

Africa-Europe Conference on Higher Education Collaboration, 25 October 2019, Brussels

“Investing in people, by investing in higher education and skills in Africa”



STUDY IN EUROPE

Campus France – DAAD – Nuffic – British Council – Archimedes Foundation – ACA

Project Presentation

The “Study in Europe” project is contracted by the European Commission’s Directorate General for Education, Youth, Sport and Culture for a duration of three years (2018-2020).

“Study in Europe” is implemented by a consortium composed of Campus France (lead organisation), the German Academic Exchange Service (DAAD), Nuffic (Netherlands), British Council, Archimedes Foundation (Estonia) and Academic Cooperation Association (ACA). It builds on the Study in Europe activities carried out by the same consortium from 2015-2017.

Objectives:

To help strengthen the profile of the entire range of European higher education on the world stage, and of EU-funded opportunities, making these more visible and accessible to mobile learners and academics. The project seeks to improve the availability of information on study and research opportunities in Erasmus+ Programme Countries.

The project is part of a wider strategy of the European Commission to strengthen the internationalisation of European higher education and raise its visibility worldwide.



STUDY IN EUROPE

Project Activities

Organisation of **Study in Europe fairs**: European higher education institutions and national promotion agencies meet **students** who are interested in studying in Europe as well as their parents and advisors. Visitors receive **first-hand information** on **study options in European countries** and the **Erasmus+ programme**. There are also **network opportunities** for European institutions to connect with their counterparts.

The **online “Study in Europe” portal** aims to inform prospective students about study opportunities in Europe, to help them to find **programmes** and **scholarships** and to **plan** their studies and **prepare** for student life.

Promotional materials (Videos, leaflet, brochure, posters, presentations, promotional gadgets, student testimonies) and **training webinars** on higher education marketing are offered to national promotion agencies and European HEIs.

Social media campaign on Facebook, Instagram and YouTube

Upcoming events in Africa

Study in Europe fair Ethiopia
16 November 2019, Addis Ababa



20 exhibitors will inform Ethiopian students about study courses, scholarship programmes, and Erasmus+ opportunities. Ethiopian higher education representatives are invited to meet with European exhibitors on 15 November and to discuss future cooperation projects.

Webinar Series Africa
26-28 November 2019, online



Several European countries will present their study options during the three-day webinar series. Students from all African countries are invited to join the online presentations and learn more about studying in Europe. Each day will start with a presentation on Erasmus+.

Study in Europe fair Nigeria
March 2020, Lagos



During a 1-day fair Nigerian students will learn more about study abroad opportunities, different scholarship programmes and EU funded programmes. This fair is a follow-up event of the first Study in Europe fair organised in Lagos in 2017.

More information on www.studyineuropefairs.eu

Project Results

Since 2016, 12 fairs organised worldwide including South Africa and Nigeria

Thematic articles published on the Study in Europe portal, 130 000 portal visitors in 2019, up to 20 000 portal visitors per month

1 video (47 503 clicks in 2 months), 3 training webinars, more than 8000 goodies, flyers, brochures distributed

Facebook: 225 000 followers
Instagram: 950 followers

Information

CONTACT INFORMATION
info@studyineuropefairs.eu and studyineurope@campusfrance.org

WEBSITE
<http://ec.europa.eu/education/study-in-europe/>

SOCIAL MEDIA
Facebook, Instagram, YouTube icons and [studyineurope.welcome](https://www.youtube.com/c/studyineurope.welcome)



Come have a chat at the alumni and career advice booth with...

Blessing Popoola
Online Marketing Manager, RDM
Study in Europe Alumni

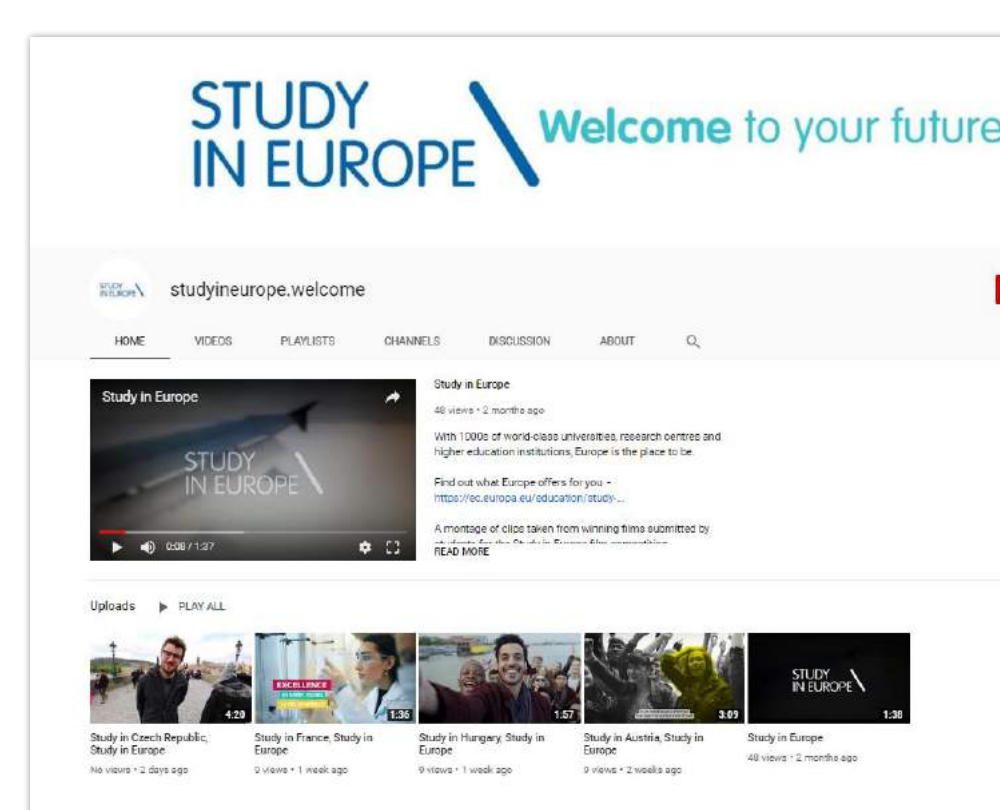
Attend Study in Europe fair in Lagos

- Saturday, 20th May 2017
- 11am - 4pm
- Iko Hotel and Suites, Lagos

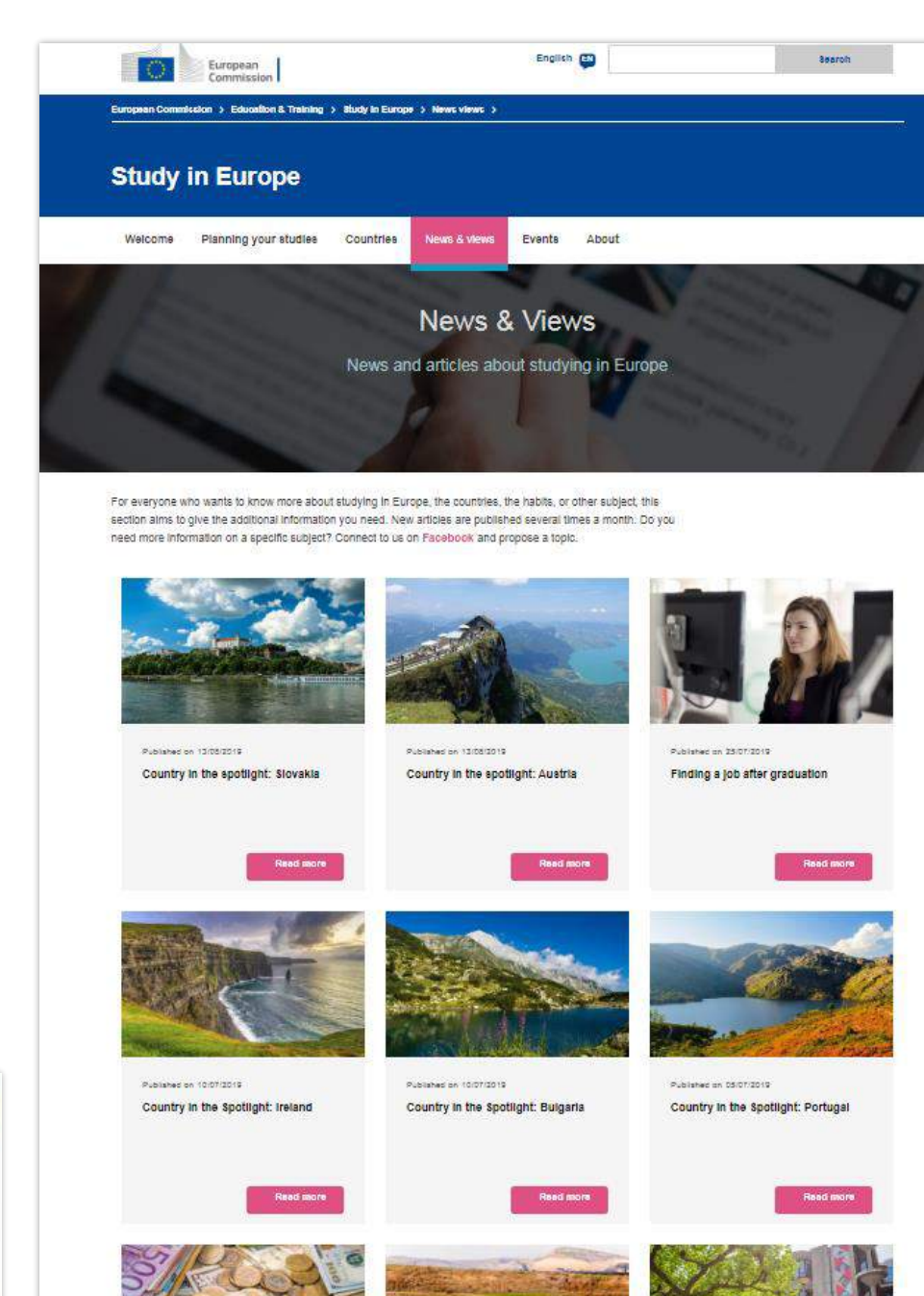
www.studyineuropefairs.eu Register to attend



Study in Europe fairs



YouTube channel



Study in Europe portal



Promotional material

IMPLEMENTING PARTNERS



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