

# French-German Co-operation in Higher Education Marketing



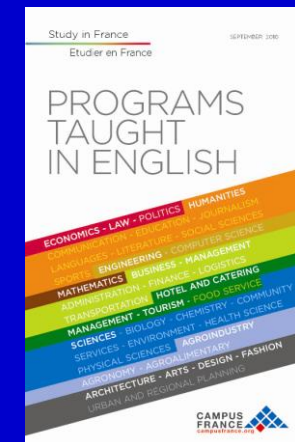
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# International mobility

## France / Germany similarities

Similarities in the field of higher education and international mobility policies

- ◆ Large subsidies for students as opposed to the anglo-saxon policy of high tuitions fees
- ◆ Governmental investments : “*investissements d’avenir*”, “*Exzellenzinitiative*”
- ◆ Soft power objectives
- ◆ Implementation of the Bologna declaration
- ◆ Promotion of Master and PhD programs and of programs Taught in English (1000 Master in Germany; 600 programs in France)
- ◆ Initiatives to better welcome students



# International mobility

## France and Germany organizations are complementary

- ◆ France : a long cultural and historical tradition in welcoming international students
- ◆ Germany : an excellent image in the engineer and technology fields and large financial means
- ◆ The new CampusFrance entity should be similar to DAAD in terms of size and scope of projects

## International mobility : 10 first host countries of international students

	2005	%	2009	%	Evolution 2005- 2009
United States	589 984	23,3%	660 218	19,9%	11,9%
United Kingdom	318 286	12,6%	368 817	11,1%	15,9%
Australia	177 005	7,0%	257 635	7,7%	45,6%
France	236 518	9,3%	249 143	7,5%	5,3%
Germany	259 610	10,3%	197 814	5,9%	-23,8%
Russia	90 450	3,6%	136 791	4,1%	51,2%
Japan	125 917	5,0%	131 599	4,0%	4,5%
Canada	69 111	2,7%	92 813	2,8%	34,3%
Italy	44 920	1,8%	68 273	2,1%	52,0%
China	ND	ND	61 211	1,8%	ND
Total number of international students	2 531 490	100%	3 324 871	100%	31,34%

In red: 2008 figures  
In Blue : 2007 figures

- ◆ Spectacular increase of international mobility
- ◆ Predominancy of English speaking language
- ◆ Australia now ranks third, just ahead of France and Germany

# Higher education mobility France / Germany fields of collaboration

## G8 G20 gatherings

- ◆ 8 first host countries gathered, namely Germany, the United States, United Kingdom and China, organised in May 2011 by CampusFrance
- ◆ Aims at better understanding each countries mobility policies in order to further cooperate in the higher education field
- ◆ A meeting scheduled on a regular basis :  
in 2012, will take place in the United States



# French-German Higher Education Fairs

TRIỂN LÃM GIÁO DỤC  
**ĐẠI HỌC ĐỨC - PHÁP**  
2010

KHOA HỌC KINH TẾ  
QUẢN LÝ CÔNG NGHỆ

VAO CỬA TỰ DO

8h00-16h00  
23 / 01 / 2010 HÀ NỘI  
KHÁCH SẠN MELIA

9h00-17h00  
T.P. HCM 24 / 01 / 2010  
KHÁCH SẠN REX

Với sự hỗ trợ của Bộ Giáo Dục và Đào Tạo Việt Nam

www.vietnam.campusfrance.org

www.daadvn.org/fair2010

Studieren in  
Deutschland  
Land der Ideen  
www.studieren-in.de

CAMPUS  
FRANCE  
campusfrance.org

NIEMCY I FRANCJA  
gościem honorowym na XV Międzynarodowym  
Salonie Edukacyjnym Perspektywy 2011

DAAD

Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service

CAMPUS  
FRANCE  
campusfrance.org

CampusFrance  
The national agency for the promotion  
of French higher education abroad

## From bilateral co-operation to European co-operation



„European Higher Education Fairs“ in Asia  
„EuroPosgrados“ in Latin America

# 10 Years of Joint European Promotion Activities

	Type of Fair	In	Organisers	Participants
<b>Russia</b>	Study in Europe	<b>Russian Federation</b>	EC Delegation	15 countries
	EHEF Jakarta	<b>Indonesia</b>	CF, DAAD, Nuffic	Austria, Belgium, Bulgaria, Czechia, Finland, France, Germany, Hungary, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, UK
	EEF Taiwan	<b>Taiwan</b>	BC, CF, DAAD, Nuffic	UK, Italy, France, Germany, Netherlands, Spain, Austria, Ireland, Sweden, Poland, (Switzerland)
	EHEF Hongkong	<b>Hong Kong</b>	CF, DAAD	Austria, Belgium, Finland, France, Germany, Netherland, Lithuania, Italy, Poland, Spain, Sweden, UK, (Switzerland)
<b>Asia</b>	Study and Research in Europe	<b>South Korea</b>	BC, CF, DAAD, Embassy of Switzerland (2011)	Germany, France, UK, Austria, Czechia, Denmark, Finland, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, (Switzerland)
	EHEF Bangkok	<b>Thailand</b>	CF, DAAD, Nuffic	Austria, Denmark, France, Germany, Ireland, Italy, Netherlands, Poland, Spain, Sweden, UK, (Switzerland)
	EHEF Tokyo	<b>Japan</b>	BC, CF, DAAD, EC Delegation	Germany, France, UK, Spain, Ireland, Finland, Netherlands, Bulgaria, Hungary, Poland
	Study in Europe	<b>Singapore</b>	BC, CF, DAAD, Italian Cultural Institute	Belgium, Denmark, Finland, France, Ireland, Italy, Netherlands, Norway, Austira, Poland, Sweden, Spain, Hungary



## 10 Years of Joint European Promotion Activities

### Latin America

Type of Fair	In	Organisers	Participants
EuroPosgrados Mexico	<b>Mexico</b>	CF, DAAD, Nuffic, Universidad.es	Austria, Belgium, Germany, Spain, France, Hungary, Ireland, Italy, Netherlands, Poland, UK, Scandinavia, (Switzerland)
EuroPosgrados Colombia	<b>Colombia</b>	(CF), DAAD	Germany, France, Spain, UK, Italy, Netherlands
EuroPosgrados Chile	<b>Chile</b>	BC, CF, DAAD	Germany, France, UK, Belgium, Italy, Austria, Netherlands, Spain, Poland, Czechia
EuroPosgrados Argentina	<b>Argentina</b>	CF, DAAD, Embassy of Italy, Universidad.es	Austria, Czechia, France, Germany, Italy, Netherlands, Poland, Spain, UK
EuroPosgrados Venezuela	<b>Venezuela</b>	CF, DAAD	UK, Norway (2008)
EuroPos	<b>Brazil</b>	CF, DAAD, Nuffic	application still open

# Erasmus Mundus – Action III, PromoDoc

**2010 – 2013:** A series of information, recruitment and promotion activities in the targeted industrialised countries and territories of **Canada, Hong Kong, Japan, Singapore, South Korea, Taiwan and the USA.**

The project aims to enhance the attractiveness of doctoral-level study in Europe, improve awareness of opportunities for **doctoral study** and facilitate access to European doctoral programmes.

## Partners



Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service



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German Academic Exchange Service



CampusFrance  
The national agency for the promotion  
of French higher education abroad



WITH THE SUPPORT  
OF THE ERASMUS MUNDUS  
PROGRAMME OF THE  
EUROPEAN UNION

Implemented by:



## Further fields of collaboration

### **Mobility studies (Eurodata II, IMPI)**

Common studies on higher education mobility of students and academic personnel.

### **Joint contributions to international conferences (APAIE, EAIE)**

Presentations on European Co-operation as well as institutional strategies and national policies.

### **Exchange of personnel**

1-2 weeks visits of DAAD staff to CF and vice-versa to facilitate collaboration on joint initiatives, as well as the general exchange on concerted actions and conjoint projects.

### **Co-operation of external units**

Invitation of local CampusFrance directors to DAAD's regional meetings and vice-versa. Collaboration on common and European projects such as EuroPosgrados, etc.

## CampusFrance's International network



CampusFrance : 167 offices in 102 countries

# DAAD's International Network

