




GLOBAL EDUFAIR

YOUNG VISION, GLOBAL MISSION

UNIVERSITY EXHIBITION | NETWORKING CORNER | SCHOLARSHIP OPPORTUNITY
EDUCATION CONSULTATION | PANEL DISCUSSION | UNIVERSITY SPOTLIGHT



As a core segment, the Education Fair serves as an interactive platform that brings together a diverse selection of both domestic and international universities. This segment is thoughtfully designed to provide students with direct access to information, insights, and guidance regarding higher education opportunities across the globe.

Yogyakarta: the Education Capital of Indonesia



Hosting over
350,000
University Students



152,000
High School & Vocational
School students in the Province

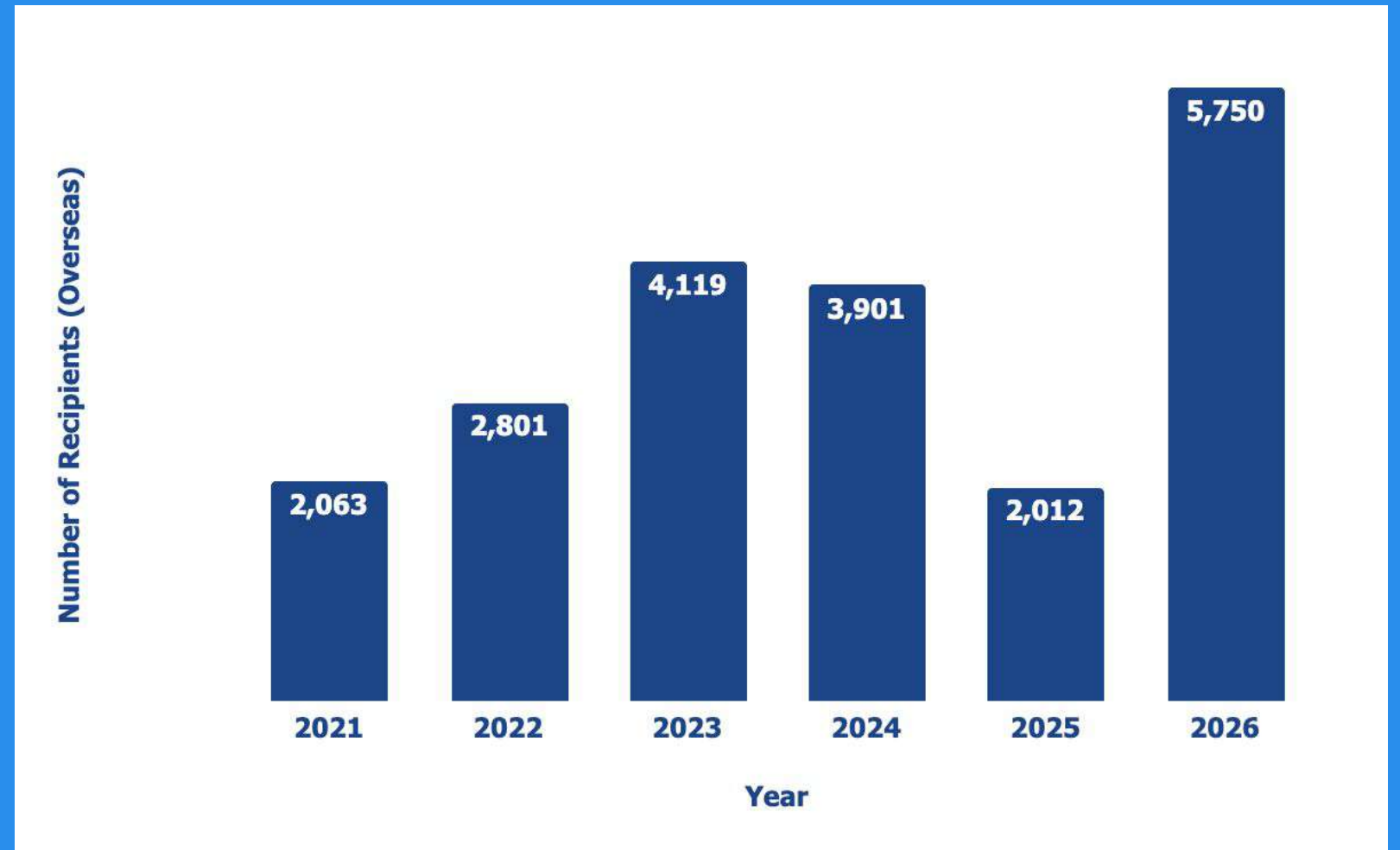


Across
115 Higher
Education
Institution

Steady trend:

Significant rise in students pursuing overseas studies per year

- Overseas LPDP recipients peaked at 4,119 in 2023
- Sharp drop in 2025 occurred due to statewide budget efficiency, but the number of applicants remained considerably stable.
- Figures rose sharply in 2026 due to shift of focus on high-impact programs, mainly in STEM.





Gelanggang Inovasi dan Kreativitas

(Center for Innovation and Creativity)

GIK is a ‘super-creative hub’ at Universitas Gadjah Mada for **academics, businesses, governments, and grassroot communities** that encourages, develops, and nurtures interdisciplinary and multi-sector initiatives across scientific, technological, artistic, and humanities fields. With a **90,000 m2 building on 5 hectares of land**, GIK is the largest university-based facility of its kind in Southeast Asia. Its sprawling complex, occupying the entire length of Jalan Pancasila, comprises the following:

- UGM Shop & Libraries
- 22 Shop & Retail Units
- 10 Cafes & Restaurants
- Art Galleries
- 22 Modern Classrooms
- Lounge & Exhibition Areas
- Grand Auditorium
- Grand Amphitheater
- 23 Office Lot
- Joglo/Gelanggang
- 2.2 Ha Botanical Rooftop Garden



Source: GIK Assets

GLOBAL EDUFAIR

Launched in 2025, GEF marked UGM's first ever international education festival and went on to become **the largest exhibition of its kind in the history of Yogyakarta**. Conducted concurrently with the **European Higher Education Fair (EHEF)**, the 2025 GEF brought together more than 90 institutions from the EU and beyond, and welcomed more than 6,000 visitors to the GIK complex.

In 2026, EHEF will once again be held as part of GEF and we are committed to building a more impactful festival for students and scholarship seekers throughout Yogyakarta.

About GEF



DAY, DATE

Wednesday, 4 November 2026

TIME

08.00–18.00 WIB

LOCATION

Gelanggang Inovasi dan Kreativitas (GIK),
Universitas Gadjah Mada (UGM)

Since 2025, we are committed to offering at GEF a comprehensive exposure to international education to students and scholarship seekers across high schools and universities in Yogyakarta and its surrounding areas. In order to do so, GEF will comprise the following core activities:



Exhibition



Panel Discussion



Global Education
Spotlight



Networking

Target exhibitors



Source: GIK Asset

Universities and Higher Education Institutions

- University Campuses
- Polytechnic Institutes
- Higher Education Institutions

Content Goals

Exhibition/Showcase/Information/Consultation
Degree Programs, International Mobility
Schemes, Summer Schools, and Scholarships
At Gef 2026, Alongside Our Eu Institutions At Ehef.



Source: GIK Asset

Education Services

- Education Support Services
(Test Preparation Centers & Education Consultants & Liaisons)
- Supplementary Education
(Tutoring & Learning Centers)
- Ancillary Education Services (Student exchange programs, Educational counseling, Testing and evaluation services)

Content Goals

Exhibition/Showcase/Information/Consultation
Program Showcase and preparing students to
embark on a higher education journey abroad.



Source: GIK Asset

Scholarship Providers

- Scholarship Providers
- Bursaries Provider

Content Goals

Exhibition/Showcase/Information/Consultation
Scholarship requirements, preparing
documents strategically, and how to ace
prestigious bursary awards from across
esteemed providers.

Target visitors

2025 visitors (6,000+): 70% university students, 20.3% high school students, 2.6% general



Source: GIK Asset

By invitation: Indonesian higher education ecosystem

- Representatives from Indonesia-based universities
- Representative of Higher Education Institution from National to International Offices

Networking

Potential Collaborative Partners from EU Institutions And Around The World.



Source: GIK Asset

Student organisations and communities at Yogyakarta

- Students from 20 Faculties at UGM
- Students from 100+ Universities in Yogyakarta
- High school Students in Yogyakarta and nearby region

Expand Their Intellectual Horizon

Collect Information

Improving Chances of Continuing Their Studies Abroad.



Source: GIK asset

General public

- Residents of Yogyakarta and the Greater Yogyakarta area

Indicating Extremely High Levels Interest And Potential Visitorship

Expected reach & engagement

6,000+

Total visitors



60+

International exhibitors



135+

Education institutions in Yogyakarta



4,000

University students in Yogyakarta



75+

Student organisations in Yogyakarta



Strategic Value Propositions: Why GEF 2026?

- **Why You Have to Participate (The Strategic Value)**

Tap into the "Mini-Indonesia" Pipeline: Yogyakarta is not just a local market; it is Indonesia's ultimate demographic melting pot. Recruiting here gives your institution direct access to top-tier students hailing from all 38 provinces who migrate to Jogja for its academic reputation.

Direct Access to High-Impact Funding Targets: Position your campus at the absolute epicenter of Indonesia's shifting study-abroad focus, capturing high-caliber applicants aligned with national priority sectors like STEM and sustainable innovation.

High-Volume Mobility Pipeline: Universitas Gadjah Mada (UGM) currently offers 31 International Undergraduate Program (IUP) study programs that open student mobility programs. Engaging at GEF allows you to directly target this concentrated, pre-qualified talent pool of students actively seeking international exchange, joint degrees, and overseas pathways.

- **What You Can Get (The Deliverables & Outcomes)**

Instant Institutional Footprint: Beyond traditional student recruitment, secure immediate face-to-face contact with international office representatives from over 60 higher education institutions under one roof.

Southeast Asian Ecosystem Integration: Establish your brand within Southeast Asia's largest university-led innovation hub, opening doors for future institutional MoUs, joint research projects, and faculty exchanges.

- **What We Can Help With (GIK's Unique Support)**

B2B Matchmaking & Facilitation: We don't just hand you a booth; we actively coordinate targeted introductions with UGM faculty deans, department heads, and regional university leaders based on your specific academic strengths.

Extended Digital Footprint: Leverage GIK's extensive digital ecosystem and student community networks for post-event marketing, keeping your institution top-of-mind long after the festival ends.

Global EduFair Activities





The heart of GEF is exhibition: the promotion by higher education institutions around the world of their flagship programs from a tailor-made booth. These may include degree programs on the bachelor/undergraduate level and postgraduate Master's and Doctorate levels. In addition, universities can introduce visitors to their array of non-degree schemes, whether short-term activities like summer schools or longer activities like international exchange semesters. Campuses that offer bursaries or scholarships for international students are encouraged to include these sought-after funding options in their booth.

VIRTUAL EXHIBITORS

*New for 2026 — Exhibit from anywhere in the world!



Participating in GEF no longer requires your team to travel thousands of kilometres. The Virtual Exhibitor package is designed for institutions that want full, meaningful presence at the fair, without the cost and complexity of international travel.

- No airfare, hotel, or visa costs for your team
- No shipping fees for physical materials — we print and prepare everything on-site
- No time lost to travel — your team stays productive and joins via a scheduled video call
- Ideal for institutions in Europe, East Asia, and beyond

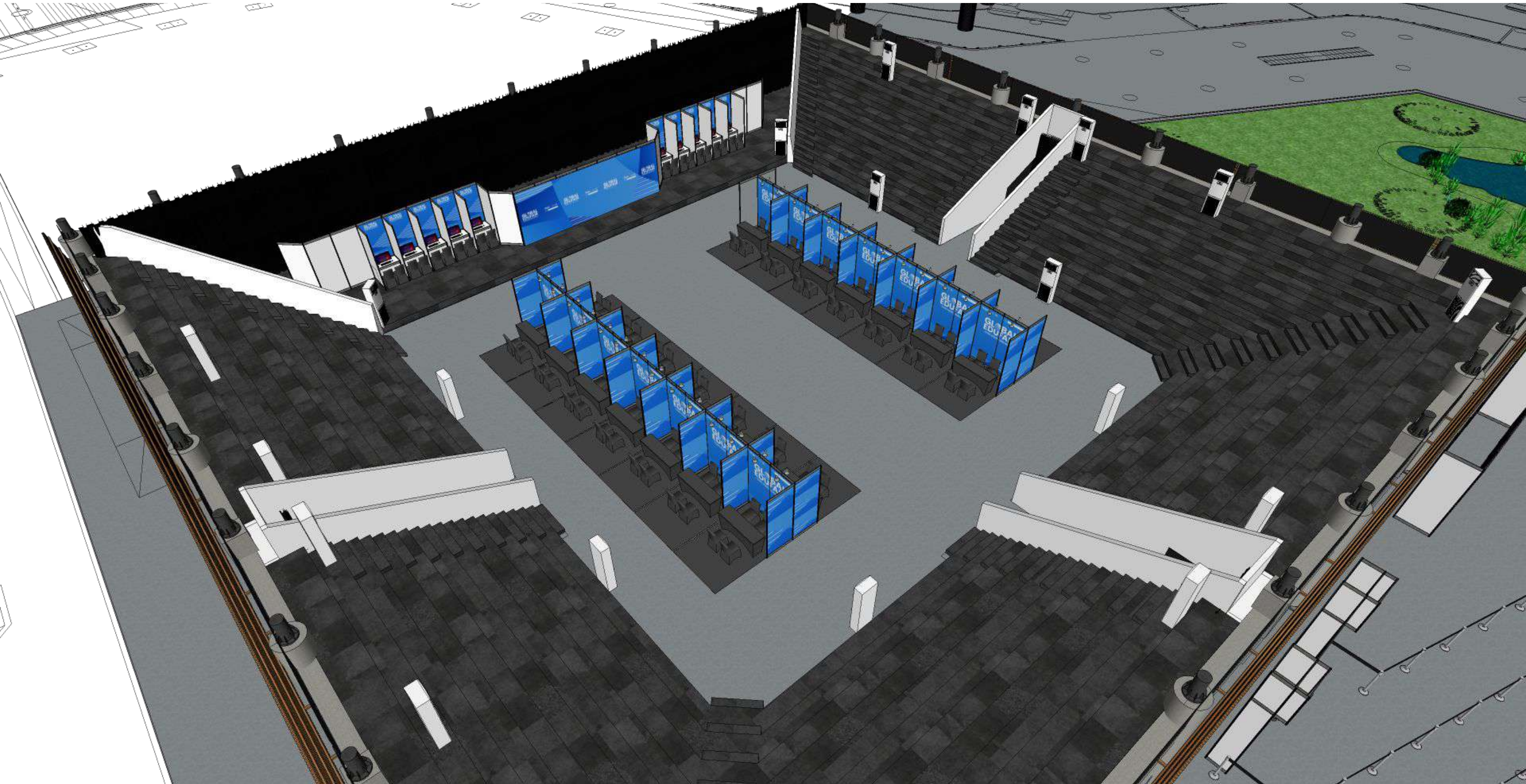
How It Works?

- Register as a Virtual Exhibitor — Submit your materials, video intro, and availability for live call slots.
- We set up your kiosk at GEF — A dedicated station at the exhibition floor represents your institution throughout the day.
- Connect live with interested visitors — Your admissions team joins via online video call
- Receive post-event reporting — Visitor logs, scanned contacts, and engagement data delivered after GEF.

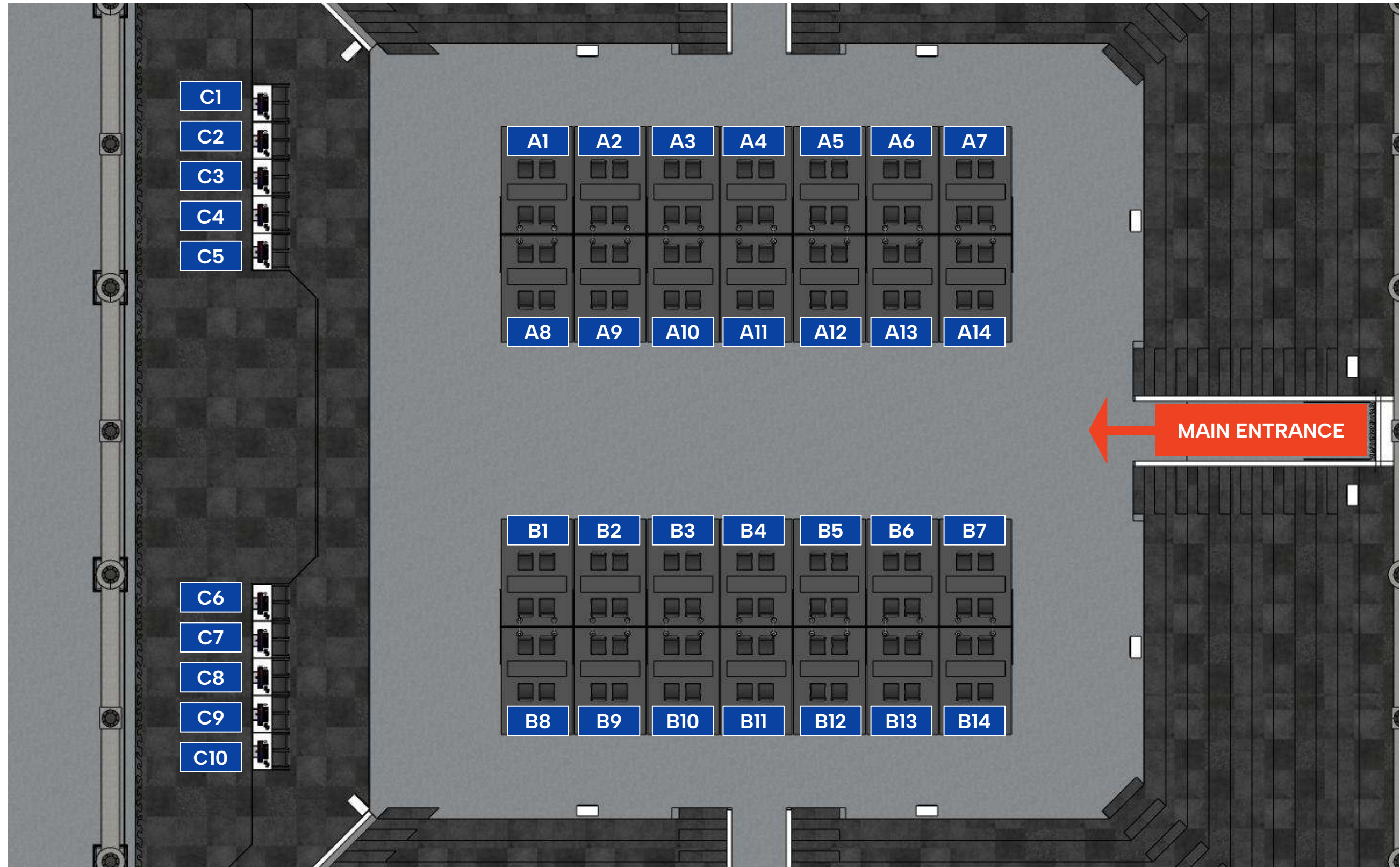
What GEF Provides On-Site, At No Extra Effort from You

- Dedicated computer with your branded display
- Headphones and microphone for private visitor conversations
- Printed catalog, brochures, and flyers
- A dedicated liaison officer to assist visitors at your kiosk
- Stable, tested video connection (Zoom/Google Meet/Teams)
- QR code linking directly to your university microsite or application portal

Exhibition area: GIK Joglo



Exhibition area: GIK Joglo



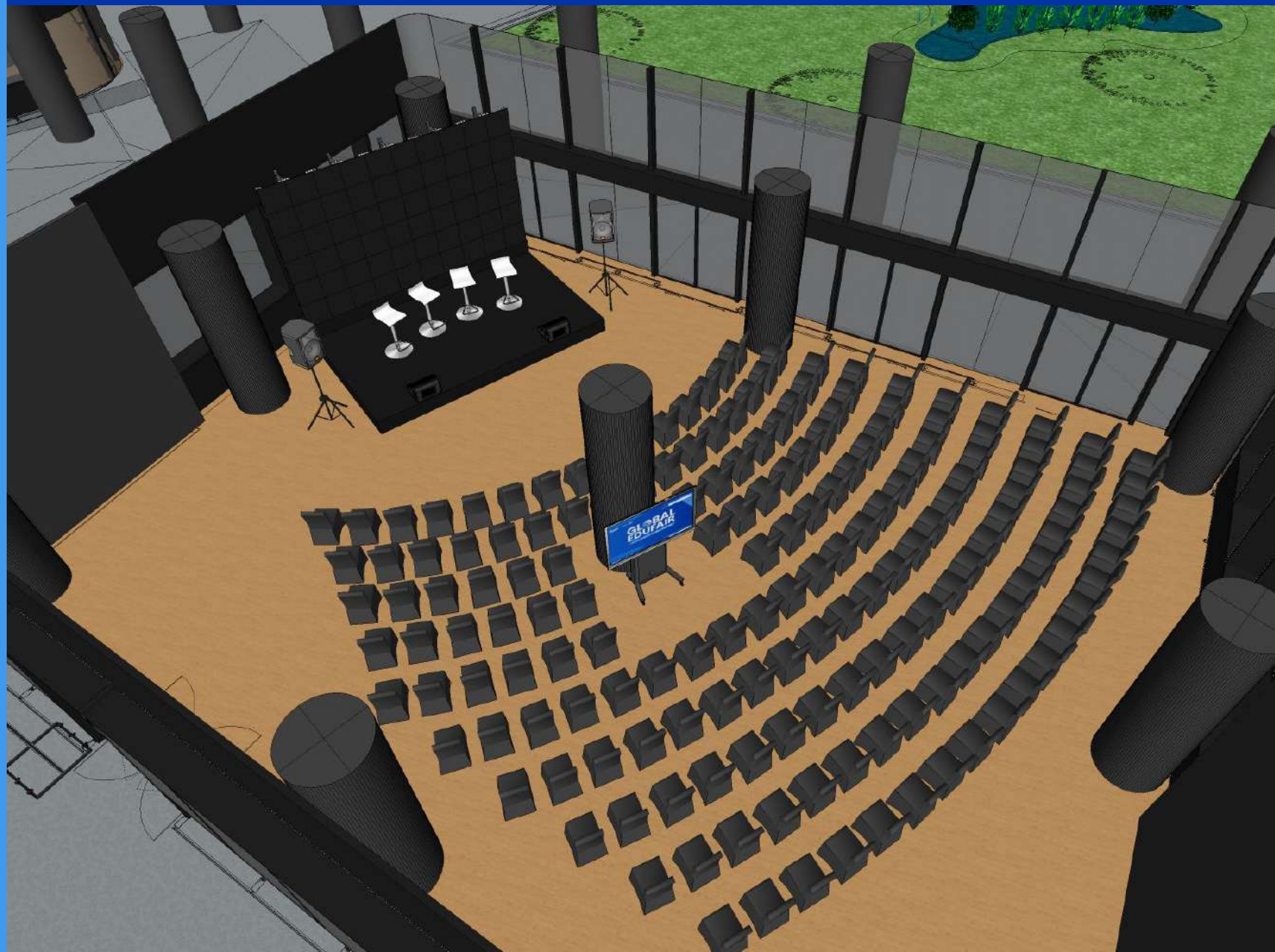


The Panel Discussion sessions invite universities from all over the world to engage in dialogue about significant issues they face in the higher education sector. You can register for the Panel Discussion package by submitting a proposed topic for discussion. The proposed topics will be pooled and then grouped in accordance with the underlying themes. In each panel, speakers from three to four universities will speak for 15–20 minutes, followed by a Q&A session from an audience of enthusiastic students, graduates, and higher education opportunity-seekers.



At GEF, you will be able to promote your university, scholarship programs, or other educational services in an **exclusive classroom session to a dedicated audience**. The exhibition areas will be crowded, which may prevent focused and pointed discussion from taking place; through the Global Education Spotlight, you may book **a one and a half hour session in one of GIK's classrooms for an exclusive talk to visitors who may be specifically interested in your institution.**

Mandiri Smart Class



Features

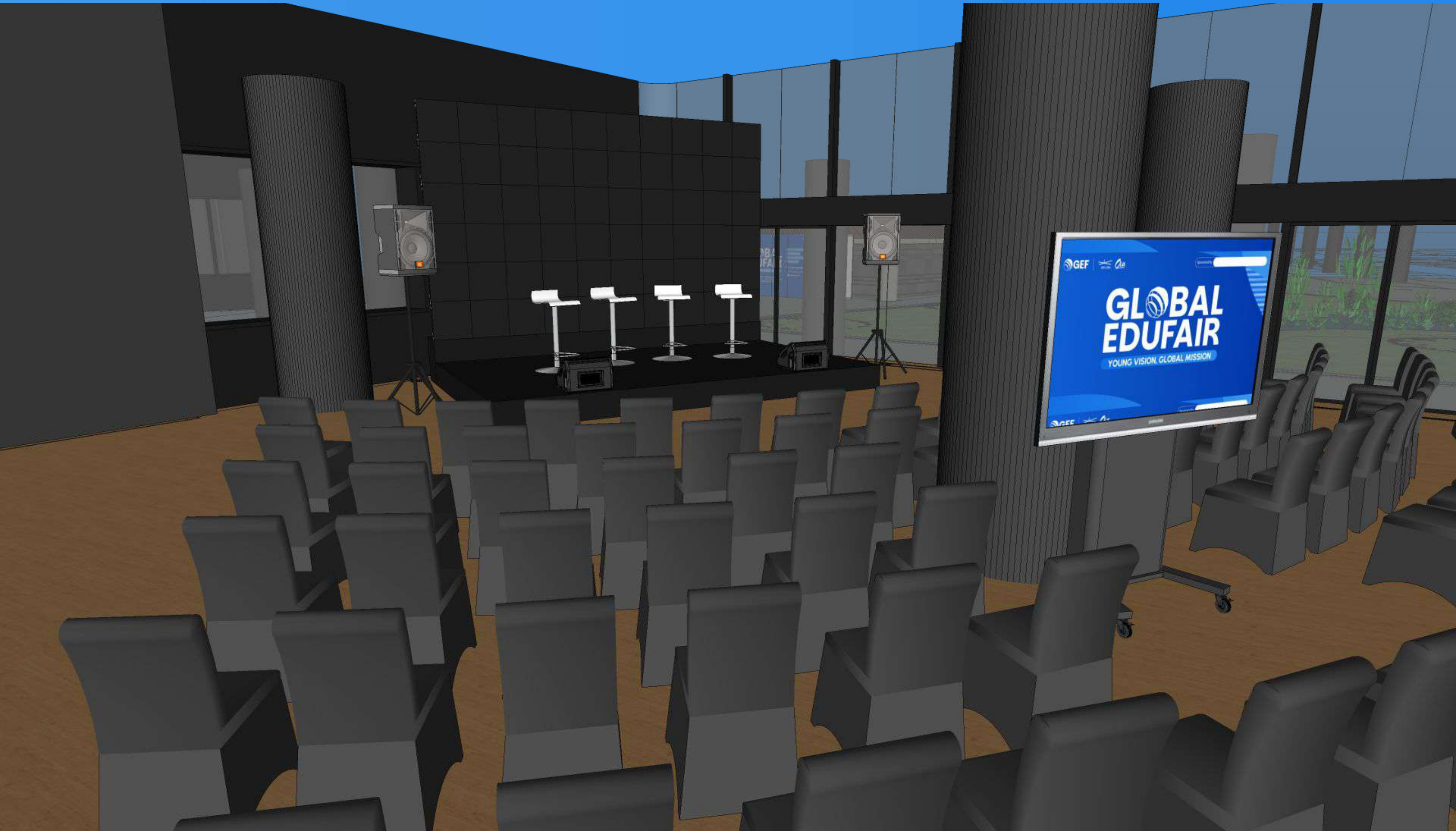
Capacity for 170 participants

Full sound system with wireless microphones

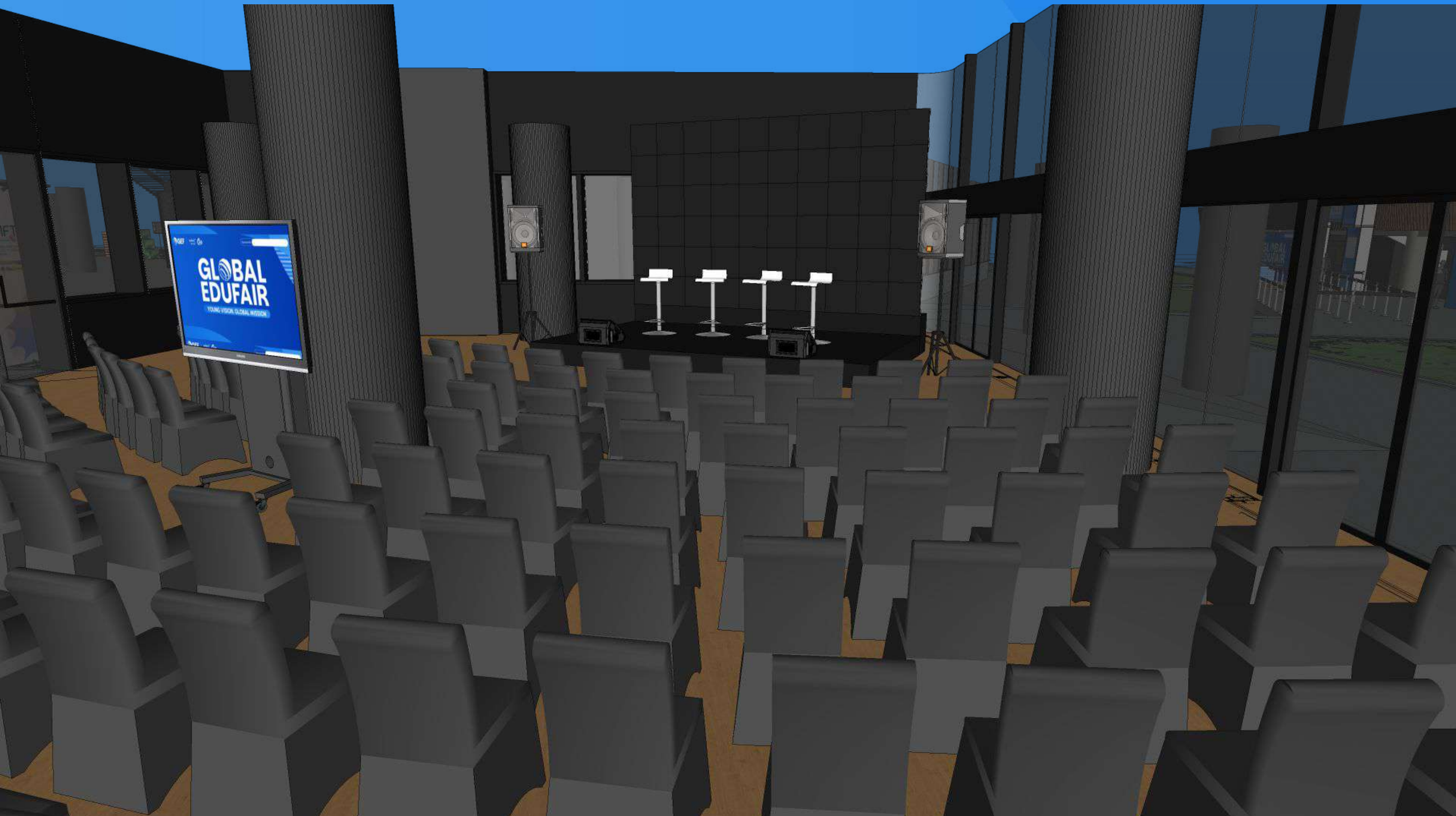
Technical crew support

Exclusive lounge for VIP

Panel Discussion & Global Spotlight area



Panel Discussion & Global Spotlight area



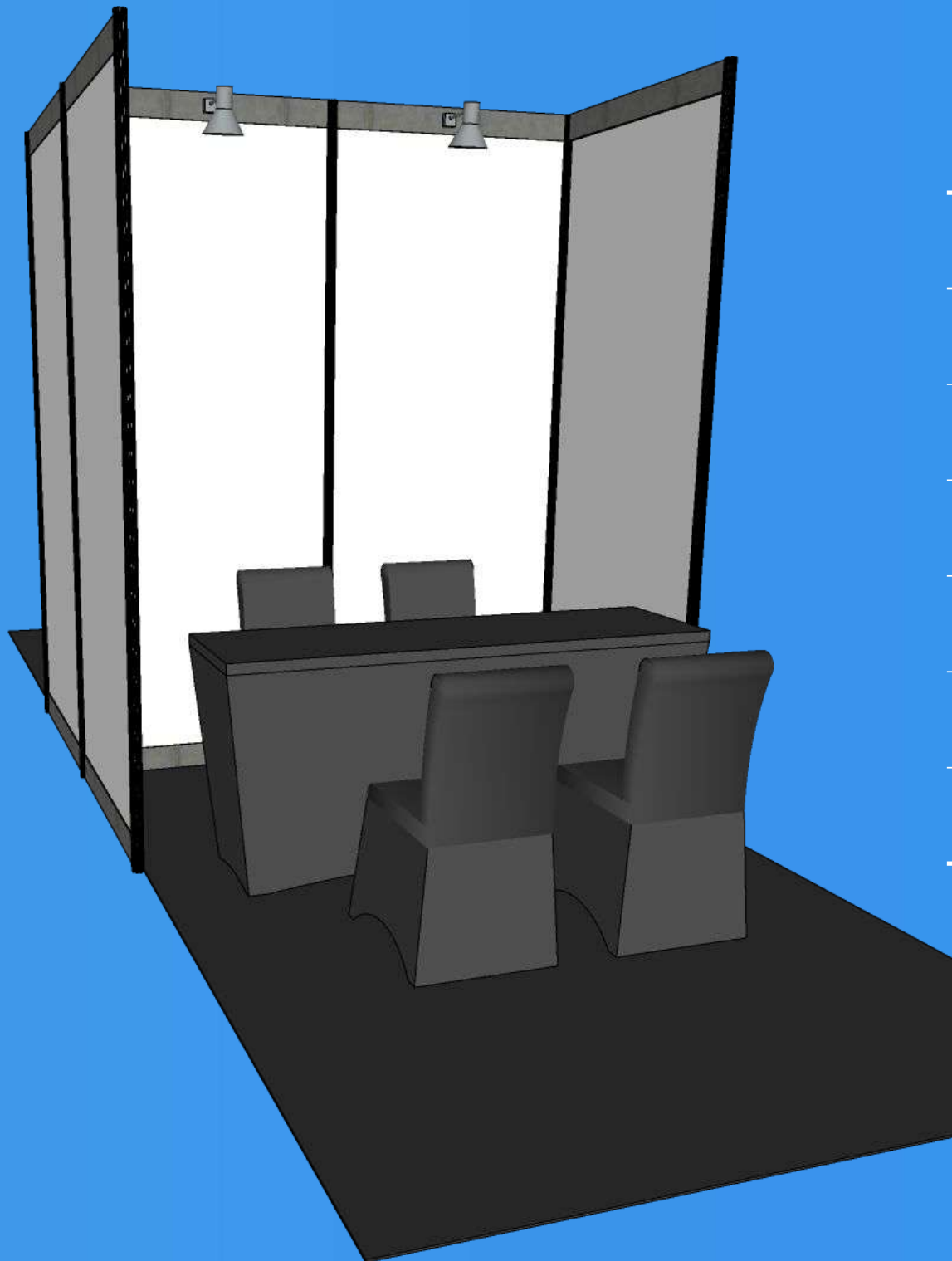


Also at the heart of GEF is the networking opportunity you will get. In addition to our EU partner institutions who will be exhibiting their programs at the **European Higher Education Fair**, you will be able to expand your collaboration endeavours with universities from around the world. The GEF networking lounge, available to all exhibitors, will enable our exhibitors to gain invaluable horizon-expanding opportunity alongside the students and visitors to this education festival.



Networking Lounge: This dedicated space is your gateway to forging new partnerships, exploring collaborative ventures, and identifying future opportunities. Whether you are looking to connect with representatives from international universities, local educational bodies, industry thought leaders, or promising future talents, the Networking Lounge offers an unparalleled setting. Leverage this exclusive area to expand your professional network, discuss emerging trends, and lay the groundwork for collaborations that will shape the future of education and innovation.

Exhibition booth specifications



Pop-Up Booth

\$1300

Dimension	2 x 3 (m2)
Lamp	2 Units
Carpet	2 x 3 (m2)
Table	1 Unit
Seats	4 Pcs
ID Card	2 Pcs
Booth Skin	1 Pack

Complimentary access to GEF Networking Lounge, featuring:

- Dedicated liaison officer for personalized assistance
- Exclusive networking opportunities with all participating exhibitors
- Lunch buffet of Indonesian cuisine
- Coffee break
- Exhibitor kit (Notebook, Tumblr, Fan, Totebag)

Exhibition booth specifications

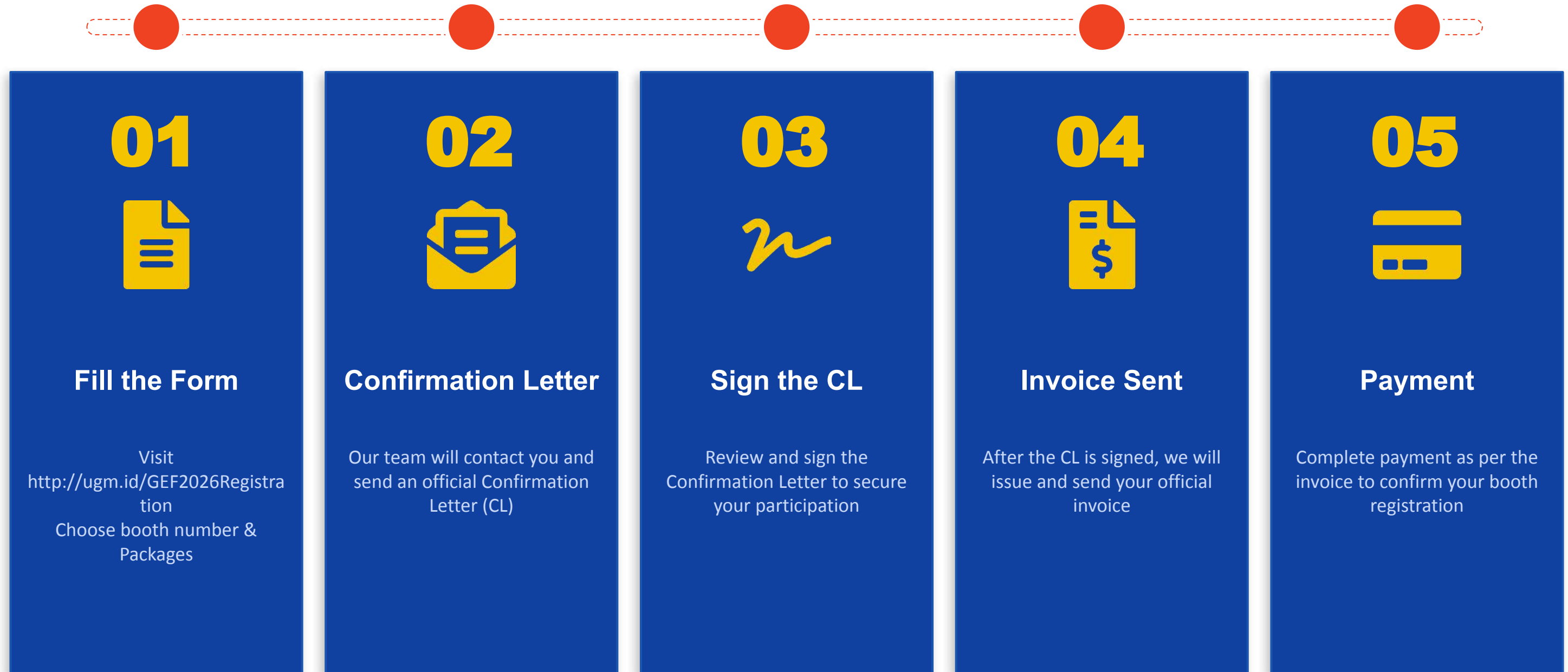


Virtual Booth

\$1300

Dimension	1 x 1 (m2)
Computer	1 Unit
Silent Headphone	2 Units
Webcam	1 Unit
Table	1 Unit
Seats	2 Pcs
Booth Usher	1 Person
Printed Pamphlet	1000 Pcs

Registration Scheme



★ Space is limited — register early at gik.ugm.ac.id/global-edufair-2026 | program@gik.ugm.ac.id | +62 857 2736 0076

Registration Package

Booth

Booth +
Panel Discussion

Booth + Global
Education Spotlight



USD 1,300.00

USD 1,500.00

USD 1,900.00



USD 1,300.00

USD 1,500.00

**Stay, explore, and connect — we handle the rest.* Available as an optional add-on for all registered exhibitors. Includes curated hotel recommendations & booking assistance near GIK UGM, and a guided short-trip itinerary covering Yogyakarta's highlights*

 **Recommended for best value**

Event Rundown



Event Rundown (tentative)

No.	Time (Dur)	Acara
1	09.00	Booth Open
1	09.45 - 10.45 (60 Min)	Panel Discussion A
2	10.45 - 11.00 (15 min)	Buffer time
3	11.00 - 12.15 (75 Min)	Global Edu Spotlight A
4	12.15 - 12.45 (30 Min)	Break
5	12.45 - 13.45 (60 Min)	Panel Discussion B
6	13.45 - 14.00 (15 Min)	Buffer time
7	14.00 - 15.15 (75 Min)	Global Edu Spotlight B
8	15.15 - 15.30 (15 Min)	Buffer time
9	15.30 - 16.30 (60 Min)	Panel Discussion C
10	16.30 - 16.45 (15 Min)	Buffer time
11	16.45 - 18.00* (75 Min)	Global Edu Spotlight C*
12	18.00	Booth Closed



Event Design



Event Area



Registration Area

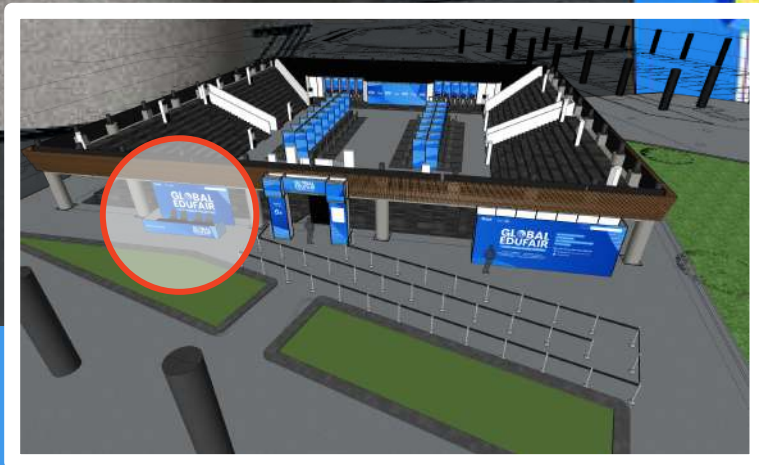


Photo Wall

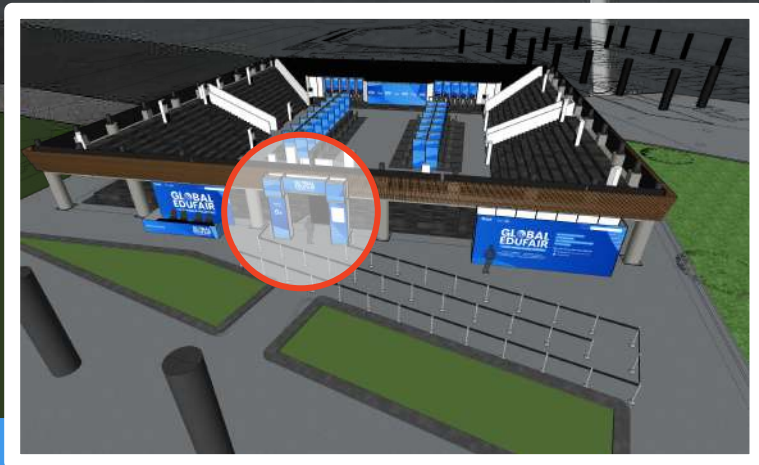
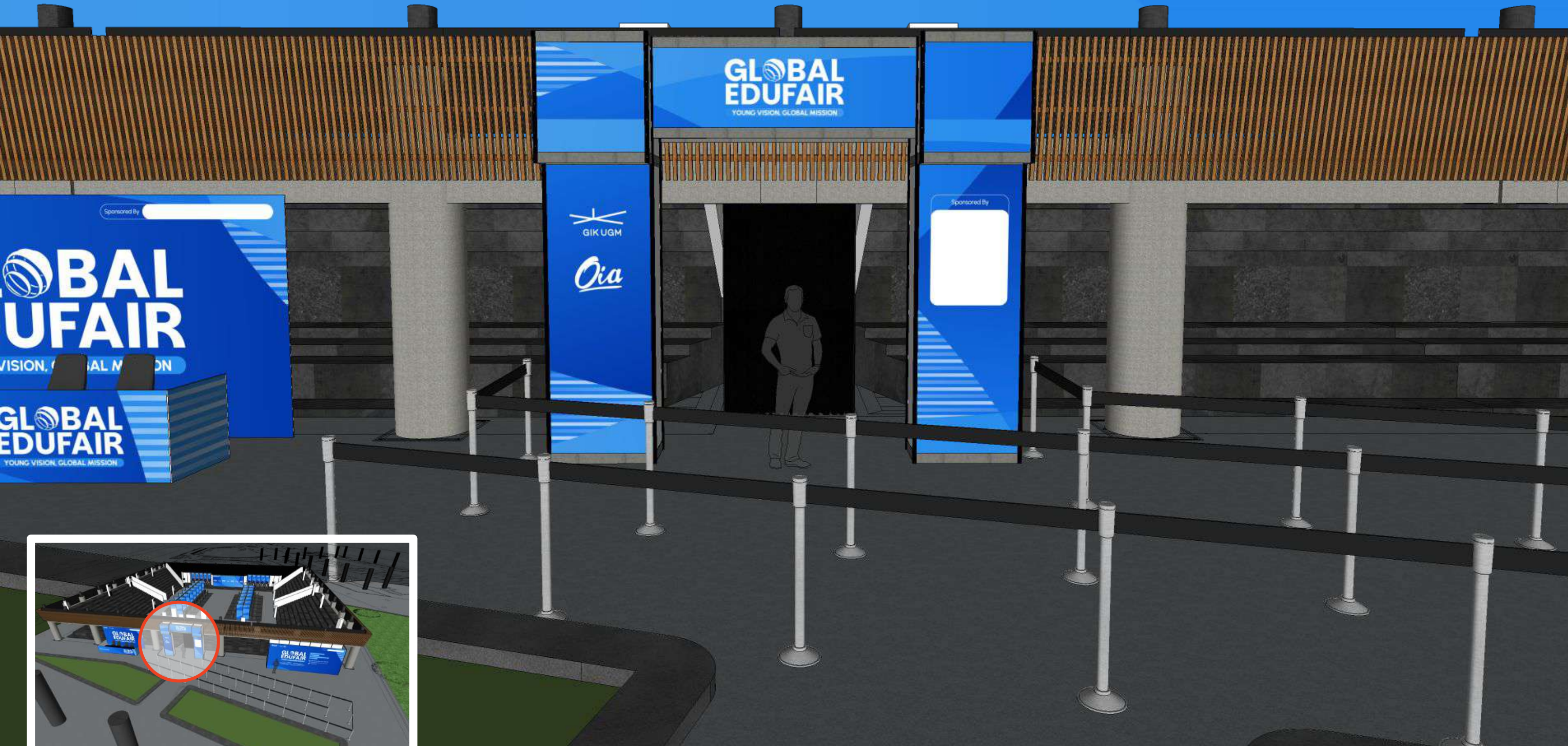
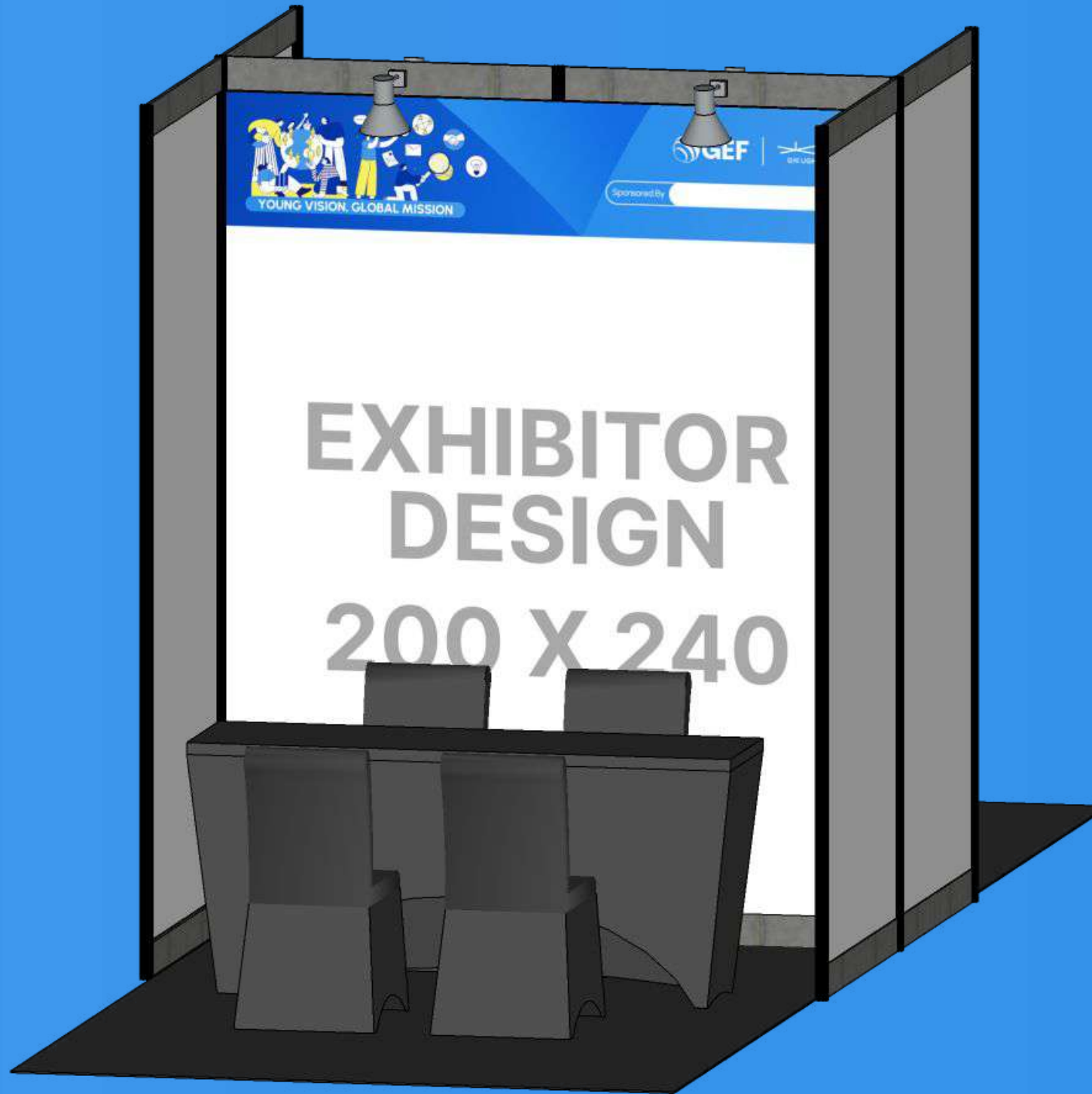


Photo Wall



Exhibition Booth - Joglo



Exhibition Booth - Student Centre



Branding Tools



Branding Tools





Register now

<http://ugm.id/GEF2026Registration>

Contact: GIK UGM, Program Division

program@gik.ugm.ac.id

+6285727360076