



WEEK OF INDONESIA-NETHERLANDS  
EDUCATION AND RESEARCH

## Terms of Reference

### WINNER 2021: Study in Indonesia Expo

26 – 28 October 2021

#### 1. Background

Indonesia and the Netherlands share a long history of collaboration in many areas of education and scientific research. To celebrate, expand and deepen this long collaboration, a committee comprised of the Dutch Research Council (NWO), the Embassy of the Kingdom of the Netherlands in Jakarta, the Indonesian National Research and Innovation Agency (BRIN), the Royal Netherlands Academy of Arts and Sciences (KNAW), the Indonesian Young Academy of Sciences (ALMI) and Nuffic Neso Indonesia, initiated the Week of Indonesia-Netherlands Education and Research (WINNER).

The first WINNER Conference took place virtually in November 2020 with the theme, “Achieving the Sustainable Development Goals – From Knowledge to Practice.” On this occasion, researchers, education enthusiasts, policymakers, businesses, NGOs, and societal stakeholders from Indonesia and the Netherlands shared results, ideas, and approaches to develop the knowledge needed to achieve the Sustainable Development Goals (SDGs) and make plans on how to turn this knowledge into practice.

The second edition of WINNER Conference will return in an online format on **26 – 28 October 2021** with the theme “**Innovation for the SDGs: Education and Research Collaboration towards the future.**” This year, WINNER will host various sessions on topics ranging from urban-rural dynamics, innovating food systems, water and energy management, the internationalisation of education, COVID-19 and public health to climate change and climate adaptation. There will also be ample opportunities for online networking and matchmaking.



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With a solid and shared interest between Indonesia and the Netherlands in innovation for education towards the future, both countries are committed through WINNER to contribute and enhance the internationalisation and competitiveness of higher education. To achieve this goal, the second WINNER Conference will hold a virtual higher education fair entitled “Study in Indonesia Expo” to engage prospective Dutch students and researchers to a potential partnership with Indonesian higher education institutions (HEIs).

## 2. Study in Indonesia Expo Description

Reflecting on the mutual interest between Indonesia and the Netherlands to support innovation for education towards the future, this year WINNER is unique because we invite Top Indonesian Higher Education Institutions (HEIs) to participate and exhibit their international study programmes for Dutch students interested in learning and studying in Indonesia. This expo is expected to bridge Indonesian HEIs and Dutch students to study in Indonesia and enhance Indonesian HEI potential to compete internationally.

Furthermore, the Study in Indonesia Expo will aim at Dutch students who are keen to have experiences in Indonesia and Indonesian students who are curious about studying in the Netherlands as part of their Merdeka Belajar Kampus Merdeka (MBKM) programme. The Indonesian HEIs participating shall have a connection with Dutch Higher Educational Institutions; hence they can promote their Dutch partners to the Indonesian audience in WINNER.

## 3. Objectives

The main objective of Study in Indonesia Expo is to provide a platform for Higher Education Institutions (HEIs) in Indonesia to actively promote and showcase international education and research opportunities across top HEIs in the country. This objective will be supported by a virtual booth platform which accommodates respective Indonesian HEIs as exhibitors to provide informative education opportunities across Indonesia. Exhibitors will be able to engage with potential Dutch students through a live presentation, or a sharing session with current international students at respective

HEIs and connect their booths with their own social media platforms such as Facebook and YouTube to further amplify its audience reach. In addition, exhibitors will have the opportunity to connect with Dutch HEIs for potential partnership.

#### 4. Time and Venue

Day, date : Tuesday - Thursday, 26 - 28 October 2021  
Time : 14:00 – 18:00 WIB (Western Indonesian Time/GMT+7)  
Platform : [Hopin platform](#)

#### 5. Target Audience

The main target audience for the Study in Indonesia Expo 2021 are Dutch students who are keen to learn more about Indonesia and are interested to do their study, internship and or gap year in Indonesia. To anticipate a large audience coming from Indonesia, the target group could possibly be extended to include Indonesian citizens that are looking for international education, research, and scholarship opportunities at the Dutch partner universities of the Indonesian HEIs.

#### 6. Language of Communication

This event will use English as its main language to accommodate the international audience.

#### 7. Event Format

In the WINNER online international conference, activities will be divided into four main sections:

- a. **Main Stage:** The main stage will primarily host the opening and closing event. It will also hold a series of events in a webinar/talk show format on “Innovation for the SDGs: Education and Research Collaboration towards the future” programmes, featuring high level speakers ranging from the Indonesian and Dutch Ministries, researchers, policymakers, NGOs, and businesses.
- b. **Sessions:** A series of sessions in a webinar/discussion format will be held, featuring topics around the theme “Innovation for the SDGs: Education and Research Collaboration towards the future.”

- c. **Expo:** This section will facilitate Indonesian HEIs as exhibitors to promote their international programmes, any available scholarships and possible research collaborations. The exhibition will include booths, presentations, sharing session and interactive games provided by participating exhibitors.
- d. **Networking:** The Networking feature is a platform for automated one-on-one meetings to facilitate connection discovery at an event. All participants in the WINNER Conference can use the networking area to matchmake with available counterparts.

## 8. Schedule

The Study in Indonesia Expo will be organised for three days from 26 – 28 October 2021 at 14.00 – 18.00 WIB. As an exhibitor, your institution is given the freedom to coordinate within your team at what time you would like to stand by in the booth. During the 2<sup>nd</sup> day of the Expo, exhibitors are expected to present in their virtual booth at 15.15 – 16.30 WIB.

## 9. Technicalities

Since the whole expo will be conducted digitally, all exhibitors are encouraged to participate in the technical meeting to understand and familiarise with the **Hopin** platform. The technical meeting will be conducted in the week of **11 – 17 October 2021** and will cover four main areas, which are:

- Introduction to Study in Indonesia Expo and the Hopin platform
- Steps on how to use Hopin as an Exhibitor:  
For exhibitor to run the booth smoothly for the three days event with Hopin, the issue of technicalities should be minimised.
- Rules and regulation on when to open and closing the booth:  
There are possibilities that a booth will need extra time to deliver their information to the visitors later in the late hour before closing, hence, to minimise the miscommunication later there will be rules and regulation regarding when to open and closing the booth for exhibitor.
- Tips and tricks on how to encourage visitors to participate in the booth:  
Aside from giving information, exhibitors are encouraged to prepare such

activities to engage with the visitors. Therefore, there is a list of activities that the committee could suggest to the exhibitors to prepare (e.g., Kahoot quiz, student/alumni sharing, International Office sharing).

## 10. Timeline

Timeline	
Send Invitation	3 <sup>rd</sup> – 4 <sup>th</sup> week of September 2021
Registration Deadline	22 September 2021
Committee to verify information submitted via registration form	22 – 29 September 2021
Committee to send e-mail confirmation of the selected participants	29 September 2021
Provide booth access to exhibitor	4 October 2021
Technical meeting	11 – 17 October 2021
Dry run test	18 – 24 October 2021
Final booth check	20 – 25 October 2021
WINNER Study in Indonesia Expo	26 – 28 October 2021
Evaluation	After event

## 11. Invitation and Registration

The WINNER Committee is inviting Indonesian HEIs to partake in the Study in Indonesia Expo. The exhibitor participation is free of charge and open to all Indonesian HEIs that support internationalisation of higher education by offering international English-taught study programmes or possible research opportunities for international students, focusing on Dutch students. It is also intended for Indonesian HEIs that have (prior) partnerships with Dutch HEIs and an established International (Relations) Office.

This year, WINNER 2021 is expected to reach 3,000 participants or visitors from Indonesia and the Netherlands.

Registration of exhibitors can be done by filling in [bit.ly/WINNERExpo2021](https://bit.ly/WINNERExpo2021) at the latest by **Wednesday, 22 September 2021 at 23.59 (WIB)**.

## 12. Contact

Should you have any inquiries, please visit our website or contact us through:

Website : [www.winner.or.id](http://www.winner.or.id)

E-mail address : [ID-NL.expo@outlook.com](mailto:ID-NL.expo@outlook.com)

## 13. Exhibitor's Journey

