JASSO Study Abroad Fair 2009
October 17, 2009
Tokyo International Exchange Center

The Swiss Education Information Booth was actively present at the Study Abroad Fair 2009, which took place on October 17, 2009 at the Tokyo International Exchange Center. The event, organized by the Japan Student Services Organization (JASSO), was supported by the Ministry of Foreign Affairs (MOFA) and the Ministry of Education, Culture, Sports, Science and Technology (MEXT). This fair was held as an orientation for Japanese students on a wide national scale, who are interested in studying abroad (graduate and postgraduate studies), providing detailed and up-to-date information on the educational environments in countries from Asia, Oceania, North America, Latin America and Europe.

Representatives from 13 different Embassies or governmental institutions, 2 examination providers and 2 universities (Ireland, Dublin and Finland, Olu) participated in this year’s event. In the main venue, each institutions was given a booth where representatives offered information and individual consulting to students as well as provided various materials such as informational brochures and DVD-ROMs.

Next to the main venue, presentations were held throughout the day in three seminar rooms. The topics ranged from general information on studying abroad (working holiday visas, TOEFL, safety measures abroad, etc…) to country specific presentations and Q & A sessions. The Swiss presentation was held in the same room as English speaking countries, which is usually most frequented. A discussion zone, where senior students talked about their study experiences in foreign countries, and a book corner both complemented the offering of the fair. The event was attended by a total of 459 visitors, increasing from last year’s 402 students.

The Swiss Education Information Booth

The Swiss educational landscape was well represented by the Science & Technology Office of the Embassy of Switzerland in Japan, which is in charge of distributing information regarding higher education at Swiss Universities, ETHs, and Universities of Applied Sciences. Materials provided by each university, CRUS, and SER were displayed at the booth and presented to the visitors according to their specific needs and interests. The addition of a brochure stand attracted many students to the booth and helped them obtain information while they waited in line for personal assistance.

In addition, the brand new Japanese “Campus and Research Park Switzerland” (www.sbf.admin.ch/campus-switzerland-j) brochure was distributed, giving prospective students a very comprehensive overview of Switzerland, its educational system and institutions as well as admission procedures.

The usual Einstein Promo bags, markers, highlighters, pens and chocolates were also very successful. In order to expand Japanese knowledge about the Swiss higher education system, students also had an opportunity to win an original Einstein T-shirts by answering three questions related to Switzerland and Einstein.
In the afternoon, seminars were held in three different halls. Switzerland managed to be in the largest seminar room dedicated to Anglo-Saxon countries such as USA, UK, Australia and Canada. This smart move allowed to attract extra people to the presentation since most students are targeting English-speaking countries. Dr. Felix Moesner, Head of S&T Office, Embassy of Switzerland held a presentation on the Swiss educational landscape. About 30 students attended the talk, and subsequently visited the booth to receive further, more specific information.

The discussion zone where senior students explained about their study experiences in foreign countries also attracted many students. There were 19 senior students: 3 for Asia, 3 for Oceania, 1 for South America, 4 for North America, and 8 for Europe. Unfortunately, none of them studied in Switzerland, which is something that would need to be improved for next year event.

The organizer put extra effort this year to invite more visitors to the fair, such as providing a dedicated website with detailed information. They also emphasized about language skills and qualifications through advertisement.

The S&T Office prepared a questionnaire, which was filled out by 33 prospective students. Featured questions focused on the students’ specific inquiries and needs, as well as on their academic background and communication abilities. The questionnaires are being forwarded to the universities of concern, enabling them to continue direct counseling to the prospective students. All in all, the Swiss delegation remained very busy throughout the whole day with more than 50 individuals attending the booth.

### Most Frequently Asked Questions

The questions and topics most frequently asked by the students visiting the Swiss booth were the following:

- Information about scholarships at universities
- Visa application for students / Status as student
- Admission requirements to Swiss universities
- Availability of classes taught in English
- Study fees and living costs
- Doctoral openings in Switzerland
- Language course availability

Surprisingly, this year, many of the prospective students were from the private sector. Many of them have worked a few years after undergraduate studies and are now thinking to start graduate studies with priority on institutions abroad.
There are over 51 agreements between Swiss and Japanese universities. Further agreements are in the pipeline, as evidence of good collaboration.

The following table reveals an overview of known collaboration agreements.

**Overview: Matrix of University agreements**

<table>
<thead>
<tr>
<th>Type of Agreement:</th>
<th>Inter-Faculty</th>
<th>Inter-University</th>
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<tbody>
<tr>
<td>Azabu University</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Chiba University</td>
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<td>Chuo University</td>
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<td>Doshisha University</td>
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<td>3</td>
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<td>Fukuoka University</td>
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<td>3</td>
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<tr>
<td>Hiroshima University</td>
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<tr>
<td>Hitotsubashi University</td>
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<td>1</td>
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<tr>
<td>Keio University</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Keio Women's University</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Kyoto University</td>
<td>3</td>
<td>2</td>
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<tr>
<td>Kyoto University of Foreign St.</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Meiji University Tokyo</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Osaka Institute of Sci. &amp; Tech.</td>
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<td>Osaka University</td>
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<td>Osaka University of Foreign St.</td>
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<td>Sophia University</td>
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<tr>
<td>Tohoku University</td>
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<tr>
<td>Tokyo Institute of Technology</td>
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<td>Tokyo University of Foreign St.</td>
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<tr>
<td>Tokyo University of Sciences</td>
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<td>University of Tokyo</td>
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<tr>
<td>Waseda University</td>
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<tr>
<td>Yokohama National University</td>
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</tr>
</tbody>
</table>

- **EPF Lausanne**: 7
- **ETH Zurich**: 6
- **University of Basel**: 2
- **University of Bern**: 4
- **University of Geneva**: 10
- **University of Lausanne**: 4
- **University of St Gall**: 5
- **University of Zurich**: 12

As evidence of good collaboration.
Appendix

Pamphlets and Other Promotion Material

Following Information and promotion material was distributed at the Swiss Universities’ booth:

### University of Basel
- “University of Basel: A Portrait” Pamphlet
- “Master’s Degree Study Programmes” Pamphlet
- „University of Basel“ Factsheet

### University of Bern
- University of Bern, Postcard
- World Trade Institute, MILE The Master of International Law and Economics
- “Information for Students” brochure
- “Master of Science in Climate Sciences” brochure
- “Highlights” University of Bern brochure

### University of Geneva
- University of Geneva, conditions for admission 2009-2010
- Key Facts pamphlet
- Geneva academy of international humanitarian law and human rights
- “2009 Summer Courses in French Language ”
- “Des lettres, Ecole de langue et de civilisation françaises “
- Geneva International Students’ Program

### University of Lausanne
- Lausanne Olympic Capital brochure
- “Broaden Your Horizons” Pamphlet

### University of Neuchâtel
- Université de Neuchâtel, Master’s Degree 08-09
- International Master in Management, Law and Humanities of Sport (2008/2009)

### University of Lugano
- "Masters Lauree Magistrali 2009-2011"
- "University of Lugano, Flyer"
- “Lugano, Malcantone, Mendrisiotto”

### University of St. Gallen
- Universität St.Gallen, HSG im Portrait, Zahlen und Fakten (HSG in Portrait, Facts and Figures)
- Universität St.Gallen, Master of Arts HSG in Strategy and International Management-SIM
- University of St.Gallen, Master’s Programs in English
- University of St.Gallen, Leading European Business University, brochure

### University of Zurich
- University of Zurich, Teaching at the University of Zurich, Programmes taught in English or English/German
- “The University of Zurich” brochure
- “Wegweiser für internationale Studierende” brochure

### EPF Lausanne
- “EPFL, Guide “
- “REFLEX”, magazine
ETH Zurich

- ETH Zürich, Master Programmes 2008/2009
- ETH Zürich, Doctoral Programmes 2008/2009

Other distributed material

- Campus and Research Park Switzerland (J/E)
- Rectors’ Conference of the Swiss Universities CRUS, Postgraduate Studies at Swiss Universities
- Swissuniversity.ch, Switzerland – Excellence in Education, Research and Innovation
- Various pens from Swiss Universities
- Einstein T-shirts (lottery)
- Einstein Promo Bags
- Nespresso Coffee
- Lindt Chocolat