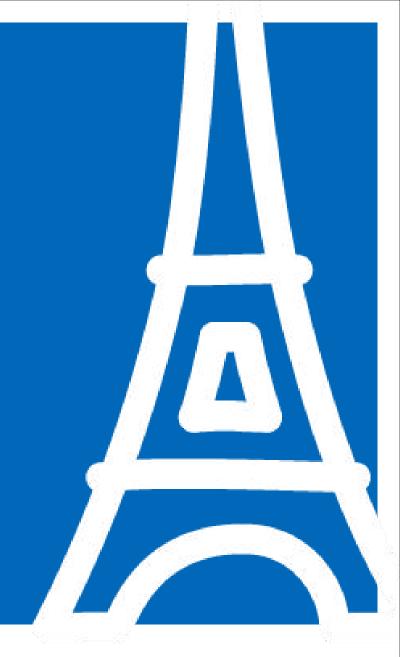
## CAMPUS FRANCE PROMOTING FRENCH HIGHER EDUCATION

**Thierry VALENTIN Deputy Director General** 

IN THE WORLD

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### Global Community Engagement

APRIL 13-17 - BELÉM, BRAZIL

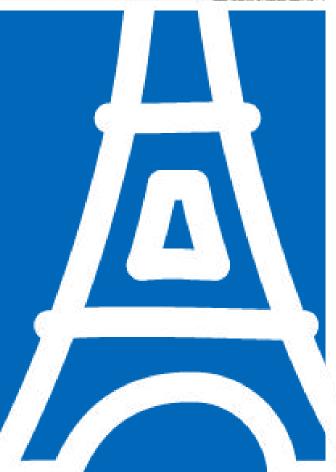


## THE NEW FRENCH STRATEGY

FOR ATTRACTING INTERNATIONAL STUDENTS

Thierry VALENTIN
Deputy Director General

thierry.valentin@campusfrance.org









5.1 MILLION MOBILE STUDENTS, +28% OVER THE PAST 5 YEARS

+10 MILLION BY 2030

#### 10 YEARS FROM NOW:

- ASIA FIRST REGION OF ORIGIN (42%)
- GREAT INCREASE OF AFRICAN STUDENTS
- EUROPE FIRST HOST REGION (43%)
- 47 % OF THE MOBILITIES WITHIN THE SAME REGION (EUROPE 87%)
- FAST GROWING NEW PLAYERS

**ELITE AND MINORITY MOBILITY** 

GROWING INTERCONNECTION AND COMPETITION



ONLY 2.3%

OF THE WORLD'S STUDENTS ARE MOBILE



Host countries	Students	2011-2016
United States	971 400	+37%
United Kingdom	432 000	+3%
Australia	335 500	+28%
France	245 500	-9%
Germany	244 500	NA
Russia	244 000	+47%
Canada	189 500	+57%
Japan	143 500	-5%
China	143 000	+74%
Malaysia	124 000	+95%
Italy	92 500	+26%
Netherlands	90 000	+134%
Turkey	88 000	+182%
Saudi Arabia	80 000	+129%
Emirates	77 500	+59%
Limitatoo	11 300	- 00 /0

TOP HOST COUNTRIES (2016)



4TH HOST COUNTRY FOR INTERNATIONAL STUDENTS

1<sup>ST</sup> NON ANGLOPHONE HOST COUNTRY

BUT A WEAKENED POSITION





#### TOP 10 COUNTRIES OF ORIGIN OF FOREIGN STUDENTS IN FRANCE

#### **AND TREND 2012-2017**

Morocco	39,855	+24%
Algeria	30,521	+34%
China	30,072	-1%
Italia	13,341	+58%
Tunisia	12,842	+8%
Senegal	10,974	+22%
Germany	8,459	-4%
Ivory Coast	8,085	+80%
Spain	7,826	+32%
Cameroon	6,878	-7%
	Algeria China Italia Tunisia Senegal Germany Ivory Coast Spain	Algeria       30,521         China       30,072         Italia       13,341         Tunisia       12,842         Senegal       10,974         Germany       8,459         Ivory Coast       8,085         Spain       7,826

**MESRI-SIES, 2017-2018** 



345,000 FOREIGN STUDENTS IN FRANCE IN 2017-2018

50 % FROM AFRICA

25 % FROM EUROPE

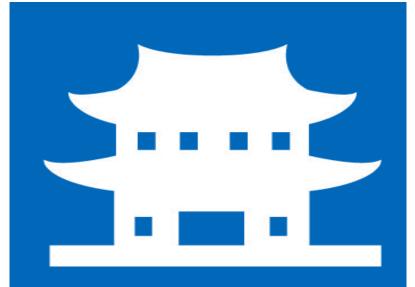


#### TOP 10 COUNTRIES OF ORIGIN OF OUTBOUND STUDENT MOBILITY

#### **ANDTREND 2011-2016**

1	China	868,772	+32%
2	India	301,406	+46%
3	Germany	119,088	+4%
4	South Korea	104,992	-18%
5	Nigeria	95,731	+69%
6	France	90,543	+50%
7	Kazakhstan	90,187	+113%
8	Saudi Arabia	90,178	+74%
9	Vietnam	82,159	+58%
10	Ukraine	77,263	+108%
	*		

**UNESCO, 2016** 



CHINA
1ST COUNTRY OF ORIGIN
OF INTERNATIONAL
STUDENTS IN 2016

BUT A NEW WORLD IS COMING



#### TO GO FURTHER...

**WWW.CAMPUSFRANCE.ORG** 

LES NOTES

STRATÉGIES
NATIONALES
D'ATTRACTIVITÉ
ENSEIGNEMENT
SUPÉRIEUR ET

RECHERCHE

CHIFFRES

MARS 2019





LA FRANCE

pays d'accueil



FRANCE'S IMAGE AND APPEAL IN THE EYES OF INTERNATIONAL STUDENTS

HIGHLIGHTS OF THE 2017 CAMPUS FRANCE KANTAR SOFRES POLL



### A NEW STRATEGY

FOR ATTRACTING INTERNATIONAL STUDENTS

**LAUNCHED BY THE FRENCH PM IN NOVEMBER 2018** 





THE TARGET:
500,000
INTERNATIONAL
STUDENTS BY 2027

THE ROAD MAP:
#7 AXES FOR MORE
AND BETTER
ATTRACT





## #1 SIMPLIFY VISA POLICIES

GIVE PRIORITY TO INTERNATIONAL STUDENTS

SINGLE WINDOW AND PAPERLESS, VIRTUAL PROCEDURES

NEW RESIDENCY PERMIT VALID FOR RETURN AFTER GRADUATION





# #2 DOUBLE THE NUMBER OF STUDENTS IN FRENCH & ENGLISH

DOUBLE THE NUMBER OF STUDENTS LEARNING FRENCH AS A FOREIGN LANGUAGE

DOUBLE THE NUMBER OF COURSES TAUGHT IN ENGLISH: FROM 1400 TO 2800





# #3 BRING STUDENT SUPPORT SERVICES UP TO THE HIGHEST STANDARDS

GENERALIZE PRACTICES SUCH AS: WELCOME PACKS
WELCOME DESK
HOUSING SUPPORT
etc...

SEED FUND OF €10 MILLION IN SUPPORT SERVICES / YEAR



INTRODUCE A NEW LABEL FOR GLOBAL RECOGNITION

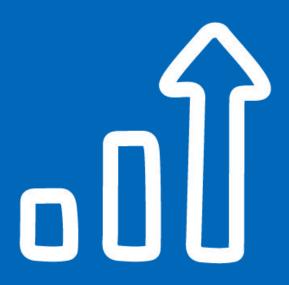


## #4 TRIPLE SCHOLARSHIPS

INCREASE THE NUMBER OF TUITION EXEMPTIONS BY FRENCH HEI

TRIPLE THE NUMBER OF FRENCH GOVERNMENT SCHOLARSHIPS: FROM 8 000 TO 25 000

FOCUS: AFRICA, FRENCH SPEAKING STUDENTS, EMERGING COUNTRIES, PARTNERSHIPS





## #5 DIFFERENTIATE TUITION FEES

STUDENTS FROM OUTSIDE EEA WILL PAY: 2770 € IN BACHELOR 3770 € IN MASTER

1/3 OF THE FULL COST OF EDUCATION (2/3 STILL SUPPORTED BY FRENCH TAX PAYERS)

REFUGEES, RESIDENTS, PHD AND EXCHANGE PROGRAM STUDENTS ARE EXEMPTED





# #6 EXPAND OUR PRESENCE ABROAD

STRENGTHEN FRANCE'S
DEVELOPMENT ASSISTANCE POLICY

MORE EDUCATIONAL PROGRAMS
ABROAD AND OFFSHORE CAMPUSES

EXPAND JOINT HIGHER EDUCATION INSTITUTIONS IN AFRICA

SEED FUND OF €5 MILLION AND SUPPORT FUND OF €20 MILLION / YEAR





### #7 LAUNCH A GLOBAL CAMPAIGN...

IN 2019, IMPLEMENT THE "CHOOSE FRANCE" CAMPAIGN, UNDER THE DIRECTION OF CAMPUS FRANCE

STIMULATE INTEREST IN COMING TO FRANCE

GLOBAL CAMPAIGN IN ENGLISH AND 30 OTHER LANGUAGES







#### WHAT ABOUT BRAZIL ...?





