

Campus France Announcement

Paris, November 19, 2020

NEW CAMPUS FRANCE COMMUNICATION CAMPAIGN

*“Without the **thousands of faces** that bring diversity to our amphitheatres, our universities would not be quite the same! And without the **thousands of human and intellectual connections** made by foreign students who come to study here, it’s France, in the eyes of the world, that would not be quite the same!*

Jean-Yves Le Drian, General Assembly French Studies (11/18/2020)

In a global environment characterized by the health crisis and a downturn in student mobility, France is reaffirming its ambition to welcome international students. **Campus France**, the national agency for the promotion of French higher education, is launching a **new communication campaign** to encourage students to apply to French institutions.

20 alumni ambassadors of French higher education

“I chose France for my studies, what about you?” “In France, we care about you and “**Rendez-vous en France**” These are the messages from 20 students and alumni in this new communication campaign, which expands upon the preceding campaign while adapting to the current environment and to students’ expectations.

Alumni are from various countries of origin and educational programs. They embody the excellence of French higher education institutions and their own professional success that they bring. A few examples:

- **Anja**, Serbian. After studying molecular biology, she completed her Master degree in Public Health, focusing on epidemiology and clinical research at the Université de Lorraine. She works in France on epidemiological risks.
- **Niels**, German. A laureate of the *Make our planet great again* program, his scientific work improved our understanding of climate change through the study of geology. He is completing his PhD at the Geology laboratory of Lyon (Université Claude Bernard Lyon 1).
- **Tahina**, Malagasy. An engineer with a PhD in computer science obtained in France at the Université de la Réunion, she now works on the integration of electric vehicles into the cities of the future. She was awarded the L’Oreal/UNESCO fellowship for women in science in France (2017).
- **Thierno**, Senegalese. He studied sustainable agricultural and agri-food systems at Sup Agro Montpellier and divides his time between France and Senegal for various agri-food projects.
- **Veronica**, Mexican. After studying at a French high school in Mexico, she completed a degree in Engineering at Arts et Métiers ParisTech. She now works for a consulting firm.
- **Duy-Anh**, Vietnamese. A laureate of the *Make our planet great again* program who is mindful of environmental issues, he completed a Master’s in economics at the Paris School of Economics and continues his studies in development economics at the Agence Française de Développement.
- **Sarah**, Korean. Passionate about the luxury sector, she studies marketing and management at Sciences Po Paris to work on the development of French luxury brands in Asia.
- **Samir**, Algerian. An architect who chose France to refine his training by completing an international Master’s in heritage conservation.



Maintaining the appeal of France

By redesigning communication in 2020 to be simultaneously reassuring, encouraging, and dynamic, Campus France was able to diminish the effects of the student mobility crisis. 65,000 visas were issued at the beginning of the school year - a limited decline of 25% of newly arrived students (whereas they were essentially halted in many countries such as Australia, Canada, China or the United States).

The goal of this new campaign is to maintain France as one of the top host countries of international students while continuing to focus on the goals established two years ago by the “Welcome to France” strategy.

This campaign will be **distributed through the network of the 259 Campus France offices** in the French embassies of **127 countries**.

Campus France

220 people in France supporting higher education and research;

In conjunction with **259** Campus France offices located in the embassies of France throughout **127** countries;

375 French higher education establishments which are members of the Campus France Forum;

30 000 mobility files managed

80 websites in **32** languages, with more than **20** million site visits;

1.7 million followers of Campus France on social media (all networks combined) and more than

320,000 alumni active in the France Alumni network.

30 publications and statistical studies published per year.

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