

WINNER

WEEK OF INDONESIA-NETHERLANDS
EDUCATION AND RESEARCH

Terms of Reference

WINNER 2023: Study in Indonesia Expo

10 – 12 October 2023

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 Southeast, 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.” The third WINNER Conference was also held in the same format in October 2022 under the theme “Learning and Research Collaboration for Sustainable Green, Blue and Digital Economies.” Learn more about the previous three editions on WINNER’s website: www.winner.or.id.

This year, the WINNER Conference will hold its fourth edition on 10 – 12 October 2023 and will return in a combination of hybrid and online formats under the theme **“Enhancing Knowledge Connectivity of Research and Education between Indonesia and the Netherlands for Regional Impact.”** This year’s theme encompasses a multitude of collaborations and questions, in fundamental and applied sciences, in natural, social, technical

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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. This year's theme will first begin by highlighting the rich history of collaboration in research and education between Indonesia and the Netherlands and how this bilateral cooperation can lead to a regional impact. The conference will expand its capacity to find opportunities for upscaling of collaboration and knowledge exchange to enhance intra-regional connectivity in both countries, as well as beyond borders level. The focus is WINNER will host various sessions and there will also be ample opportunities for online networking and matchmaking.

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 in 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.

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3. Objectives

The main objective of the 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 their 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. Time and Venue

Day, date : Tuesday – Thursday, 10 – 12 October 2023

Platform : [Hopin platform](#)

5. Target Audience

The main target audience for the Study in Indonesia Expo 2023 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 of 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.

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6. Language of Communication

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

7. Event Format

Online activities at the WINNER Conference will be divided into four main sections:

- a. **Main Stage:** The main stage will primarily host the opening and closing events. It will also hold a series of events in a webinar/talk show on “Enhancing Knowledge Connectivity of Research and Education between Indonesia and the Netherlands for Regional Impact”, featuring high-level speakers ranging from the Indonesian and Dutch Ministries, researchers, policymakers, NGOs, and business.
- 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 Indonesia 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 10 – 12 October 2023, hence all virtual booths will be available online to visitors during 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 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 themselves with the **Hopin** platform. The technical meeting will be conducted on 25 September 2023 and will cover four main areas, which are:

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- Introduction to Study in Indonesia Expo and the Hopin platform
- Steps on how to use Hopin as an Exhibitor: For the Exhibitor to run the booth smoothly for three days event with Hopin; technicalities issues should be minimised.
- Rules and regulations on when to open and close 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 miscommunication there will be rules and regulations regarding when to open and close the booth for exhibitors.
- 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 prepare a pre-recorded video or presentation which will be available on-demand on the website and virtual booth.

10. Timeline

Timeline	
Send out an invitation to Indonesian HEIs	July 2023
Registration Deadline	23 August 2023
Committee to verify information submitted via the registration form and to input them on the WINNER website and prepare Hopin booth for exhibitors	22 – 25 August 2023
Committee to send e-mail confirmation	28 – 31 August 2023
Start of Promotion	4 September – 12 October 2023
Provide Hopin booth access to exhibitors	5 September – 22 September 2023
Technical meeting	25 – 29 September 2023
Dry run test of the platform	2 – 6 October 2023
Final booth check	4 – 9 October 2023
WINNER Study in Indonesia Expo	10 – 12 October 2023
Evaluation	After event

*) Due to a limited number of virtual booths (max. 20), participation of HEIs will be based on a **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.

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Note: All updates will be communicated from an official e-mail address: ID-NL.expo@outlook.com to your registered e-mail address visa 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 the 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 2023 is expected to reach 3000 participants of visitors from Indonesia and the Netherlands.

Interested Indonesia HEIs can register through the [WINNER Website](#) and by filling in the online form via bit.ly/WINNER2023-SII at the latest by **Wednesday, 23 August 2023 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

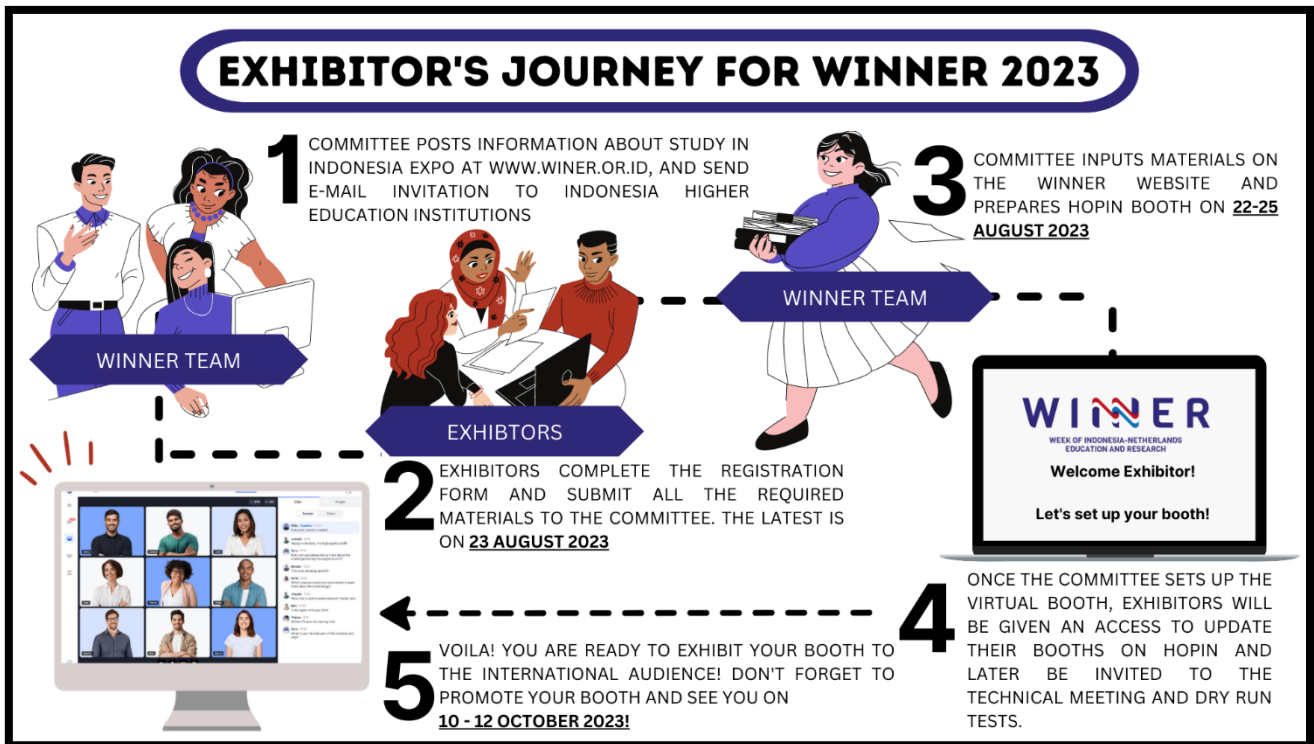
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13. Exhibitor's Journey



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