

Erasmus Mundus action 4 – Building Capacities project
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International Promotion of Higher Education - Experiences and Challenges

EC-funded Promotion Activities in Asia – a Case Study

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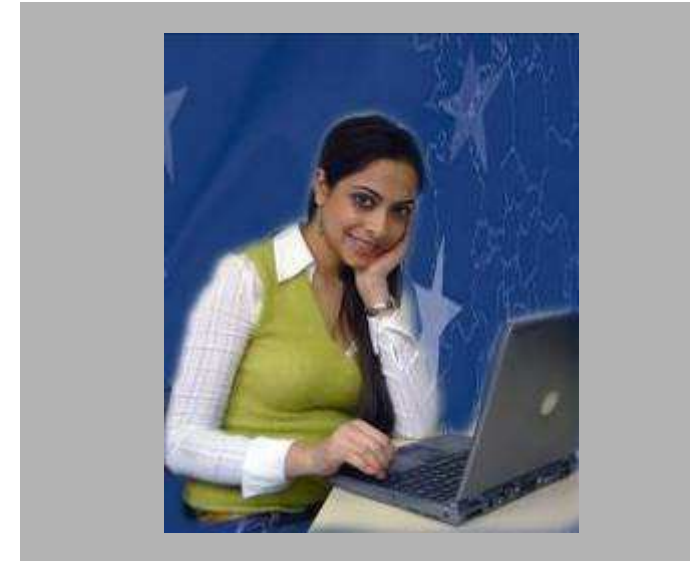




EC-funded Promotion Activities in Asia – a Case Study

Outline of presentation

- I. Context
- II. EC initiatives in Asia
- III. EHEF – actions
- IV. EHEF – outcomes
- V. Proposals for follow-up actions





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I. Context

- ◆ A favorable context for the promotion of European higher education in Asia
 - Increasing student mobility
 - Asia, the main sending region
 - Competition from other world regions to host international students
 - Willingness to reinforce the attractiveness of Europe as a study and research centre for excellence



II. EC initiatives in Asia

- ◆ European Higher Education Fair (EHEF) Bangkok 2004
 - First ever EC-funded initiative for the promotion of European higher education
 - Financed by DG AIDCO's Asia-Link programme
 - Conference + fair + matchmaking activity
 - Format replicated in the subsequent EHEF project



II. EC initiatives in Asia

◆ EU-Asia Higher Education Platform

- Events to foster exchanges of knowledge, teaching methods, organisational standards and to develop EU-Asia policy discussion
- Workshops, fairs, round tables
- European Higher Education Fair Bangkok 2009
- Funded by DG AIDCO
- www.eahep.org



II. EC initiatives in Asia

◆ Erasmus Mundus

- Action 4 projects (former phase of programme) / Action 3 (phase II)
- Examples such as EACOVIROE and Building capacities !
- www.europa.eu.int/comm/education/programmes/mundus/



II. EC initiatives in Asia

◆ Global Promotion Project

- Funded by DG EAC
- Aims to make European higher education more easily accessible, and to enhance its profile and visibility across the world
- 5 strands including the development of a website, logo and materials, the organisation of workshops, studies and a pilot scheme
- www.study-in-europe.org



III. EHEF - actions

- ◆ Series of EHEF funded by the Asia-Link programme
 - Three-year project (2005-2008)
 - Implemented by CampusFrance, DAAD, Nuffic and the British Council
 - www.ehefs.org



III. EHEF - actions

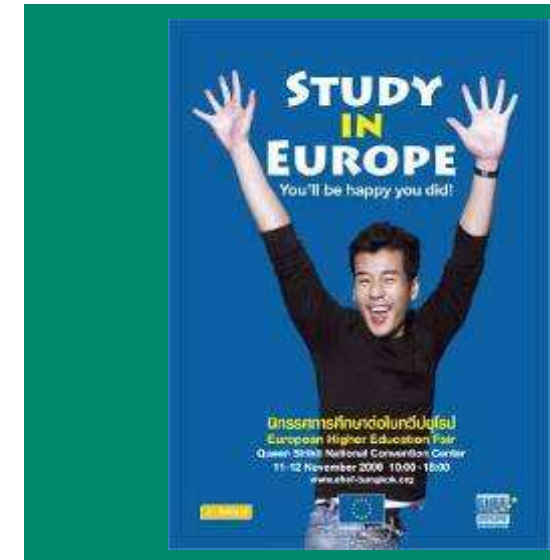
◆ Aims of the project:

- To encourage Asian students to make the EU their first choice study destination
- To provide a forum for networking, matchmaking, information and experience-sharing
- To support the Asia-Link programme objectives
- To promote European higher education and research policies



III. EHEF - actions

- ◆ Series of events in seven countries: China, India, Indonesia, Malaysia, The Philippines, Thailand and Vietnam
 - Seven Asia-Link Symposia (ALS)
 - Matchmaking activity
 - Eight European Higher Education Fairs
 - Conclusive seminar for EU MS representatives



III. EHEF - actions

◆ Asia-Link Symposia

- Platform for high-level dialogue on EU-Asia HE cooperation
- Supporting academic partnerships
- Information exchange on policy issues
- Information on EU mechanisms and programmes
- Break-out sessions with project coordinators



III. EHEF - actions

◆ Matchmaking activity

- Discussions
- Partner search
- Joint project applications
- Student and staff exchanges
- Sharing of experience and good practice
- Signing of MoUs
- High-level agreements and initiatives



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III. EHEF - actions

- ◆ European Higher Education Fairs
 - Target audience of students, their parents, study advisors and sponsors
 - Focus on Postgraduate level and courses taught in English
 - Open to national structures and HEIs from the 27 EU MS
 - Showcasing of study options
 - EC and country presentations

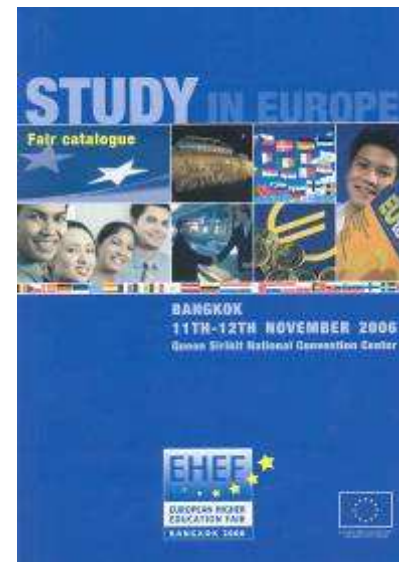


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III. EHEF - actions

◆ Development of 'common elements':

- logos
- websites
- registration procedure
- fair catalogue
- Study in Europe brochure
- bags
- folders
- flyer



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III. EHEF - actions

◆ Implementation of extensive PR campaigns:

- Targeting ALS participants, exhibitors and visitors
- Adapted to the local context
- Variety of media: press, radio, TV, Internet, blogs, street banners, flyers, forums etc
- Press conferences
- Direct mailshots and communications
- University channels



IV. EHEF - outcomes

◆ Key figures

A total of:

- over 1800 ALS participants
- approx. 45 % Asian participants
- 380 matchmaking participants
- almost 800 exhibitors
- over 100 000 fair visitors
- 250 EC and country presentations
- between 17 and 25 EU MS at each fair



IV. EHEF - outcomes

◆ Qualitative evaluation

- Positive evaluation of ALS: venues, organisation, speakers and documents
- Matchmaking: useful contacts made (88%)
- Exhibitors satisfied with venues, booths, materials, visitor profiles and assistants
- Visitor feedback positive: study programmes rated highly; events helped with future plans (85%)



IV. EHEF - outcomes

- ◆ Final evaluation by network of National Coordinating Structures
 - EHEF events considered very useful: *“We have had an opportunity to learn a lot”; “We gathered useful information about the needs of students from these countries”*
 - All MS satisfied with choice of target countries: China rated first for student recruitment
 - Good timing: *“The EHEF program came in at a right time”*



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IV. EHEF - outcomes

- ◆ National promotion under a European umbrella
 - Activities within a European context complement national and institutional activities: *“For a small and remote country it is vital to be identified within a European context”*
 - Member States’ own ‘brands’ and specificities highlighted



IV. EHEF - outcomes

◆ Alternative indicators

- Quantitative and qualitative evaluation carried out
- Reflection on alternative indicators
- Impact on student mobility
- Influence from other factors to be considered



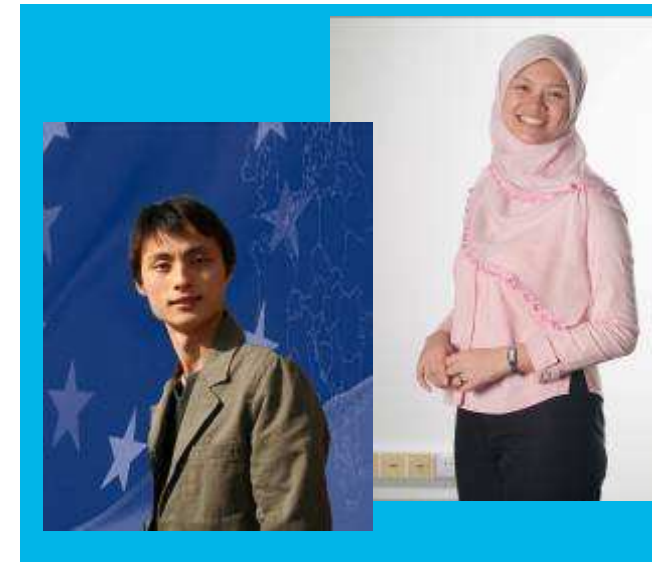
IV. EHEF - outcomes

◆ Market information

Fair visitor profiles (series of events):

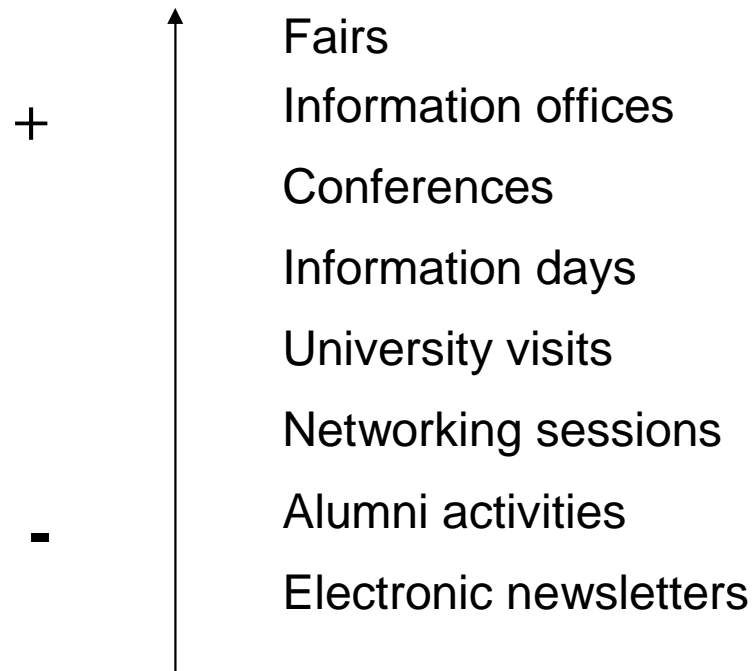
- Students and young professionals
- Already obtained or studying for a Bachelor degree
- Wish to study for a Master's degree
- Fields of interest: Business studies and social science
- Plan to leave in 1 year's time for a duration of 2 years
- Motivated by the high academic standards in Europe

Some slight differences between the target countries



V. Proposals for follow-up actions

- Questionnaire sent to National Coordinating Structures
- Strong demand for follow-up activities
- ALS + Fair + Matchmaking format appreciated
- Interest for new actions:



V. Proposals for follow-up actions

- ◆ Main target regions identified by MS:
 - Asia (China, India, Vietnam, Indonesia...)
 - Russia
 - Middle East

Top activity and region illustrate importance of sustainability



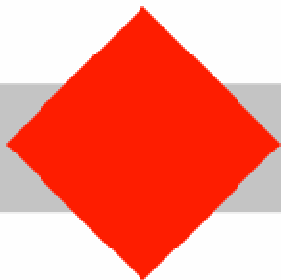
V. Proposals for follow-up actions

- ◆ Support from the MS to implement activities:
 - 100% accept to endorse the role of NCS again
 - 100% keen to take part in follow-up discussions

 - Working group
 - « Lutetia » declaration

- ◆ EC funding needs to be continued





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Thank you for your attention !

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