

### Minutes Feedback Group Meeting Fairs

Venue:	Hoogbrabant, Utrecht
Date:	Monday 20 April 2009
Time:	14:00 – 16:30 hrs

#### ATTENDED BY:

Nuffic	Marijke van der Kleij (chair person), Daniëlle Vugts	
Institutional representatives present:	<b>Name</b>	<b>Institution</b>
	Anke Laffort	VU University Amsterdam
	Pieke Hoekstra	Delft University of Technology
	Maarten Ter Huurne	Erasmus University Rotterdam
	Roland Brouwer	Rotterdam Business School
	Linda de Haan	University of Amsterdam
	Johan Pape	Avans University of Applied Sciences
	Lonneke van Rooy	Hogeschool Utrecht University of Applied Sciences
	Rien Bor	Wageningen University
	Victor Cabral	INHolland University of Applied Sciences
	Angelique Picokrie	Fontys University of Applied Sciences
	Joyce Fongers	University of Groningen
	Angela Romijn	Hotelschool The Hague
	Erik van Dijk	University of Twente
	Nynke van Hurne	VSNU (Association of Universities The Netherlands)
	Zarrea Plaisier	Tilburg University
	Bas Schreiner	Utrecht University
	Ngoc T.B. Ngo	Saxion University of Applied Sciences
Wouter Hooijmans	ArtEZ Institute of the Arts	
Annemarieke Roest	Leiden University	
Inge Ariaans	Eindhoven University of Technology	

#### MINUTES:

1	<p><b><i>Opening by Marijke van der Kleij (MvdK)</i></b></p> <p>MvdK opened the meeting and welcomed all the attendees. She confirmed the agenda for the afternoon. None of the attendees had any additional subjects to add to the agenda.</p>
2	<p><b><i>Information from Nuffic's Education Promotion Department (by MvdK)</i></b></p> <ul style="list-style-type: none"> <li>• The overview of employees of the Promotion Department was handed out and this was met with appreciation as there are many new faces.</li> <li>• The Study in Holland movie was shown and it was pointed out that the movie can be downloaded from the Nuffic website in different file sizes. It can also be viewed on the Study in Holland YouTube channel.</li> <li>• Furthermore it was indicated that Nesos will now formally be called Nuffic Nesos.</li> <li>• The Country Education Profiles (CEPs) of Mexico, Indonesia, Russia, China and</li> </ul>

	<p>Thailand are published and can be downloaded from the Nuffic site. It is expected that the CEPs for Brazil, Taiwan and India will be available in two months time. The CEPs for Vietnam and Korea are scheduled to be available in August. (<a href="http://www.nuffic.nl/marktinformatie">www.nuffic.nl/marktinformatie</a>).</p> <ul style="list-style-type: none"> <li>• Furthermore, MvdK pointed out to the institutions that there is still a possibility to attend the regional meetings North and Middle, as these will take place on 21 and 28 April 2009.</li> <li>• Danielle Vugts was introduced as the fairs assistant.</li> <li>• MvdK emphasized that the minutes of this Feedback group Meeting and the previous and future ones will be published on the Nuffic website (Nederlandse Organisaties / Netwerken / Klankbordgroepen:<a href="http://www.nuffic.nl/nederlandseorganisaties/netwerken/klankbordgroep">www.nuffic.nl/nederlandseorganisaties/netwerken/klankbordgroep</a>).</li> </ul>
3	<p><b>Report first fairs in 2009 (by MvdK)</b></p> <p>MvdK briefly reported on the results of the first fairs that took place in 2009. She indicated that the written reports will soon be available on the Nuffic website, through the section on market information (<a href="http://www.nuffic.nl/marktinformatie">www.nuffic.nl/marktinformatie</a>). Amongst the representatives of the institutions, there were no volunteers to add information on their experience at these fairs. MvdK emphasized the importance of participation of Nuffic, as it needs to be viewed in light of the introduction to the market and/or establishing relations, for example in Oman and Poland. The results in Poland may not have been very positive, but Nuffic can only get in contact with the organizer Perspektywy about these results if the fair has been attended by Nuffic and the Dutch institutions. Greece is another good example. Here it took several years before the suggestions that were made resulted in a fair that was more successful than before.</p>
4	<p><b>Fairs second half 2009 (by MvdK)</b></p> <ul style="list-style-type: none"> <li>• The programme for the second half of 2009, which was already published in December 2008, was shown.</li> <li>• MvdK noted that the dates for Korea are not final yet. Rien Bor (RB) questioned the choice of going to Korea, given that the fair in the autumn of 2008 had not given the results we hoped for. It was explained that Nuffic takes several things into account when deciding on participation in a fair. Korea is on the list of preferred countries of the Ministry and Nuffic. It is not possible to judge a fair on one participation and the Nuffic Neso office had only been operational for a few days before the fair took place in 2008: it is most likely that its activities will increase interest for Holland this year.</li> <li>• EHEF Bangkok registration is likely to open end of May.</li> <li>• For Vietnam and India it was indicated that at the moment of the meeting, it was not yet sure what the final plans will be. In Vietnam there is no local initiative that Nuffic Neso can join and the question is whether it is feasible to organize a Holland Education Fair again. In India, Nuffic is looking into the possibility of joining the World Grad School (WGS) tour. However, Zarrea Plaisier (ZP) and Bas Schreiner (BS) indicated that experience has shown that WGS is highly focused on Economics and Business (MBA). Linda de Haan (LdH) indicated that there has been some changes, and although MBA is still a strong focus point, she confirmed that UvA is content with WGS. MvdK is still in discussion with WGS and will ask them very specifically about their focus. It was also mentioned that there are other organizations who can organize fairs in India. MvdK confirmed that Nuffic has taken a look into this as well, but it would mean a major cost increase for participation.</li> <li>• BS asked whether Romania is an option? MvdK confirmed that Nuffic has looked into Romania as well, but that the final choice had been made for Poland.</li> </ul>

	<ul style="list-style-type: none"> <li>• Roland Brouwer (RBr) would like to know whether Bulgaria is an option? MvdK indicated that Bulgaria is a difficult market as most of the fairs are organized by agents. So far the non-agent fairs have not been successful. The audience agreed.</li> <li>• RBr asked for the overview of activities of each of the Nuffic Neso offices. This overview was promised during the previous Feedback group meeting. He also has not received any information from HEF Indonesia. MvdK will forward the HEF information to him and will check with the Neso team about the overview of activities.</li> <li>• There was also a request for a clear overview of all activities of the Promotion Department and a suggestion to include more of the media coverage in the reports of the fair.</li> </ul>
5	<p><b><i>Fair policy documents (by MvdK)</i></b></p> <p>The Promotion Department of Nuffic has written a fair policy document which brings more clarity on the process of selecting target countries for fairs. It enables people to plan ahead. The choices will be more long-term (2 – 3 years) and they are backed up by selection criteria which were also mentioned during the meeting. The selected countries cover both established as well as upcoming markets.</p> <p>The countries that have been selected for the fair programme:</p> <ul style="list-style-type: none"> <li>• Nuffic Neso countries: Brazil, China, India, Indonesia, Korea, Mexico, Russia, Taiwan, Thailand and Vietnam</li> <li>• Other countries: Argentina, Chile, Egypt, Germany, Greece, Malaysia, Poland, Oman and Turkey</li> </ul>
6	<p><b><i>Preview for programme first half of 2010 (by MvdK)</i></b></p> <p>Spring: Argentina, Brazil, Chile, China, Germany, Greece, Oman and Poland</p> <p>This is only a preview. All Dutch higher education institutions will also be need to indicate their preference through a survey that will be sent out this April.</p> <p>Joyce Fongers (JF) referred to Europosgrads in Colombia and asked whether this fair is not organized back-to-back with Mexico anymore? MvdK confirmed that it still is, but Colombia is not on Nuffic's participation schedule. Institutions who would like to participate in Colombia can join this fair. Institutions will be informed about this option at the same time as receiving the information for Mexico.</p> <p>Oman Scholarship: MvdK will forward more information about a new scholarship programme for Oman that Nuffic is carrying out, as soon as it is available.</p> <p>A discussion followed on how we can measure the success of students from certain regions. As such detailed information is not gathered the same way in all institutions, sometimes not even gathered at all, this is a very difficult and subjective discussion. It was agreed that institutions will have to check within their own organization.</p> <p>RB indicated that the dates for EHEF Taiwan and HEF Indonesia coincide and that this should be avoided. MvdK explained that whenever possible, efforts are made to get the fairs back-to-back instead of at the same weekend. She will get in contact with the respective Nuffic Neso offices to discuss again.</p>
7	<p><b><i>Design Holland pavilion (by MvdK)</i></b></p>

	<p>The attendees were requested to give their opinion on three space concepts for design of the Holland pavilion: open booths, semi open booths and closed booths.</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 5px;"> <span>Open booth</span> <span>Semi-open booth</span> <span>Closed booths</span> </div> <p>The majority of the attending institutions clearly was not in favour of an open booth. The overall idea is that the preference for closed or semi-closed options should depend on the local circumstances and therefore would differ from fair-to-fair. MvdK indicated that since not all institutions were here, she will also include this in the survey that will be sent out shortly.</p> <p>RB added that he would like to have closed booths with no barriers along the ceiling, as it often interferes with the folding back walls. MvdK confirmed that this can only be done if the booth construction system supports this option.</p>
8	<p><b>Holland pavilion: additional (by MvdK)</b></p> <p>As for suggestions to improve the pavilion, Anke Laffort (AL) suggested to have the new Study in Holland movie prominently on display in the pavilion. Zarrea Plaisier (ZP) suggested that at the busier fairs, it would be a nice idea to have a coffee corner in the pavilion (for Dutch exhibitors only), like in China. When MvdK noted that this would increase the costs of participation, some of the attendees were understanding, some could not approve of it, as it is not within their range of tasks. MvdK said she would keep this option in mind in the autumn applications.</p> <p>BS suggested to ask for more press details in advance of the fair and to include media coverage in the report.</p> <p>Pieke Hoekstra (PH) noted that a get-together event is highly appreciated, depending on the destination at least once during the event, but preferably before it.</p>
9	<p><b>Closure and thanks (by MvdK)</b></p> <p>As there were no additional questions/suggestions, MvdK thanked the participants for joining and their input and closed the meeting at 16:30 hrs.</p>