

RENDEZ-VOUS EN FRANCE



Paris, Tuesday, November 30, 2021

“Rendez-vous en France!”

Campus France launches a new global communication campaign

In keeping with the "Bienvenue en France" (Welcome to France) strategy launched in 2019, Campus France, the national agency for the promotion of French higher education, unveils a new communication campaign built around the invitation “Rendez-vous en France!” (“See you in France!”)

In a context of **student mobility comeback, such as that seen in France,** with international students figures reaching pre-crisis level, this campaign aims at reinforcing France’s appeal based on its major strengths: **a way of living** unique to the world, **excellence in education** which places it at the top of international rankings, the choice of **courses in English** and health management policies that **kept the country open during the pandemic.**

A campaign that celebrates a return to liveliness

“This campaign is a response to an intense and renewed desire for mobility two years into the pandemic,” explains Béatrice Khaiat, Executive Director of Campus France. *“It highlights the experiences as well as the promise of discovering the **French way of life** in addition to the notion that studying in France constitutes a milestone in everyone’s life.”*



The campaign is centered around three main concepts:

- **“Rendez-vous: a return to life”**

The campaign’s main concept, found on all marketing materials, is based on the appreciation of **the experience** of living abroad. It celebrates discovery, openness and the French art of living.

- **“Rendez-vous en France...for a world class education”**

The 2021 Shanghai ranking places France at the world’s third position for the number of institutions in the Top 50. Two of the world’s top three universities for mathematics are French, and 100% of the Financial Times’ top 5 Masters in Finance are French.

- **“Rendez-vous en France, study in English”**

In order to welcome non-French speaking students from all over the world, one must remember that France offers approximately 1,600 courses in English (at the Bachelor's, Master's and Doctorate levels).

- **“In France, we take care of you”**

The French government, along with higher education institutions, has facilitated **access to Covid-19 vaccines** for international students. Through this, we are also able to promote the quality and accessibility of care in France.



Eight new ambassadors

Eight new alumni, former international students who came to study in France, have been added to the profiles from previous campaigns to attest to the excellence of French higher education:

- **Valentina** (Argentina) is a graduate of Sciences Po Bordeaux and is responsible for the international development of a French engineering school.
- **Lucas** (Kenya) is working on his doctorate in art history and archaeology at the University of Pau and Pays de l'Adour.
- **Alyssa** (Australia) has developed an international communication strategy for a Parisian university after an academic exchange at Sciences Po Paris.
- **Andrei** (Kazakhstan) is a graduate of Sorbonne University and is now a computer consultant and founder of a Kazakh film festival.
- **Luis** (Colombia) is an engineer in the pharmaceutical sector, educated at the National Engineering School of Metz.
- **Tchailga** (Ivory Coast) graduated from the University of Lille and works in the health insurance industry.
- **Sothearath** (Cambodia) has a doctorate in economics and specializes in local currencies. He completed his PhD at the Côte d'Azur University in Nice.
- **Sandrine** (Egypt) is a corporate lawyer and a graduate of the University of Haute-Alsace.

These alumni are spread out in several cities in France: **Biarritz, Pau, Orléans, Nice and Paris.**

This year, in keeping with the promise of enhancing the experience of living in France, Campus France opted for **outdoor shots**, where alumni are interacting with external environments

related to their career path. Visuals and videos of the alumni will be progressively unveiled on the website and on the agency's **social media pages**.

A worldwide deployment, as close as possible to Campus France's local offices

The campaign will be deployed simultaneously in all of **Campus France's 275 local offices** in **134 countries**. A communication kit with a set of materials is available for this network: visuals in print and digital versions and two video series showcasing the paths of the alumni.

All content is available in French, English and Spanish and can be adapted locally and in all other languages by the Campus France's local offices.

→ [Download the visuals in high definition](#)

Campus France

More than **200** people in France working in the fields of higher education and research

In connection with the **275** Campus France country offices located in French embassies in **134** countries

371 French higher education institutions that are members of the Campus France Forum

18,000 managed mobilities

90 internet sites in **35** languages, more than **20** million visits

2.3 million people follow Campus France on social media (all networks combined) and more than **330,000 active alumni** on the France Alumni network

30 publications and statistical studies produced each year

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