

Press Release

**“Study in Europe“ – MC is organising international trade fairs
Support programme of the European Commission / first station:
Nairobi/Kenya**

Berlin, March 19th 2010. Since 2004, within the framework of the “European Union – Study in Europe” programme, the European Commission has awarded scholarships to exceptional students and scientists. In the current academic year about 10,000 scholarships were provided. On behalf of Directorate-General for Education and Culture, MEDIA CONSULTA is organising international trade fairs in Kenya, South Korea, Australia and in the United Arab Emirates, for the promotion of the programme and European higher education worldwide.

The first event was the “Nairobi International Education Fair“, which enticed 5,000 visitors to the capital of Kenya from March 11th to 14th 2010. MEDIA CONSULTA was responsible for the design and the supervision of a trade fair stand, on which visitors could inform themselves about studying in Europe. The promotional materials also designed by the agency, included banners and posters. After the exhibition in Kenya, further events will be held in March and April: MC will plan and support the exhibition stands in the South Korean cities Seoul and Pusan, in Dubai, as well as in Broadbeach/Australia. All exhibitions are aimed at international students, academics and at employees of universities and scientific organisations.

Within the framework of the “European Union – Study in Europe” programme, the European Commission is awarding scholarships for the participation in master programmes. In the 2009/2010 academic year more than 8,300 non-European students and academics visited universities in Europe, while about 1,500 Europeans took courses at partner institutions outside Europe. All courses of studies conform with the general objectives of the programme: improving the quality and promotion of European higher education worldwide. Through worldwide cooperation between institutions of higher education intercultural exchange will also be strengthened.



Further information is available on the Internet
at <http://ec.europa.eu/education/study-in-europe/>.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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