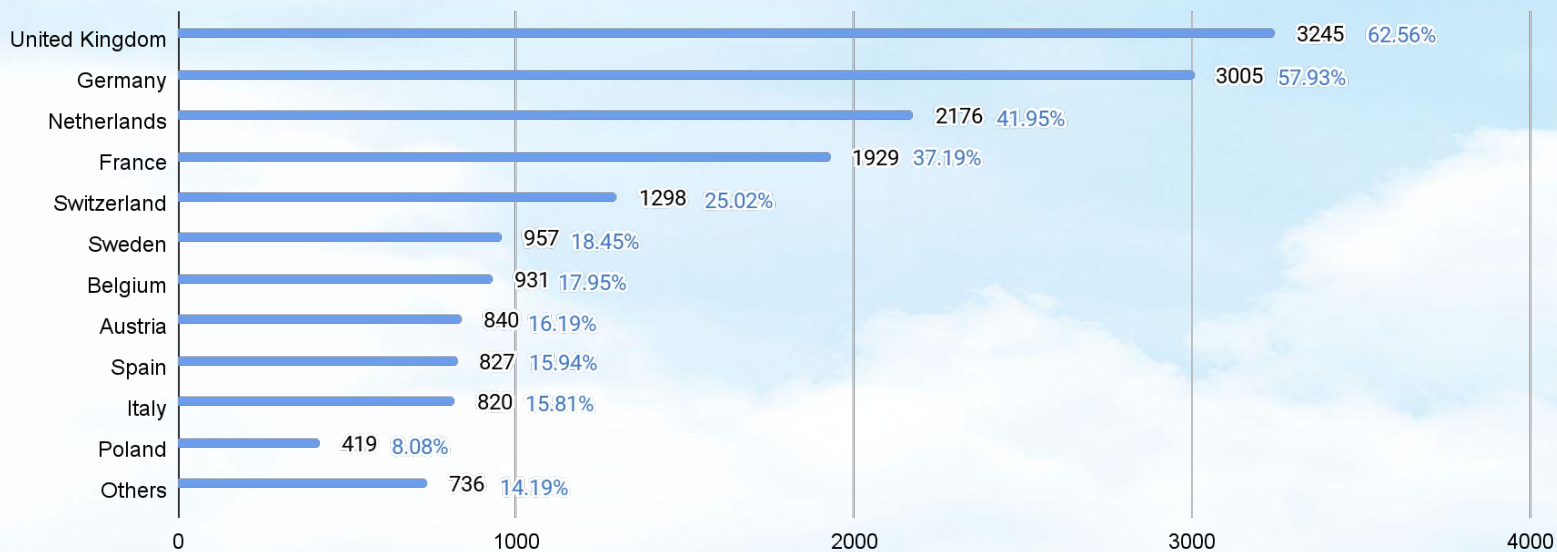


\*These questions allowed multiple answers; therefore, the percentage does not add up to 100%



As for prospective destinations, United Kingdom has risen to become the first-ranked, followed by Germany. The Netherlands and France remained the positions, still ranked within the top 4 most popular countries. Every country has made great efforts to promote their higher education institutions in Taiwan after Covid-19, and within the past years have raised a lot of awareness among students.

### Prospective Destination (Multiple Choice)



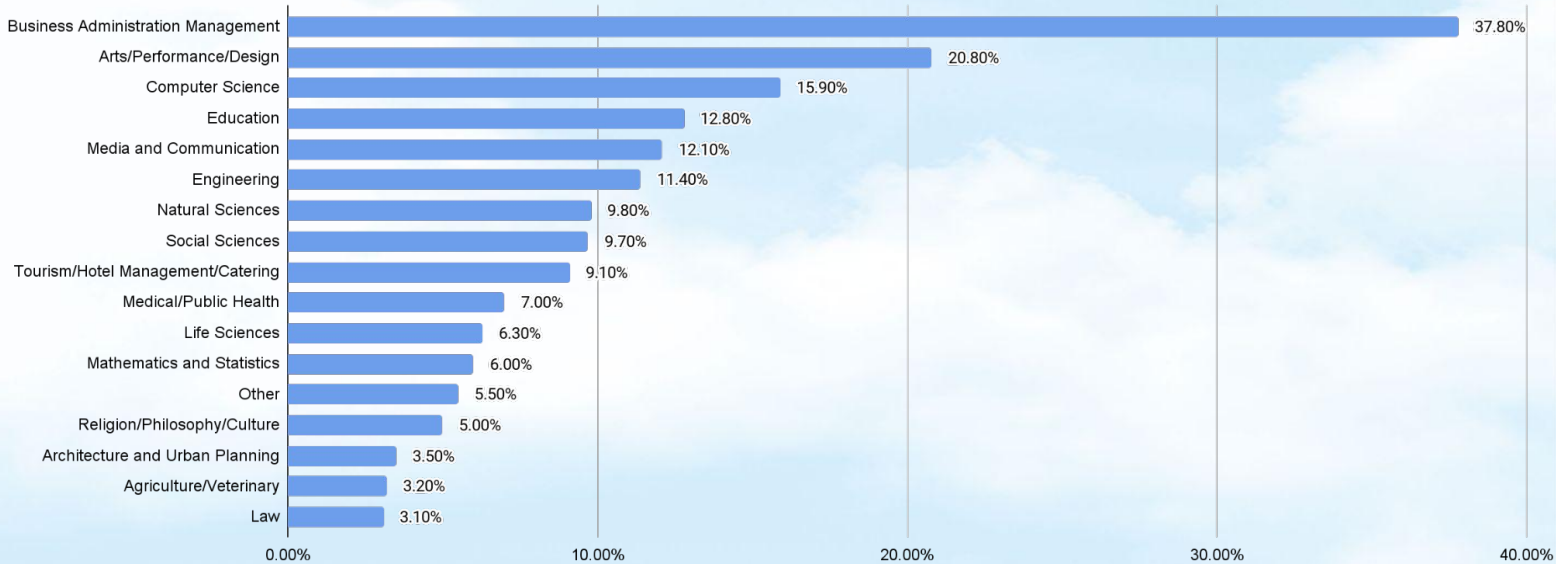
\*These questions allowed multiple answers; therefore, the percentage does not add up to 100%





Within the fields of interest, Business and Administration, Art/Performance/Design and Computer Science remained the top 3 in 2023, followed by Education and Media and Communication. From the chart, it can be observed that Media and Communication have risen from seventh place in 2019 to fifth place in 2023. This indicates that the long-standing media literacy programs in Europe are well-received in Taiwan. 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 full their needs.

Fields of Interest (Multiple Choice)



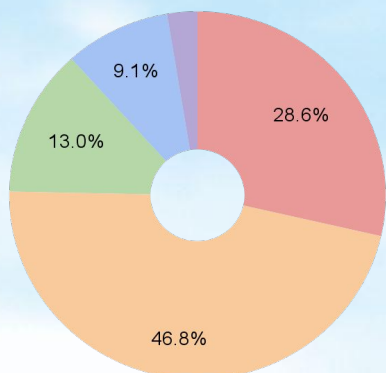
\*These questions allowed multiple answers; therefore, the percentage does not add up to 100%





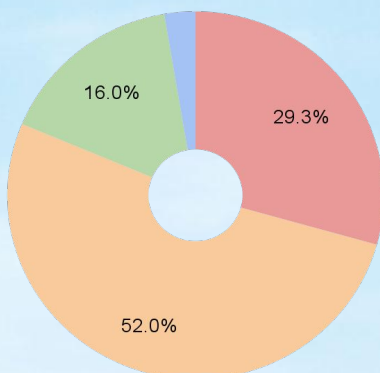
## Exhibitors' Evaluation and Feedback

Venue (TWTC Hall 1 Area C)



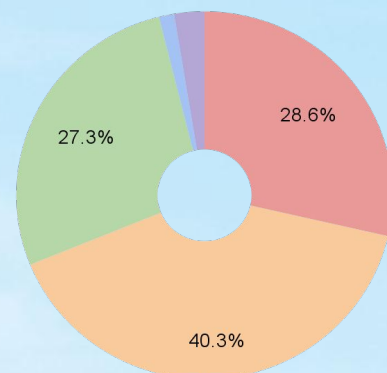
● Excellent ● Very good ● Good ● Fair ● Poor

Date (November 4-5)



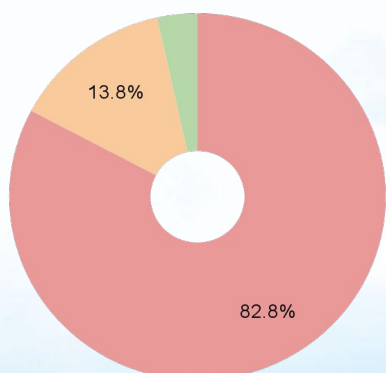
● Excellent ● Very good ● Good ● Fair ● Poor

Booth Layout & Equipment



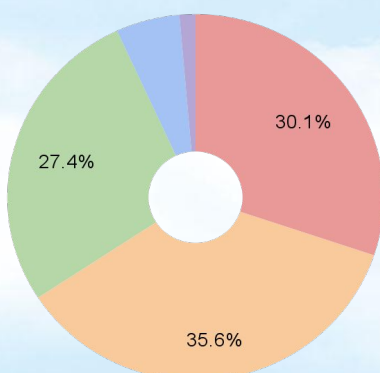
● Excellent ● Very good ● Good ● Fair ● Poor

Fair Assistant



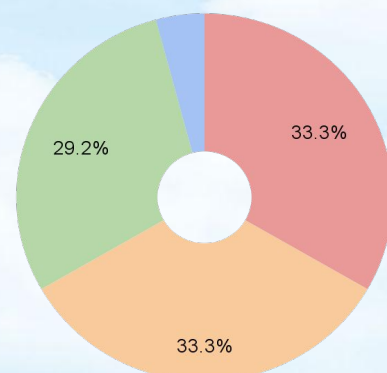
● Excellent ● Very good ● Good

Seminar Schedule and Time Allocated



● Excellent ● Very good ● Good ● Fair ● Poor

Opening Ceremony (12.30pm-1pm)

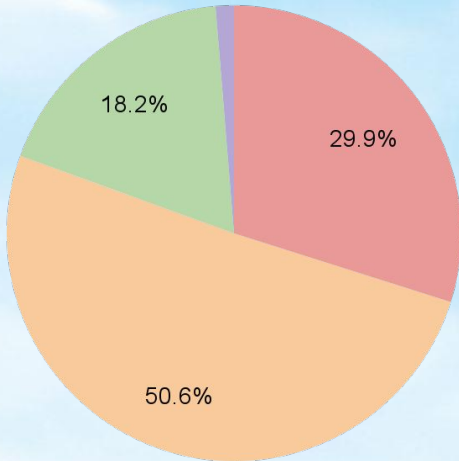


● Excellent ● Very good ● Good ● Fair





Overall



● Excellent ● Very good ● Good ● Poor

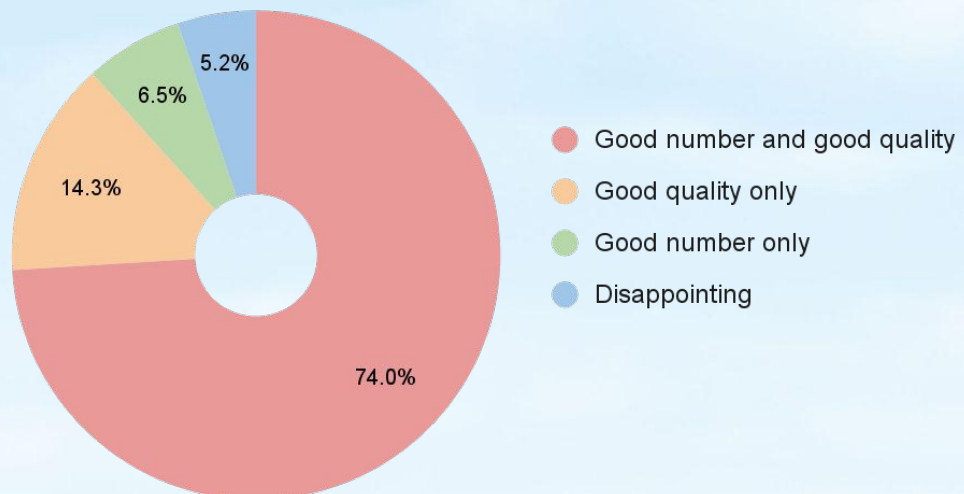
The EEFT was held at the Taipei World Trade Center (TWTC) Hall 1 for the first time. We received generally positive feedback from our exhibitors: 29.9% evaluated the fair as excellent and 50.6% evaluated the fair as very good their overall experience of the 2023 EEFT. Compared to 2019, there has been an increase of approximately 5%. In coming years, the EEFT Team will strive to maintain an optimal exhibition environment.

### Assessment of visitors

Most of the exhibitors had a good impression of the Taiwanese students, claiming they came wellprepared, were confident in communicating in English or other foreign languages, and were keen to collect the information they need.

Up to 74% of the exhibitors evaluated the visitors who came to their booths as “a good number and good quality”, an increase of 5% from 2019. With 20 years of experience now, we have the impression that the EEFT has become one the best platforms in Taiwan for recruiting students of European institutions.

Assessment of Visitors







## Event Highlights





Vistiors expressed satisfaction levels exceeding 90%.





Over 3,000 visitors attend the seminars.





## Marketing

In recent years, digital and social media have become more widely used. The prevalence of smartphone usage among Taiwanese individuals is on the rise, according to our survey, smartphones is what locals use the most (72%) to access study abroad information. Computers (25%) and tablets (3%) have become relatively less important compared with smartphone.

The Facebook fan page of EEFT remains the most popular among all promotional channels; last year, we attracted 38,000 fans, and the current number has surpassed 41,000.

Data also indicates that EEFT's Instagram is the third most popular promotional channel, following word of mouth. We have invested a significant amount of time and effort in marketing activities, connecting with existing and potential audiences through the internet. Exhibition assistants also assist in sharing information about EEFT events on Facebook and Instagram, aiding in the dissemination of event details among students. Additionally, we have created new promotional videos and online advertisements to cater to the diversity of the media environment.



Bus panel for over 35 bus in Taipei City



2023 EEFT has received support from many partners, including Crossing, Go By Train Taipei, Fubon Bank, EVA Airline, providing enticing prizes for giveaways to attract more participants. Furthermore, we have collaborated with several local online news media outlets, including Yahoo and United News Network, to enhance EEFT's exposure and brand image.

In addition to online advertisements, we also showcase postcards and posters at local universities and provide exhibition information to all university students through email. Taiwanese citizens can acquire information about EEFT not only through online media but also through traditional channels such as bus advertisements and street banners.

Team EEFT 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.



**Over 300 sets of street lamp banners are hung on the main streets of Taipei City.**

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## EUROPEAN EDUCATION FAIR TAIWAN



Postcard



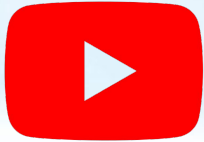
Poster



Kangton Flags



20th Anniversary EEFT EasyCard

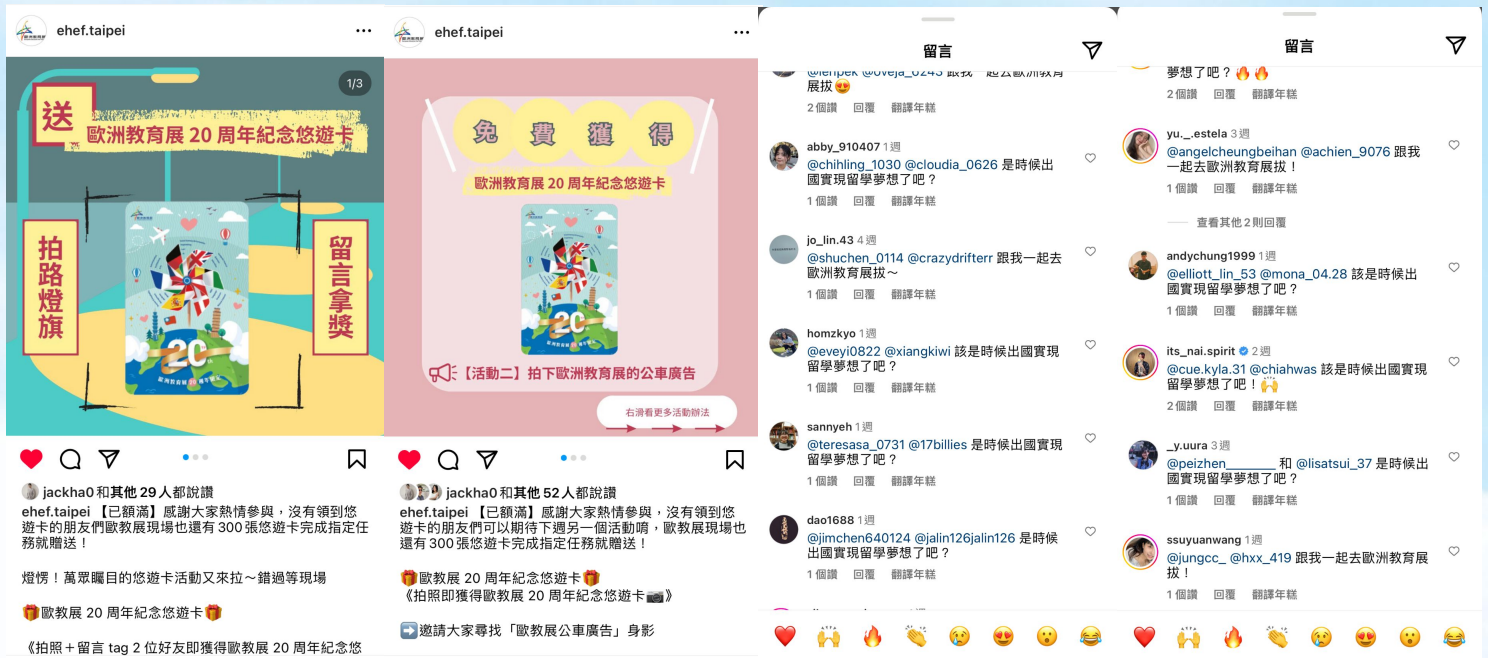


Extensive exposure in online advertising.

Over 105,000 visitors are attracted to EEFT website during fair month.

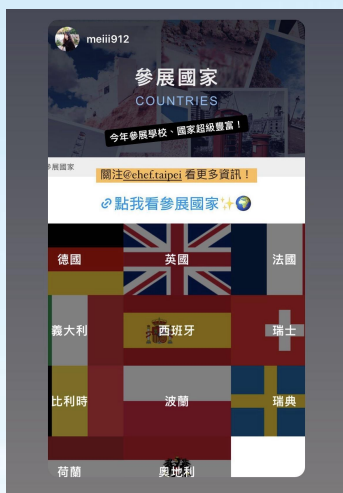


Promotional videos on YouTube, with over 1,100,000 views.



## Integration of offline advertising with online marketing

Integrating offline lamp post banners and bus advertisements with online activities to maximize the effectiveness of advertising. Additionally, distributing promotional items such as the 20th Anniversary EEFT EasyCard to attract more participants.







## 17 E-newspaper to promote 2023 EEFT



E-newspaper paid interview: Yahoo



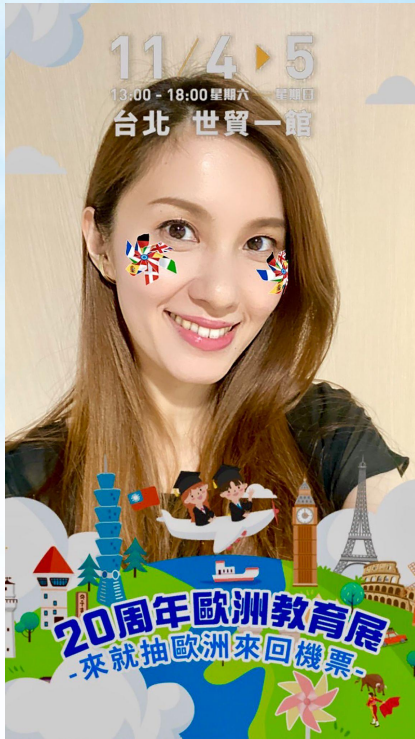
E-newspaper paid interview: Line Today



E-newspaper paid interview: PChome



E-newspaper paid interview: OwlNews



## Instagram Filter

This year marked the first use of the 2023 EEFT Instagram filter. By offering incentives for prize draws through sharing on Stories, it garnered over **25,000 exposures**, successfully achieving the goal of word-of-mouth promotion.





## 2023 European Education Fair Taiwan

### Taipei

Date: 2023.11.04-05 (Sat-Sun)

Venue: Taipei World Trade Center (TWTC) Hall 1

### Contact Info

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### EEFT COMMITTEE

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## APPENDIX: List of Exhibitors

UK	British Council
UK	British Council IELTS
UK	Cranfield University
UK	De Montfort University
UK	University of Bath
UK	University of Cambridge
UK	University College London
UK	University of East London
UK	University of Leeds
UK	University of the West of Scotland
UK	University of Warwick
UK	BSC Education Ltd.
UK	Pearson Edexcel
UK	The Glasgow School of Art
UK	University of the Arts London
Germany	DAAD German Academic Exchange Service
Germany	TUD Dresden University of Technology
Germany	Constructor University



Germany	NIT the Business School at the Hamburg University of Technology
Germany	Technical University of Darmstadt
Germany	Karlsruhe Institute of Technology
Germany	RPTU University of Kaiserslautern Landau
Germany	Furtwangen University of Applied Sciences
Germany	University of Applied Sciences Würzburg-Schweinfurt
Germany	University of Freiburg
Germany	University of Goettingen
Germany	Heidelberg University
Germany	University of Stuttgart
Germany	Goethe-Institut
Germany	Fachverband Deutsch als Fremd und Zweitsprache e.V. FaDaF
Germany	EU Business School
Germany	Munich Business School
Germany	BW CAREER START BW
Germany	Pre Studies Program Fachhochschule des Mittelstands FHM
Germany	Lancaster University Leipzig
Germany	Technical University of Munich (TUM) Asia campus



France	CAMPUS FRANCE
France	Ecole Polytechnique
France	INSA Lyon
France	French Engineering Excellence
France	University of Lille
France	ILCF Lyon Catholic University
France	Ecole de Condé
France	Alliance Francaise
France	ESCP Business School
France	emlyon Business School
France	EDHEC Business School
France	IESEG School of Management
France	Rennes School of Business
France	TBS Education
France	NEOMA Business School
France	INSEEC Grande Ecole
France	ESSCA - School of Management
France	ICN Business School
France	KEDGE Business School
France	SKEMA Business School



France	Grenoble Ecole de Management
France	Burgundy School of Business
France	Lenôtre Culinary Arts School
France	Ecole Ducasse
Italy	Universita IULM
Italy	Bocconi University
Italy	Istituto Secoli
Italy	NABA Nuova Accademia di Belle Arti
Italy	ISTITUTO MARANGONI LONDON PARIS MILANO FIRENZE
Poland	Medical University of Lublin
Poland	Ignacy Jan Paderewski Academy of Music in Poznan
Poland	Magdalena Abakanowicz University of the Arts Poznan
Spain	Study in Spain
Spain	Fundaci UAB Universitat Autonoma de Barcelona
Spain	IE University
Switzerland	Swiss Hotel Management School
Switzerland	Culinary Arts Academy Switzerland
Switzerland	B.H.M.S. Business & Hotel Management School
Switzerland	Les Roches Global Hospitality Education



Austria	Technikum Wien Academy and University of Applied Sciences Technikum Wien
Sweden	Education First
Netherlands	InnoEnergy
Italy	Domus Academy Milano
Italy	ALMA
Italy	IED ISTITUTO EUROPEO DI DESIGN
Belgium	EIT Digital Master School
Belgium	Ghent University
Belgium	Bruxelles Wallonie Campus
Partner	Crossing

\*The above arrangement is based on the booth numbers of the 2023 EEFT exhibition.



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詳見歐洲教育展官方網站

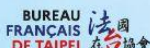
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German Academic Exchange Service

協辦單位：



財團法人高等教育國際合作基金會  
Foundation for International Cooperation in Higher Education of Taiwan



臺北市立圖書館  
DEPARTMENT OF EDUCATION  
TAIPEI CITY GOVERNMENT

合作夥伴：



臺北市立圖書館  
TAIPEI PUBLIC LIBRARY



高雄市立圖書館  
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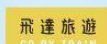
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