

SAVE THE DATE

EUROPEAN HIGHER EDUCATION WEEK 2026 IN VIETNAM

Study in Europe Fairs

10 October (09:00 - 13:00)

Hanoi

11 October (09:00 - 13:00)

Ho Chi Minh City

The **European Higher Education Week** (EHEW) is organised by the EU Delegation to Vietnam and EU Member States in the **#TeamEurope** approach. This flagship initiative connects European universities and colleges with Vietnamese students, parents and professionals interested in studying in Europe.

Participation is open to HEIs and Embassies from all 27 EU Member States.

WHY JOIN?

A Rapidly Growing Market

- Vietnam leads Southeast Asia in outbound mobility, with over 250,000 students abroad.
- Southeast Asia is the world's third-largest source of international students, after China and India.
- Europe already hosts over 40,000 Vietnamese students, and interest is growing.

Showcase Your Institution at the "Study in Europe" Fairs, the largest European one in Vietnam:

- Reach 3,000+ attendees across two days in Vietnam's major cities.
- Engage directly with students, parents, and professionals interested in studying in Europe.
- Present your academic programmes, scholarships, and institutional strengths.


WHAT WE OFFER

- **Free participation and shared booth** for EU Member States and universities at the EU's Study in Europe Fairs
- **Essential amenities provided** (i.e. table, chairs, power supply)
- **High visibility and media outreach** across Vietnam's education sector
- **Networking opportunities** with prospective students at the EU's Study in Europe Fairs

EHEW 2026 is hosted back-to-back with the International Conference on Educational Cooperation and Education & EdTech Exhibition by the Vietnamese Ministry of Education and Training (MOET), creating strong synergies across the events. Participating universities and colleges will have the opportunity to join the **#TeamEurope** Pavilion at MOET's initiative, engage with key stakeholders, and explore partnerships with school principals, university and college leaders, policymakers, and education technology companies from Vietnam.

MOET's Conference and Exhibition: 8-9 October (09:00 - 17:00) in Hanoi

([website](#), [registration](#) preferably by 30 June 2026)

 Connect with Leaders from Universities, Colleges and Schools as well as Foreign Counterparts in MOET's Events:

- Exchange best practices and explore joint programmes with mobility opportunities.
- Build or expand partnerships with other institutions actively participating in international cooperation programmes such as Erasmus+ and Horizon Europe.

JOIN US IN #TEAMEUROPE TO CONNECT WITH
VIETNAMESE EDUCATIONAL INSTITUTIONS AND STUDENTS

Register by 15 July 2026 via the respective EU Member State Embassy
in Vietnam

Connect with us: [Facebook](#) | [Website](#)

[Highlight video on EHEW 2025 in Vietnam](#)


Reputable media coverage:

- [Vietnam News](#) (the national English language daily)
- [VNExpress](#) (the most-read news site in Vietnam)
- [Vietnam's National Television](#) (National leading media outlet)
- [Vietnam's National Radio Broadcaster VOV](#)

About Vietnam:

Vietnam is one of **Asia's most promising education markets**, with **very strong momentum** and **significant untapped potential**. The middle class has grown to **26 million people** (doubled since 2023), which is fuelling a rising demand for quality international education for a young population (**39 million people aged below 24**)¹. Vietnamese families are estimated to spend around **USD 4 billion annually** on overseas education, demonstrating both capacity and willingness to invest in global learning opportunities². Among **250,000 Vietnamese students** abroad, only about **4,000** are on state-budget scholarships, highlighting the remarkable size of the self-funded market³. As demand continues to diversify across disciplines and study levels, Europe is increasingly well-positioned as a preferred destination for Vietnamese students.

Vietnam is very active in international cooperation programmes, especially with the EU. Within **Erasmus+**, the EU's flagship education, training, youth, and sports programme, Vietnam has made notable achievements. During 2014-2025, over **4,000 Vietnamese students and staff** moved to Erasmus+33 countries for short-term exchanges. Meanwhile, **100 capacity-building projects** involving Vietnamese universities received Erasmus+ funding. Moreover, **Horizon Europe**, the world's largest research and innovation program, also witnesses Vietnam's active participation in **23 projects** and the funding of above **EUR 1.5 million** during 2021 - 2025. In the predecessor Horizon 2020, Vietnam received **EUR 2.9 million** and got involved in **35 projects** during 2014 - 2020.

 **Please note:** Participants are responsible for their traveling-related expenses (flights, visa, accommodation, per diem,...) throughout the EHEW. You are welcome to bring your promotional materials (standees, brochures, leaflets, etc.)

¹ [ICF](#)

² [VNExpress](#)

³ [Government News](#)