

Paris, January 25, 2018

Press Release

Campus France will lead a consortium dedicated to promoting European higher education

Campus France won the public tender from the European Commission to implement the project "*Enhancing the attractiveness of European Higher Education in the world (Study in Europe)*".

The French operator is the leader of a consortium including the German DAAD, the Dutch Nuffic, the British Council, the Estonian Archimedes Foundation, and the Academic Cooperation Association based in Brussels, which was put in charge by the General Direction of Education and Culture of the of European Commission to implement the "*Study in Europe*" project.

The objective of the "Study in Europe" initiative planned for three years (from December 2017 to December 2020) is to enhance the visibility of Europe as study destination for students from non-European countries. Activities include the organisation of a series of European fairs in six non-European countries (South Africa, Ecuador/Peru virtual fair, Ethiopia, Malaysia, Myanmar and Ukraine), an integrated communication campaign, including in social networks, the management of an information portal "[Study in Europe](#)" and the organisation of webinars dedicated to agencies for the promotion of academic mobility and European higher education and research institutions.

The project is part of a broader initiative from the European Commission to enhance the internationalisation of European higher education.

The meeting dedicated to the launch of the *Study in Europe* project will be held with European partners and the European Commission on Monday 29 and Tuesday 30 of January 2018 in the premises of Campus France.

To know more: <https://www.campusfrance.org/en/Study-in-Europe-project>