



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
LEMBAGA LAYANAN PENDIDIKAN TINGGI  
WILAYAH IV

Jalan Penghulu Haji Hasan Mustofa Nomor 38 Kota Bandung 40124  
Telepon (022) 7275630 Laman [www.lldikti4.or.id](http://www.lldikti4.or.id)

Nomor : 11511/LL4/KS/2024  
Lampiran : 1 berkas  
Perihal : Undangan

12 Agustus 2024

Yth. Pimpinan Perguruan Tinggi  
di Lingkungan LLDIKTI Wilayah IV

Menindaklanjuti surat permohonan PT.MSW Global tanggal 05 Juli 2024 perihal Permohonan Undangan *Higher Education Partnerships Conference* (HEPCON) bagi Perguruan Tinggi di Lingkungan LLDIKTI Wilayah IV. HEPCON merupakan sebuah acara dengan tujuan mempertemukan para *Key Players* di sektor Pendidikan Tinggi untuk seminar B2B, lokakarya dan kemitraan. HEPCON bertujuan untuk menciptakan acara global yang memprioritaskan promosi institusi dan program pendidikan tinggi Indonesia di seluruh dunia kepada delegasi yang mewakili dari mancanegara. Berdasarkan hal tersebut kami mengundang Saudara untuk hadir dan berpartisipasi pada acara tersebut yang akan dilaksanakan secara **luring** pada;

Hari/Tanggal : Kamis s.d Sabtu, 29-31 Agustus 2024

Pukul : (Jadwal acara terlampir)

Tempat : Balai Kartini – Kota Jakarta

Registrasi : Registrasi dilakukan dengan mengisi form  
<https://hepconference.com/event/register/higher-education-partnershipsconference-2024>

Informasi registrasi : Untuk informasi lebih lanjut dapat menghubungi PT. MSW Global melalui kontar sdr. Ade Yogie (0877-6308-1305)

Atas perhatian dan kehadiran Saudara kami ucapkan terima kasih.

Kepala Lembaga Layanan Pendidikan Tinggi  
Wilayah IV,



M. Samsuri  
NIP. 19790114200312100

Catatan:

1. UU ITE No. 11 Tahun 2008 Pasal 5 Ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti yang sah"
2. Dokumen ini telah ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BSR

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**Surat Undangan Higher Education Partnerships Conference (HEPCON)**

Perihal : Permohonan Undangan untuk Mengundang PTS

Jakarta, 05 Juli 2024

Kepada Yth:  
Kepala LLDIKTI Wilayah IV  
Dr. M. Samsuri, S.Pd., M.T., IPU.  
Di Tempat,

Salam Hangat dari PT. MSW Global dan HEPCON EXPO 2024!

Perkenalkan kami dari PT. MSW Global bersama surat undangan ini kami ingin mengundang **PTS di lingkungan LLDikTi Wilayah IV** untuk ikut serta dalam acara **Higher Education Partnerships Conference (HEPCON)** yang akan diselenggarakan di Jakarta pada **tanggal 29-31 Agustus 2024**.

**HEPCON** adalah sebuah acara dengan tujuan mempertemukan para Key Players di sektor Pendidikan tinggi untuk seminar B2B, lokakarya, dan kemitraan. **HEPCON** didukung oleh Kementerian Pendidikan dan Kebudayaan, Pendidikan Tinggi, Majelis Rektor Perguruan Tinggi Negeri Indonesia, Jaringan Universitas Indonesia, dan masih banyak lagi kedutaan dan pusat pendidikan asing. **HEPCON** bercita-cita menjadi acara global yang memprioritaskan promosi Institusi dan Program Pendidikan Tinggi Indonesia di seluruh dunia kepada delegasi yang mewakili dari mancanegara.

**Detail Acara Kegiatan HEPCON 2024 sebagai berikut:**

**Jakarta – Balai Kartini**

**Tanggal : 29 – 31 Agustus 2024**

**Pukul : 08.00 – 18.00 WIB**

**Berikut adalah link untuk berpartisipasi dalam acara HEPCON 2024:**

**Register Sebagai Delegasi:** <https://hepconference.com/event/register/higher-education-partnerships-conference-2024>

Mohon juga untuk memeriksa file keterangan acara **HEPCON** yang telah kami lampirkan.

Kami merasa terhormat jika **PTS di lingkungan LLDikTi Wilayah IV** dapat berpartisipasi dan menjadi bagian dari **HEPCON 2024**. Atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Jika Bapak/Ibu memiliki pertanyaan atau memerlukan informasi lebih lanjut, silahkan menghubungi saya via WA di **+62 877 6308 1305 – Ade Yogie** atau melalui email di **adeyogiemsw@gmail.com**.

Best Regards,

  
MSW Global

Ade Yogie  
Sales Marketing Manager

[www.hepconference.com](http://www.hepconference.com)

# HIGHER EDUCATION PARTNERSHIPS CONFERENCE HEPCON INDONESIA

29-31 August 2024  
JAKARTA, INDONESIA

## EVENT PROSPECTUS



**Organized by:**

MSW Global



# INTRODUCTION

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Higher Education Partnership Conference (HEPCON) Indonesia aims to facilitate collaboration and international partnerships between higher education institutions in Indonesia and universities from across the globe. This event will serve as a platform for dialogue, networking, and knowledge-sharing among representatives from Indonesian universities and their overseas counterparts.

## Vision

HEPCON Indonesia is a platform where over 100 Indonesian universities, converge with representatives from more than 20 countries to explore opportunities for collaboration, innovation, and mutual growth in higher education.

## Mission

HEPCON Indonesia aims to facilitate collaboration and knowledge exchange among Indonesian universities and their international counterparts to enhance the quality of higher education and foster global partnerships.



# OBJECTIVES

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The primary objective of HEPCON is to foster international partnerships, facilitate student exchange programs, and disseminate scholarship information with B2B arrangements. By bringing together representatives from both Indonesian and international universities, we aim to create a conducive environment for collaboration and explore potential avenues for mutually beneficial projects, with the details below:



## Industry Partnerships

Forge partnerships with industries to bridge the gap between academia and industry and provide students with real-world experiences



## Student Mobility

Promote student exchange programs, internships, and study abroad opportunities to enhance cross-cultural understanding and skills



## Faculty Exchange

Facilitate the exchange of faculty members for teaching, research, and professional development.



## Curriculum Development

Collaborate on designing and implementing innovative and globally relevant academic programs.



## Research Collaboration

Foster joint research projects and initiatives addressing pressing global challenges.



## Infrastructure Development

Partner on infrastructure projects and initiatives to improve facilities and resources for teaching and research.



# OBJECTIVES

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## Language and Cultural Programs

Develop language and cultural exchange programs to promote linguistic and cultural diversity among students and faculty.



## Entrepreneurship and Innovation

Collaborate on entrepreneurship and innovation initiatives to foster an entrepreneurial mindset among students and faculty and promote innovation in teaching and research



## Quality Assurance

Exchange best practices and develop mechanisms for quality assurance and accreditation to ensure the continuous improvement of higher education standards.



## Sustainable Development Goals (SDGs)

Align partnerships and initiatives with the United Nations Sustainable Development Goals to contribute to global sustainability efforts.

# EVENT DETAILS



## Date and Venue

HEPCON will be held on 29 – 31 August 2024 at a central location in Jakarta, Indonesia. The venue will provide ample space for plenary sessions, breakout discussions, networking opportunities, and exhibition areas.



## Keynote Speakers

Distinguished speakers from prominent Indonesian universities, international organizations, and renowned overseas universities will be invited to deliver keynote addresses, sharing their expertise and insights on higher education collaborations and partnerships.



## Academic Sessions

Concurrent sessions will provide a platform for participants to present and discuss their research, innovative programs, and successful collaborations. These sessions will focus on topics such as best practices in student exchange programs, scholarship opportunities, joint research initiatives, and innovative approaches to internationalization.

# EVENT DETAILS



## Panel Discussions

Engaging panel discussions will be conducted to promote dialogue among key stakeholders, including university presidents, government representatives, industry leaders, and scholarship providers. Topics addressed will include forging effective international partnerships, enhancing student mobility, and exploring funding opportunities.



## Exhibition Area

A dedicated exhibition area will feature booths showcasing participating universities, scholarship providers, and educational service providers. Participants can engage directly with exhibitors to explore potential collaborations, exchange information, and seek advice on various educational services.



## Networking Opportunities

Networking sessions and social events will be organized to facilitate meaningful interactions and networking between participants. These relaxed environments will enable participants to build lasting connections, exchange ideas, and explore potential partnership opportunities.



# SCHEDULE

29 - 30 August 2024

Time	Activity
08.00 - 10.00	Seminar & Workshop
10.00 - 10.30	Coffee Break & Networking
10.30 - 12.00	Seminar & Workshop
12.00 - 13.00	Lunch & Networking
13.00 - 14.30	Seminar & Workshop
14.30 - 15.00	Coffee Break & Networking
15.00 - 17.00	Seminar & Workshop

31 August 2024

Time	Activity
08.00 - 10.00	Seminar & Workshop
10.00 - 10.30	Coffee Break & Networking
10.30 - 12.00	Seminar & Workshop
12.00 - 13.00	Lunch & Networking
13.00 - 18.00	Exhibition Open For Public

\*Final schedule will be updated in time at [www.hepconference.com](http://www.hepconference.com)

# EXPECTED OUTCOMES

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**Development of international partnerships and collaborations between Indonesian universities and universities around the world.**

**Increased awareness and understanding of scholarship opportunities for Indonesian students.**

**Enhanced student exchange programs and international mobility opportunities.**

**Dissemination of best practices in internationalization of higher education.**

**Promotion of Indonesia as an attractive destination for education and research opportunities.**

We believe that the Indonesia Higher Education Partnership Conference will serve as a catalyst for strengthening Indonesia's position as a global leader in higher education. It will bring together representatives from Indonesian and international universities, facilitating the exchange of ideas and forging partnerships to advance academic excellence and contribute to Indonesia's socio-economic growth.

We look forward to collaborating with you to make the Indonesia Higher Education Summit a resounding success.

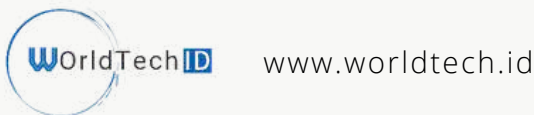
# ORGANIZER INFORMATION



**MSW Global is a Marketing and Events company since 2012, and the organizer of World Technology Indonesia events and World Education Expos series.**

**Headquartered in Jakarta, Indonesia, we work with clients ranging from large corporations to small businesses and firms, non-profit organizations, public figures, as well as governmental institutions.**

**MSW Global aims to be clients' right partner to achieve their needs in promotions, networking and relationship building.**



[www.worldeducationexpos.com](http://www.worldeducationexpos.com)



Our Events

100+ exhibitors, 10.000+ visitors annually

Contact us

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Sentra Niaga Blok T5 No.19  
Jakarta Barat 11610  
Tel: +6221.5830.4463

**contact**  
**MICHAEL**  
+62 81 293 883 883  
[michael@msw-global.com](mailto:michael@msw-global.com) /  
[michael@worldtech.id](mailto:michael@worldtech.id)

[www.hepconference.com](http://www.hepconference.com)  
[www.msw-global.com](http://www.msw-global.com)



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# HIGHER EDUCATION PARTNERSHIPS CONFERENCE HEPCON INDONESIA

29-31 August 2024  
JAKARTA, INDONESIA

## SPONSORSHIP PROPOSAL



**Organized by:**

MSW Global

# SCHEDULE

29 - 30 August 2024

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15.00 - 17.00	Seminar & Workshop

31 August 2024

Time	Activity
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10.30 - 12.00	Seminar & Workshop
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13.00 - 18.00	Exhibition Open For Public

\*Final schedule will be updated in time at [www.hepconference.com](http://www.hepconference.com)

# SPONSORSHIP OPPORTUNITIES

We welcome sponsorship support from organizations that share our vision for international collaboration in higher education. Sponsorship packages will provide an opportunity for organizations to showcase their commitment to the development of higher education and gain visibility among a diverse array of international academic stakeholders.

## INVESTMENT

\$ 15,000

\$ 10,000

\$ 6,500

\$ 3,000

\$ 2,500

ITEMS / SPONSORSHIP	DIAMOND	GOLD	SILVER	LARGE BOOTH	STANDARD BOOTH
Logo on All Promotion Materials	Large Logos	Medium Logos	Small Logos	X	X
Video Looping	Yes	Yes	X	X	X
Logo Display at Venue	Yes	X	X	X	X
Seminar Session (30 Minutes)	Yes	Yes	X	X	X
1 Page Advert on Conference Manual	Yes	Yes	X	X	X
Opening Remarks	Yes	X	X	X	X
Mention as Sponsor	Yes	Yes	X	X	X
Booth Size/Type	6m x 2m	4m x 2m	3m x 2m	3m x 2m	2m x 2m
Delegates' Passes	10 passes	8 passes	6 passes	4 passes	2 passes
Additional Delegate Pass	\$ 300/passes				
Delegates Consented Database	Emails & Ctc No	Emails only	Emails Only	X	X

**Exhibitor Only interested in Recruitment Event, Please View the Next Page**



# JOIN THE WORLD EDUCATION EXPOS RECRUITMENT ROADSHOWS

Extend your reach beyond HEPCON 2024 by participating in our World Education Expos recruitment roadshows in Medan, Jakarta, Surabaya, and Denpasar. This exclusive opportunity allows you to meet with over 1,000 students per city, promoting your programs directly to interested students and parents.

## BENEFITS OF PARTICIPATION

### Targeted Audience

Engage with a highly targeted audience of students and parents seeking higher education opportunities

### Brand Exposure

Increase your brand's visibility in key cities across Indonesia, showcasing your institution as a top choice for students

### Recruitment Opportunities

Connect with prospective students and provide information about your programs, scholarships, and campus life

### Networking

Expand your network and forge partnerships with local institutions and education agencies.

## MEDAN



28 AUGUST 2024

**\$ 1000**

## JAKARTA



31 AUGUST 2024

**\$ 1200**

## SURABAYA



01 September 2024

**\$ 1000**

## DENPASAR



03 September 2024

**\$ 800**

*Please contact organizer for Registration Form: [michael@msw-global.com](mailto:michael@msw-global.com)*

# ORGANIZER INFORMATION



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[www.worldtech.id](http://www.worldtech.id)



[www.worldeducationexpos.com](http://www.worldeducationexpos.com)



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KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**DIREKTORAT JENDERAL PENDIDIKAN TINGGI,  
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[www.diktiristek.kemdikbud.go.id](http://www.diktiristek.kemdikbud.go.id)

Nomor : 4096/E1/HM.00.02/2024  
Lampiran : Satu berkas  
Hal : Persetujuan Penyelenggaraan Pameran Pendidikan  
Higher Education Partnerships Conference (HEPCON)

6 Juni 2024

Yth. Direktur Utama PT. MSW Global

Merujuk surat Saudara nomor MSW/2024/VIII/003 perihal tersebut pada pokok surat, dengan hormat kami sampaikan bahwa pada prinsipnya Direktorat Jenderal Pendidikan Tinggi, Riset, dan Teknologi, Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi tidak berkeberatan dan mendukung penyelenggaraan **Pameran Higher Education Partnerships Conference (HEPCON)** yang akan diselenggarakan pada Kamis-Sabtu, 29-31 Agustus 2024 di Kartika Ballroom, Balai Kartini Convention Center, Jakarta.

Sehubungan dengan hal tersebut, kami mohon Saudara dapat memproses lebih lanjut perizinan penyelenggaraan **Pameran Higher Education Partnerships Conference (HEPCON)** sesuai dengan ketentuan peraturan perundang-undangan yang berlaku.

Atas kesediaan dan kerjasama Saudara, kami ucapkan terima kasih.

Plt. Sekretaris Direktorat Jenderal,



Tjitjik Srie Tjahjandarie  
NIP196502061988102001