



WEEK OF INDONESIA-NETHERLANDS
EDUCATION AND RESEARCH

Terms of Reference

WINNER 2022: Study in Indonesia Expo

18 – 20 October 2022

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.” The second edition of the conference took place both hybrid and online in October 2021 with the theme “Innovation for the SDGs: Education and Research Collaboration towards the future.” Learn more about the previous two editions in the WINNER’s website: www.winner.or.id.

This year, the WINNER Conference will hold its third edition on 18 – 20 October 2022 and will return in a combination of hybrid and online format under the theme “**Learning and Research Collaboration for Sustainable Green, Blue and Digital Economies and Societies.**” This year’s theme encompasses a multitude of collaborations and questions, in fundamental and applied sciences, in natural, social, technical and health sciences and humanities, and between academics, businesses, NGOs and public organisations. It continues to emphasise the need for interdisciplinary approaches and multi-stakeholder engagement needed to address global challenges and achieve the SDGs. WINNER will host various sessions and there will 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 continue achieving this goal, WINNER has the pleasure to return with its virtual higher education fair entitled “Study in Indonesia Expo” to engage prospective Dutch students, graduates, 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, WINNER invites 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 the WINNER website and a virtual booth platform which accommodates respective Indonesian HEIs as exhibitors to:

- provide informative international education opportunities across Indonesia;
- engage with potential Dutch students through a (pre-recorded) video presentation, or a video of current international students at respective HEIs;

- possibility to connect their booths with their own social media platforms such as Facebook and YouTube to further amplify its audience reach;
- opportunity to broaden their network and connect with Dutch HEIs for potential partnership;
- possibility to have a talk show on topics related to the WINNER's theme. If you are interested in this session, please address your inquiry to ID-NL.expo@outlook.com.

4. Day, Date and Platform

Day, date : Tuesday - Thursday, 18 - 20 October 2022

Platform : [Hopin platform](#)

5. Target Audience

The main target audience for the Study in Indonesia Expo 2022 are Dutch students or graduates who are keen to learn more about Indonesia and are interested to do their study, internship, or gap year in Indonesia. However, participants of this conference will also include researchers, education enthusiasts, policymakers, businesses, NGOs, and societal stakeholders, including representatives from Dutch HEIs or knowledge institutions from the Netherlands. 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

Online activities in the WINNER Conference 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 "Learning and Research Collaboration for Sustainable Green, Blue and Digital Economies and

Societies”, 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 this year’s theme.
- 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, (pre-recorded) presentations 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 available for three days from 18 – 20 October 2022 which means all virtual booth will be online to visitors in this period. As an exhibitor, you are **not expected** to stand by at the virtual booth during the whole duration of the fair. At your booth, apart from showcasing information such as available international programmes, you have the possibility to upload your presentation material or a video presentation. The visitors may contact you through the contact details provided by your institutions.

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 **3 – 7 October 2022** 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 providing information with text descriptions, (infographics) images and brochures, we suggest exhibitors to prepare a pre-recorded video or presentation which will be available on-demand on the website and virtual booth.

10. Timeline

Timeline	
Send out invitation to Indonesian HEIs	August 2022
Registration Deadline	4 September 2022*
Committee to verify information submitted via registration form and to input them on the WINNER website and prepare Hopin booth for exhibitors	5 – 9 September 2022
Committee to send an e-mail confirmation	5 – 9 September 2022
Start of promotion	12 September – 18 October 2022
Provide Hopin booth access to exhibitor	19 – 25 September 2022
Technical meeting	3 – 7 October 2022
Dry run test of the platform	10 – 16 October 2022
Final booth check	12 – 17 October 2022
WINNER Study in Indonesia Expo	18 – 20 October 2022
Evaluation	After event

*) Due to limited number of virtual booths (max. 20), participation of HEIs will be based on **first come first serve policy**. It is possible to close the registration early than the initial registration deadline once it has reached the maximum number. The sooner we receive your materials (brochures, video, description, etc), the higher visibility you will receive.

Note: All updates will be communicated from e-mail address: ID-NL.expo@outlook.com to your registered e-mail address via registration form. Therefore, please check your inbox or spam folder periodically.

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 2022 is expected to reach 3,000 participants or visitors from Indonesia and the Netherlands.

Interested Indonesian HEIs can register by filling in the online form via bit.ly/WINNER-SII2022 at the latest by **Sunday, 4 September 2022 at 23.59 (WIB)**.

12. Contact

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

Website : www.winner.or.id

E-mail address : ID-NL.expo@outlook.com

13. Exhibitor's Journey

EXHIBITOR'S JOURNEY FOR WINNER 2022

