



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Begin
roup
BE IN GROUP

STUDY IN GERMANY AT BEGIN EDU FAIRS

Through a strategic partnership with the DAAD, the Spring 2025 Begin Edu Fairs in Hanoi and Ho Chi Minh City featured the **Study in Germany Pavilion** – a specialised hub for Vietnamese students to discover the diverse and high-quality academic paths available in Germany. The Pavilion brought together 16 of Germany's top-tier institutions, offering a direct window into the world-class degrees available in Europe's leading study destination.

By hosting the pavilion, Begin Group supported the mission of the DAAD, the world's largest exchange organisation and Germany's national agency for international cooperation, to promote the country as a premier destination for higher education, research, and global student mobility.

KEY FIGURES

2 cities: Hanoi
and Ho Chi Minh City

16 exhibitors

2,268 registrations

Comprehensive event management:

Begin Group provided end-to-end management for the Study in Germany project, delivering a seamless experience through meticulous planning and a strategic 'pavilion' layout that unified the German institutions. Our comprehensive support included dedicated advertising campaigns tailored to the Vietnamese market, full logistics, live presentations with Q&A sessions, and detailed post-event reporting with lead generation.

Benefits for German Institutions:

- **Elevated brand visibility:** The collective "Study in Germany" pavilion unified the presence of all 16 institutions, strengthening Germany's image as a premier study destination and attracting significant visitors' attention.
- **Precision marketing & qualified leads:** Beyond the fair's general audience, exhibitors reached highly motivated students through the individual online pre-fair campaign and dedicated landing page, resulting in a targeted list of qualified leads for personalised follow-up.
- **Comprehensive on-site support:** Begin Group provided a turnkey experience, ensuring exhibitors could focus entirely on student recruitment by managing all local logistics, including assistants and catering services.
- **Synergy & networking:** The pavilion format fostered a collaborative environment, allowing German institutions to share resources and amplify their combined outreach to the Vietnamese market.

Key Event Features

Pre-event:

- Customised media plan
- Dedicated landing page for Study in Germany exhibitors
- Promotional campaign with localisation of exhibitor profiles

Event:

- Dedicated exhibition space
- Visitor registration with QR codes
- Presentations and Q&A sessions
- On-site interpreters/assistants

Post-event:

- Contact lists of registered attendees
- Professional photos



List of exhibitors:

- Aschaffenburg University of Applied Sciences
- Biberach University of Applied Sciences
- Bremerhaven University of Applied Sciences
- Clausthal University of Technology
- DAAD, German Academic Exchange Service
- Furtwangen University of Applied Sciences
- Hamburg University of Technology
- Jade University of Applied Sciences
- Kiel University
- Kühne Logistics University
- Mainz University of Applied Sciences
- Saarland University
- Study in Saxony
- Technical University of Applied Sciences
- Würzburg-Schweinfurt
- University of Applied Sciences Erfurt
- Worms University of Applied Sciences



// We would like to congratulate Begin Group on the brilliant success of the fairs in Hanoi and Ho Chi Minh City. We can not remember any other Begin fair in Vietnam that was so well attended.

DAAD, Germany