

A stylized globe with latitude and longitude lines is positioned on the right side of the cover. Two large, light-colored circular arrows are drawn around the globe, one at the top and one at the bottom, suggesting a cycle or continuous action.

**ACTIVITY**  
**REPORT**

2017

A YEAR OF ACTION

# Summary



## A YEAR OF ACTION

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### **“OUR STRATEGY MUST BE MORE PROACTIVE”.**



It is in these terms that, in his inauguration speech at the Conference of Ambassadors in August 2017, the President of the Republic referred to international student mobility

and the role played by France in this mobility.

Campus France seeks to inscribe its actions in this perspective. In 2017, the focus was on new ways of valuing and promoting French higher education and research.

Without listing all the actions undertaken in this connection, we wish to mention here some of the innovative approaches organized or followed by Campus France that seem to us emblematic of these new directions.

First, we would like to highlight the originality of the first Africa Destination Jobs Forum and, in the same spirit, the MEET Africa initiative that accompanies entrepreneur alumni in Africa. We would also like to highlight the new European Commission call for tenders, which the Agency has just won for the organization of the Study in Europe fairs, as well as the Prestige program, which encourages the mobility of researchers to and from France. We would also like to mention the rapidly growing France Alumni network, and our social networks, and our new dynamic and colorful website, which better reflects our ambitions.

Among these new directions, we should not forget the call to Make Our Planet Great Again, with which Campus France is fully involved. We also wish to refer to our third measure of academic mobility, which reveals an unequaled satisfaction rate among foreign students

who want to come or have come to study in France. Finally, we wish to highlight the innovation and the local anchoring of our actions with French institutions and regions, thanks in particular to the agreements signed with COMUE Lille-Nord-de-France and the Hauts-de-France Region.

Clearly, our actions are not limited to these brief words, and in the following pages, we present further details of these various actions along with many others, divided into five major areas of action.

On three occasions this year, we have had the pleasure of welcoming Frédérique Vidal, Minister for Higher Education, Research, and Innovation, who actively supports our choices and strategic approaches. It is these approaches, translated into priorities and significant actions for fulfilling our mission, which form the chapter headings of this activity report: I) Enhancing and promoting the value of higher education in France; II) Encouraging and facilitating student mobility; III) Welcoming and supporting international students; IV) Analyzing and monitoring international mobility; and V) Fostering and bringing together partner networks.

The role of Campus France is more than ever to highlight, make attractive, support, and export French excellence in higher education and research.

**Béatrice Khaïat, Executive Director of Campus France**

**Bertrand Monthubert, Chair of the Board of Directors of Campus France**



# ACTIONS HIGHLIGHTS



1 Discours de Ouagadougou  
Mardi 28 novembre 2017  
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- 1 - Speech by Emmanuel Macron, President of the Republic, Ouagadougou, Burkina Faso, November 28, 2017
- 2 - Research and Innovation Encounters, Paris, July 3-5, 2017
- 3 - General Meeting of the Campus France Forum, French National Library, Paris, December 15, 2017
- 4 - Inauguration of the Africa Destination Jobs Forum by Frédérique Vidal, Minister for Higher Education, Research, and Innovation
- 5 - Campus France Survey by Kantar SOFRES. Image and attractiveness of France to foreign students, Paris, November 24-25,
- 6 - Le Monde, Focus section, article by A. Tricornot, December 20, 2017 issue
- 7 - Research in France brochure



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- 1 - Destino Francia Fair, Bogotá, Colombia, April 1-2, 2017
- 2 - China Education Expo, Changchun, Beijing, Wuhan, Chengdu, Shanghai, Guangzhou, October 19-31, 2017
- 3 - Study in France Virtual Fair, November 6-15, 2017
- 4 - Regional Conference on Higher Education and Refugees in the Mediterranean as part of the HOPES Project, Beirut, Lebanon, September 2017
- 5 - Welcoming of Yemeni students benefiting from a grant from the Hadhramout Foundation for Human Development, Quai d'Orsay, Paris, November 2017
- 6 - New France Alumni website
- 7 - New Campus France website



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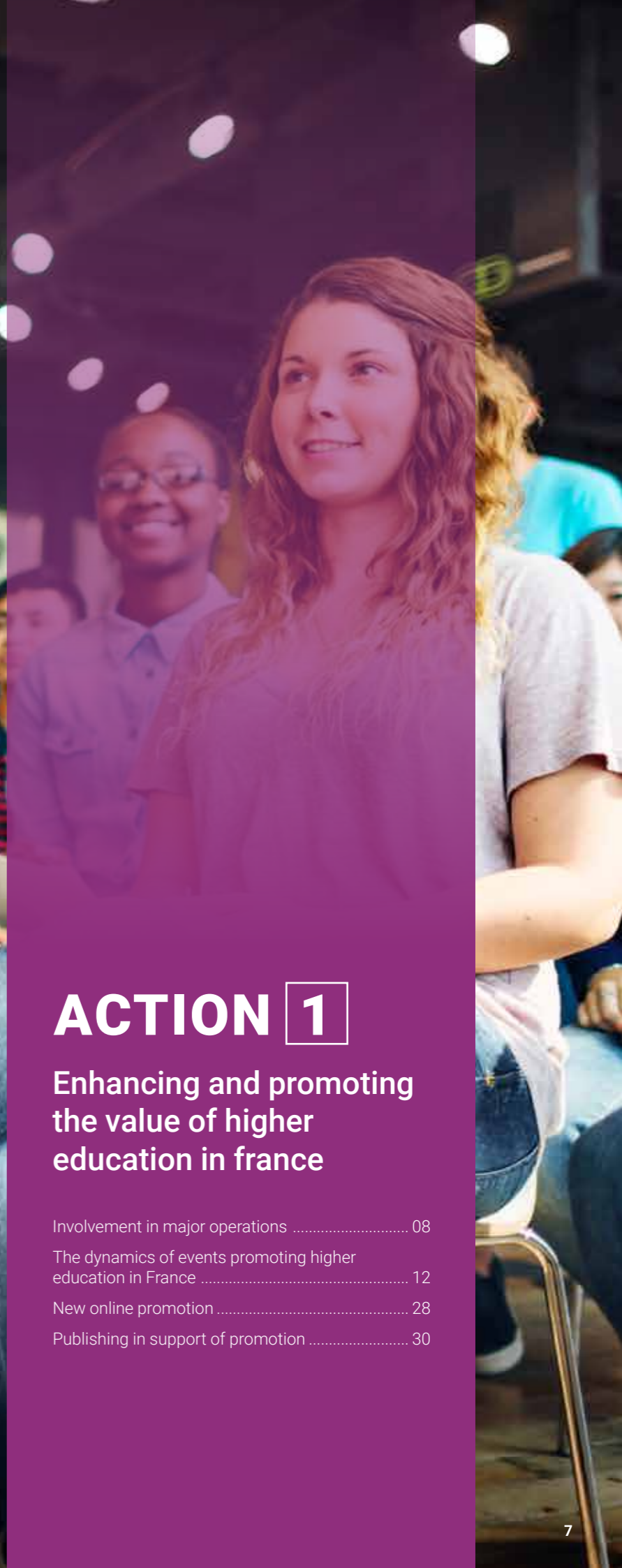
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# **ACTION 1**

## **Enhancing and promoting the value of higher education in france**

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- New online promotion ..... 28
- Publishing in support of promotion ..... 30

## ENHANCING AND PROMOTING THE VALUE OF HIGHER EDUCATION IN FRANCE

### The Campus France brand: more reader-friendly and visible

With a new more dynamic and colorful visual identity, Campus France is today expressing its desire to be more readable and more visible.

Cascaded to all communication media, to promotional events in France and around the world, as well as online communications, this new visual identity presents a fresh, younger and more proactive image of the Campus France brand.

Promoting education in France means above all enhancing its value in order to make it more attractive. Promoting is by definition an active, assertive strategy.

Campus France deploys its expertise in this area in all its promotional operations. Its primary mission is to place the tools necessary for the success of the events it organizes at the service of higher education in France, in conjunction with all of its partners.

All means are put in place to fulfill this mission: organization of fairs, events, and displays, publishing of documents and articles in all media, development of websites and platforms, and posting content to social networks.

### INVOLVEMENT IN MAJOR OPERATIONS

Campus France is developing new formats for the promotion and enhancement of the value of higher education and research.

Responding to the wishes of its trustees as well as to international, political, and geographical developments, Campus France is getting involved.

The Agency strives to respond to new demands connected to globalization and to France's place in the world by initiating, implementing, and supporting new operations.

#### > Africa Destination Jobs Forum, Paris, November 24–25,

**60 companies (consisting of large French corporations with a presence in Africa as well as African SMEs), entrepreneurship support structures, start-ups, student associations, 17 diplomatic posts, 30 French higher education institutions, and 1,200 students and young professionals.**

These are the headline figures of the first Africa – Destination Jobs Forum organized by Campus France and following on from the Encounters events, which in 2016 put Africa in the spotlight.

Some 100 speakers were asked to contribute to 27 conference sessions to discuss issues of professional integration, entrepreneurship (especially among women), short courses adapted to the African market, continuing education and, more generally, good practices, tools, and funding designed to ensure the development of investment projects in Africa. These round tables were broadcast live on social networks, totaling nine hours and generating 100,000 views.

Many partners supported this first Forum, including the French Development Agency (AFD), the Association of Francophone Universities (AUF), Air France, Business France, the French Immigration and Integration Agency (OFII), the International Trade Monitor (MOCI), the French Council of Investors in Africa (CIAN), the Active Growth & Youth Program (AGYP), the Africa network of the Association of French Enterprises (MEDEF), and the Pôle Emploi Employment Agency.

Dedicated to the professional integration into African entrepreneurship of students and recent graduates from higher education institutions in France, this Forum made it possible to organize **600 meetings and interviews involving young graduates, businesses, and higher education institutions.**



Africa Destination Jobs Forum  
1 - Maouloud Ben Katra, Minister of Employment and Vocational Training, Mali  
2 - Frédérique Vidal, Minister for Higher Education, Research, and Innovation  
3 - Representatives from Madagascar



### > Campus France Research and Innovation Encounters, Paris, July 3–5,

**3 days, 300 participants, 2,000 meetings, 50 conferences and workshops, 80 speakers, 42 diplomatic posts represented, 170 representatives from 105 French research institutions and organizations.** These headline figures summarize the second year of the Campus France Research and Innovation Encounters, which form part of the dynamic of the Come to France message launched by the President of the Republic.

Inaugurated by the Minister for Higher Education, Research, and Innovation, these Encounters provided an occasion for countless cases of mobility between French institutions and research organizations and the scientific and university services of French Embassies.

Workshops devoted to countries from all geographical regions were followed by presentations on the international policies of research organizations, institutions, companies, and institutions such as the National Research Agency (ANR) and the National Research and Technology Association (ANRT).

On the occasion of these meetings, the Forum Campus France, the Conference of University Presidents (CPU), the Conference of Elite Schools (Grandes Écoles – CGE), and the Conference of Deans of French Engineering Schools (CDEFI) presented the Minister with a joint note proposing measures designed to enhance the international attractiveness of French higher education institutions. These included:

- Strengthening French Government scholarships for foreign students;
- Launching a global communication campaign to promote the France brand;
- Increasing resources allocated to institutions for welcoming foreign students and researchers;
- Simplifying the application process and developing innovative training methods within institutions;
- Simplifying the conditions of stay of foreign students and young researchers;
- Developing the outward mobility of French students.

### > Make Our Planet Great Again initiative (June )

**Nearly 6,000 messages** from researchers and students were processed by Campus France following the appeal launched in June by the President of the Republic to the international community.

A very large number of applications from students and researchers that had to be answered were received on the generic website [www.makeourplanetgreatagain.fr](http://www.makeourplanetgreatagain.fr) Campus France naturally became the first point of contact for advice and guidance for applicants, liaising with the National Center for Scientific Research (CNRS) for long research stays, putting applicants in touch with diplomatic posts for personalized meetings, providing answers about the application process, etc.

To help applicants for PhD or post-doctoral studies find a host research laboratory, Campus France has launched a dedicated webpage (<http://makeourplanetgreatagain.fr/campusfrance.org>), which lists the offers available in each of the project's thematic areas: climate science, energy transition, and earth systems. A dedicated email address for answering questions from applicants has also been created: [mopga@campusfrance.org](mailto:mopga@campusfrance.org)

## MAKE OUR PLANET GREAT AGAIN IN FIGURES

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>■ Messages received in all categories on the generic website (students, researchers, entrepreneurs, NGOs): <b>11,000</b></li> <li>■ Messages from students and researchers processed by Campus France: <b>5,866</b></li> <li>■ Detailed projects sent to Campus France: <b>1,921</b></li> </ul> | <ul style="list-style-type: none"> <li>■ Applicants for study in France: <b>500</b> (of which 331 from the US)</li> <li>■ Applicants for PhDs: <b>484</b> (of which 323 from the US)</li> <li>■ Applicants for long research stay in France (3 to 5 years): <b>400</b> (of which 229 from the US)</li> </ul> | <ul style="list-style-type: none"> <li>■ Applicants for post-doctoral studies: <b>237</b> (of which 131 from the US)</li> <li>■ Collaborations with a French research laboratory: <b>86</b> (of which 56 from the US)</li> <li>■ Applicants for short research stay in France (1 to 11 months): <b>92</b> (of which 66 from the US)</li> </ul> |
|--|--|--|



Research and Innovation Encounters

1 – Opening of the Research and Innovation Encounters by Bruno Maquart, President of Universcience, with address by Paris Sciences Letters 2

2 – Workshops

3 – Meetings with diplomatic posts and French research institutions and organizations



Make Our Planet Great Again initiative

1 - First three young laureate researchers are congratulated by Campus France and the Ministry for Europe and Foreign Affairs (MEAE) at the Tech for Planet event on the eve of the marking of the second anniversary of the Paris Climate Accord

2 - Mark Hammonds (United Kingdom), Theresa Oehmke (United States), and Tamal Chatterjee (India) are the first three Young Researcher laureates selected by MEAE in 2018 for doctoral and post-doctoral stays in France

3 - The President of the Republic announces the first applicants selected under the program Make Our Planet Great Again



## DYNAMICS OF EVENTS PROMOTION OF HIGHER EDUCATION IN FRANCE

As the core mission of Campus France, organizing events in France and around the world is part of its DNA.

With 55 operations undertaken in 2017, Campus France is as active and dynamic as in 2016.

Number of Operations per Geographic Area

	2016	2017
Africa	5	10
North Africa/Middle East	6	8
Americas	13	11
Asia	15	13
Europe (excluding France)	12	11
France	6	2
<b>TOTAL</b>	<b>57</b>	<b>55</b>

Events dealing with the geographical area concerned.  
France = Events of the Campus France Encounters type

### Better-adapted event formats

- With 13 events, Asia again leads the way, followed by the Americas (11 operations), which tie with Europe/CIS.
- In France, Campus France has also developed an expert role by proposing new forms of promoting a country. The *Café-Croissants* operations and the country or thematic days have been a genuine success (21 as against 15 in 2016). Beyond this geographical interest, the Agency also displays a presence on issues of attractiveness (Welcoming Day and Forum Commissions).

Participating Institutions

	2016	2017
French universities	70	70
Schools of business and management	42	44
Elite schools ( <i>Grandes Écoles</i> )	15	15
University clusters / COMUE / Networks	15	16
Engineering schools	79	78
Foreign universities	1	
Language schools	15	20
Specialized schools	8	10
Art schools	28	37
Catholic institutes	5	5
Research organizations	3	8
Conservatories	2	
Others	6	
Schools of architecture	1	3
Associations	1	
Ministries		2
<b>TOTAL</b>	<b>292</b>	<b>309</b>

### Over 300 participating institutions in France and abroad

- Rising from 292 to 309, the number of institutions participating at least once in promotional activities has increased by 6% in one year.
- The loyalty rate to Campus France remains strong and constant, with the number of multiple participations per institution remaining very high (over 1,200 participations).
- French delegations have often exceeded 30 institutions in a single country, including Colombia, Vietnam, India, China, Senegal, and Côte d'Ivoire in addition to the European Association for International Education (EAIE) in Spain, the Association of International Educators (NAFSA) in Los Angeles, or at the first European virtual show.

Participation by Institutional Type

	2016	2017
French universities	335	337
Schools of business and management	327	331
Elite schools ( <i>Grandes Écoles</i> )	47	37
University clusters / COMUE / Networks	45	52
Engineering schools	301	247
Foreign universities	1	
Language schools	35	53
Specialized schools	35	41
Art schools	78	79
Catholic institutes	15	22
Research organizations	7	14
Conservatories	2	
Others	6	
Schools of architecture	1	4
Associations	1	
<b>TOTAL</b>	<b>1,236</b>	<b>1,217</b>

### Universities with a strong presence

- With a growing participation, 389 universities and university clusters remain the most loyal to the Campus France program.
- While 331 business schools and 247 engineering schools were also present, the number of participating art schools and language schools represents a breakthrough, with a rise of 33%.
- The presence of research organizations was supported by the organization of the Research and Innovation Encounters (8 against 3 in 2016).
- It should be noted that with 309 attendances, members of the Campus France Forum participated in more Campus France actions (292 in 2016), while the number of non-members remained stable (46).

Number and Operation Type

	2016	2017
Conferences / Seminars / Open Doors	12	11
Country Days	9	5
Recruitment Missions	4	4
Campus France Encounters	1	1
Fairs / Encounters	26	28
Virtual Fairs	1	1
Visits by VIPs / Travel	4	5
<b>TOTAL</b>	<b>57</b>	<b>55</b>

### 2017: A year of innovation and consolidation

- A special effort focused on sub-Saharan Africa as well as presence throughout the world
- A range of promotional operations in Sub-Saharan Africa, which have doubled in number compared to 2016
- A near-constant number of actions undertaken in other geographical areas

### Number of Institutions by Operation Type

	2016	2017
Conferences / Seminars / Open Doors	188	167
Country Days	146	109
Recruitment Missions	51	87
Campus France Encounters	132	93
Fairs / Encounters	181	174
Virtual Fairs	6	8
Visits by VIPs / Travel	15	88
<b>TOTAL</b>	<b>292</b>	<b>309</b>

#### Winning formats

- **28** fair-like student events combined with institutional encounters make this format the winner in terms of programming.
- **167 institutions** participated in the new Café-Croissants concept, which focused on a country's ambassador or a particular sector of activity, in which institutions are invited to discover, rediscover, or continue their work of promotion and cooperation in the Agency's premises in Paris.

#### A qualitative success for the Research and Innovation Encounters

- **93 institutions**, attracted by the originality of the Research and Innovation Encounters, followed the workshops and seminars in a sustained manner. This strong attendance counterbalances lower participation by institutions as the Academic Encounters attract a larger number of institutions thanks to its broader concept.

#### Recruitment tours: A format expected by elite schools (Grandes Écoles) and private institutions

- **With participation up by more than 70%**, four recruitment missions, closely matching their expectations, mobilized both elite schools (Grandes Écoles) and private institutions.

#### More and better targeted visits by personalities

- **88 VIP visits** were coordinated by Campus France in 2017 (compared to 15 the previous year), and these visits were better targeted in terms of meetings with French institutions.

### FOCUS

#### SUB-SAHARAN AFRICA

##### > East Africa Tour: Tanzania, Kenya, Ethiopia), March 16-24

**6,600 visitors** followed the first East Africa Tour organized by the Embassies of France in Tanzania, Kenya, Ethiopia and Campus France.

In the context of the Day of the French-Speaking World, this event brought together 11 French institutions and representatives of local universities, including the University of Dar es Salaam, the University of Nairobi, and the University of Addis Ababa.

**10** major promotional operations

**100** French higher education institutions mobilized

**25,000** students involved

##### > Café-Croissants Senegal: Paris, June 12

**Over 50 institutions** attended the first *Café-Croissants* organized in Paris by Campus France and the French Embassy in Senegal.

This first event was a chance to set out the objectives and internationalization strategy of higher education in Senegal, present education programs, and envisage different forms of partnerships.

##### > 4th Franco-Ghanaian University Encounters: Ghana – October 3–6

**800 students** had a chance to meet the 15 French institutions present at the 4th Franco-Ghanaian University Encounters, the leading fair for studying in France, with the launch of the local France Alumni platform.

These Encounters were organized by Campus France, the French Embassy in Ghana, and the Campus France Ghana office.

##### > West Africa Tour: Senegal and Ivory Coast, October 17–21

**Some 30** French higher education institutions from various fields (engineering, management, hotel and catering) participated in this event organized in October 2017.



East Africa Caravan, March 16–24  
1 - Ethiopia  
2 - Kenya  
3 - Tanzania



4th Franco-Ghanaian University Encounters  
4 - Launch of the France Alumni platform – Ghana, October 3





**FOCUS**

**NORTH AFRICA AND MIDDLE EAST**

**> Egypt Country Day: Paris, July 5–6**

**58 participants**, including 13 representatives of Egyptian higher education institutions and 23 French institutions, contributed to the success of the Egypt Country Day, co-organized by the local diplomatic post and Campus France.

Over 70 bilateral meetings were organized, bringing together Egyptian and French partners. These encounters made it possible to take stock of existing cooperation activities and to promote the development of new partnerships.

**> Studying in Europe Fair: Amman, Jordan, October 11**

**33 higher education and research institutions**, representing 14 European countries, including 5 French institutions, participated in the Studying in Europe fair organized by Campus France, Jordan as part of a project funded by the European Commission.

Opened by the EU ambassador, the show attracted 1,100 visitors, who, according to an on-site survey, placed France in third position among host countries after Germany and the United Kingdom.

**> Student fairs, institutional meetings, visit to French Lycée: Dubai and Abu Dhabi (United Arab Emirates), October 18–21**

**Over 6,500 visitors** attended the two BMI Middle East Shows in Abu Dhabi and Dubai, which brought together some 100 exhibitors from around the world.

Before some 100 students, thematic presentations of higher education institutions in France were organized at the Lycée Louis Massignon, Abu Dhabi.

**> Gulf Tour, October 18–24**

**Fifteen French institutions** participated in the 5th edition of the Gulf Tour, organized by Campus France and diplomatic posts in the UAE, Kuwait, and Qatar in response to the desire expressed by these countries to enhance the mobility of Gulf students toward France.

**> Student Fair, Institutional Meetings, Visit to French Lycée: Kuwait City, Kuwait, October 22–23**

**10 French institutions** participated in these three events in Kuwait. The fair brought together 3,000 visitors, including high school students and those in higher education.

The institutional meetings organized at the Gulf University for Science and Technology and Kuwait University brought together 10 French institutions and their counterparts. The visit to the French Lycée, which was attended by some 100 students, included presentations of the courses offered by the institutions represented.

**> Information Day, Lycée Bonaparte: Doha (Qatar), October 24**

**Nearly 250 students**, from various institutions (*Lycée Bonaparte, Lycée Franco-Qatar Voltaire, Lebanese school, Tunisian school*), followed this day of information.

**8 major promotion operations**

**120 higher education institutions**, both French and foreign, mobilized

**40,000 students involved**



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**FOCUS**

**NORTH AMERICA, CENTRAL AMERICA,  
AND SOUTH AMERICA**

**11** major promotional operations

**250** French and foreign higher education institutions mobilized

**17,000** students involved

**> Estudiar en México Stand, Study Abroad Fair: Paris, January 28–29**

Some 20 Mexican institutions participated for the first time in the Study Abroad fair (part of the Student Fair) in Paris as part of bilateral agreements encouraging outgoing mobility.

Institutional meetings were organized by Campus France the day before the fair and mobility or site visits were coordinated by the Mexican Embassy in France.

**> Elite Institutions Tour: Mexico, February 8–12**

2,000 appointments were made with 500 students by the 25 French institutions that went on this tour, which called at Guadalajara, Puebla, and Mexico City. Once again, Mexico has attracted the interest of the French elite schools (*Grandes Écoles*).

On this occasion, students were able to learn about scholarships and the funding bodies present and to attend presentations by French companies in Mexico on their activities and the internship or recruitment opportunities they offer.

**> Art and Innovation Days: France, March 6–11**

Representatives of art faculties from 27 Argentinian universities met with 35 French institutions to develop international partnerships during Art and Innovation Days organized in Paris by Campus France and the French Embassy in Argentina, then moving on to Nantes and Bordeaux.

These events also provided an opportunity to present the new Innovart program for academic cooperation and mobility in the fields of art and innovation.

**> 3rd Doctoral Programs Tour: Mexico, 2017**

In 2017, 13 graduate schools attended the third Mexican Tour, which visited Guadalajara, Mexico, City and Mérida, organized by Campus France in collaboration with the French Embassy in Mexico.

This event receives a growing number of participants each year, both French and Mexican, including applicants and institutional partners.

**> Destino Francia Fair, Joint Franco-Colombian Year: Bogotá, April 1–2**

45 French higher education institutions and 4,200 visitors attended the Destino Francia fair organized by Campus France and the French Embassy in Colombia on the occasion of the Joint Franco-Colombian Year.

Destino Francia also aimed to promote connections between training and employment by inviting French and Colombian companies to run workshops and conferences.

**> Seminar for the University of Guadalajara: France, May 15–19**

40 representatives of the University of Guadalajara (the second most important in Mexico) spent five days in Paris and in the regions (Toulouse, Grenoble, and Montpellier) attending seminars aimed at increasing understanding of the French higher education and research system.

**> Peru Country Day: Paris, November 21**

Bringing together 13 of the most important Peruvian universities and 33 French institutions, the first Country Day dedicated to Peru was organized in Paris by Campus France and the French Embassy in Lima.

The main objectives of this day of meetings were to facilitate mobility between French and Peruvian institutions and to help both parties gain a better understanding of teaching and university cooperation between France and Peru.



1 - Destino Francia Fair, Joint Franco-Colombian Year, Bogotá, April 1–2  
 – Inauguration in the presence of His Excellency Jean-Marc Laforêt, French Ambassador to Colombia  
 2 - Peru Country Day – Paris, November 21



## FOCUS ASIA AND OCEANIA

**13 major promotional operations**

Campus France concentrates most of its promotional activities in Asia on encouraging mostly self-financed exchanges from the region.

**150 French and foreign higher education institutions mobilized**

**48,000 students involved**

### > Admission Tour and PhD Tour, India: Delhi, Kolkata, Bangalore, Indore, February 25–March 2

**39 institutions and 11 graduate schools** participated in this event, which for the first time was aimed at PhD students.

Enrolling mainly in elite schools (Grandes Écoles), Indian students are interested in courses taught in English and in high educational achievement. This event made it possible to promote university courses and to present study opportunities at PhD level.

### > 1st French Week in Pakistan: Lahore, Karachi, Faisalabad, Islamabad, March 12–17

**Twenty-one representatives from French universities** and elite schools were welcomed by the Higher Education Commission in the presence of 23 Pakistani institutions and members of the Pakistan

France Alumni Network (PFAN).

This first event is part of the Pakistani Government's scholarship program, which has been managed by Campus France since 2009.

### > Franco-Taiwanese Forum of University Presidents: Kaohsiung, March 21

**French representatives** met with their Taiwanese counterparts during a forum bringing together the Conference of University Presidents (CPU) and the Taiwanese Ministry of Education.

This forum, which was also the occasion for the launch of the France Alumni Taiwan network, established a high-level dialogue between academic actors in both countries. The various forms of mobility allowed a roadmap to be drawn up for new bilateral cooperation. A second session of the forum is scheduled in France in 2018.

### > 1st Language Fair: Beijing, April 1

**French language centers and 6 university language courses** presented their French as a Foreign Language (FFL) offerings for the first time to students and to various Chinese partners (educational agencies, travel agencies, high school principals, heads of French departments) interested in the creation of programs for short language-focused stays, which now benefit from student visas.

This first fair was held in the premises of the French Institute alongside the annual program of workshops organized in China by Campus France.

### > Vietnam Country Day: Paris, April 28

**53 French and Vietnamese participants**, including representatives from the Vietnamese Embassy in France, Vietnam International Education Development (VIED), and the French-Vietnamese consortium, bringing together the Hanoi University of Science and Technology (USTH) and the Engineering and Technological Training Program – Hanoi (PFIEV) attended this Country Day organized by Campus France in Paris.

### > Philippines Country Day: Paris, June 8

**30 participants, including 10 from the Philippines**, were welcomed at Campus France in the presence of representatives from the Philippines Embassy in France and the French Embassy in Manila on the occasion of this Country Day organized in Paris.



1 - Admissions and PhD Tour, India: February 25–March 2, 2017: Delhi, Kolkata, Bangalore, Indore - Bangalore stage poster

2 - 16th EEFT Taiwan Fair: October 14-15, 2017 in Taipei: Stand Campus France at EEFT Fair

3 - Franco-Taiwanese Forum of University Presidents: Kaohsiung, March 21, 2017

4 - Philippines Country Day: Paris, June 8, 2017

5 - China Education Expo: October 19-31, 2017: Changchun, Beijing, Wuhan, Chengdu, Shanghai, Guangzhou



### > Operation Asian Autumn: Vietnam, Taiwan, China, and Korea, October

**Forty institutions** took part in the Asian Autumn event, which for the third year in a row helped focus several major fairs over a short period in order to offer institutions a consistent and efficient tour. Some 40 institutions participated in the tour's events on four consecutive weekends.

### > Welcome to France Fair: Ho Chi Minh City and Hanoi, October 7-8

**46 French institutions** took up this regular major opportunity to meet nearly 2,800 students and their families over the two days of the fair.

The Welcome to France Fair offers stands run by educational institutions together with numerous events, including tastings of French products, talks by partner companies, visuals on the theme of sustainable development, etc.

### > 16th EEFT Fair: Taiwan, Taipei, October 14-15

**27 French institutions** were present at the Campus France booth at the European Education Fair Taiwan (EEFT) Fair, consisting mainly of business schools together with institutions loyal to the fair, such as those specializing in the fashion and hospitality trades.

With a record attendance of over 10,000 visitors, the fair was enlivened with sessions presenting studies in France provided by alumni invited to share their experiences in France.

### > China Education Expo Fair: Changchun, Beijing, Wuhan, Chengdu, Shanghai, and Guangzhou, October 19-31

**Over 3,000 interviews with students were offered by the 45 French institutions** present in the six cities visited by this traveling fair organized by Campus France.

The China Education Expo (CEE) remains a key event in the annual calendar for the promotion of higher education in France. The 2017 Fair brought together 600 international exhibitors representing 40 countries. For the French institutions participating in the event, an online appointment scheduling system in place prior to the show made it possible to meet pre-selected students with promising profiles.

### > Studying In Europe Fair: Seoul, October 28-29

**25 institutions** participated as part of the France stand at the Studying in Europe Fair in Seoul, the last stop of the Asian Autumn tour.

Launched at the Café-Croissants Korea event organized by Campus France in Paris in March, this event will now become one of the regular stages of the tour and will be repeated in 2018.



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**FOCUS**  
**EUROPE**

> **Thematic Days: Paris, June–December**

**12 European research institutions and laboratories met** in Paris in June for a thematic day organized by Campus France on **training in health, medicine, and biology** with the aim of supporting institutions in the development of projects with Central European countries.

**10 French and 23 foreign institutions met** in December for another thematic day on **information technology** education in support of cooperation between French institutions and those from East European countries (Russia, Ukraine, Belarus, Kazakhstan, Armenia).

**11 major operations, including the first virtual show organized by France in Europe**

**100 French and foreign higher education institutions mobilized**

**48,000 students involved**

> **Studying in France Virtual Fair, November 6–15**

**40 French higher education institutions** participated over 8 days in the first virtual French higher education fair organized by Campus France, which brought together 14 European countries.

In total, this virtual fair recorded more than 4,000 visits, 13,000 page views, and the launch of 40 *Facebook Lives* lasting a total of 30 minutes, with thousands of live views.

> **Franco-Belgian Meetings of Higher Art Colleges: Brussels, November 16–17**

**Two days of meetings bringing together 24 French and 17 Belgian institutions** organized in Brussels by Campus France and the Cultural Department of the French Embassy in Belgium followed the work of a group of representatives of the French and Belgian ministries of culture to promote the sharing of experiences and identify new opportunities for cooperation.

School principals, teachers, researchers, and artists—French and Belgian, both French- and Dutch-speaking—took part in these days organized in plenary sessions and bilateral meetings.







**UNIVERSITY BUSINESS SCHOOL**  
**IN THE HEART OF PROVENCE**

**Monday, November 6, 2017** ● **4.00 – 4.30 p.m.**




1 - Study in France Virtual Fair: November 6–15  
2 - Thematic Day: IT Technologies, December, Paris



**FOCUS**

**INSTITUTIONAL PROMOTIONAL FAIRS**

**> APAIE: Kaohsiung, Taiwan, March 20–23**

**29 French institutions**, including Paris-Saclay University participated in the Asia Pacific Association for Higher Education (APAIE) 2017 meeting in a dedicated space.

Campus France facilitated a workshop on Japanese student mobility with the German Academic Exchange Service (DAAD) and the Japan Student Services Organization (JASSO). APAIE 2017 also hosted the 1st Franco-Taiwanese Forum of University Presidents.

**> NAFSA: Los Angeles, May 28–June 2**

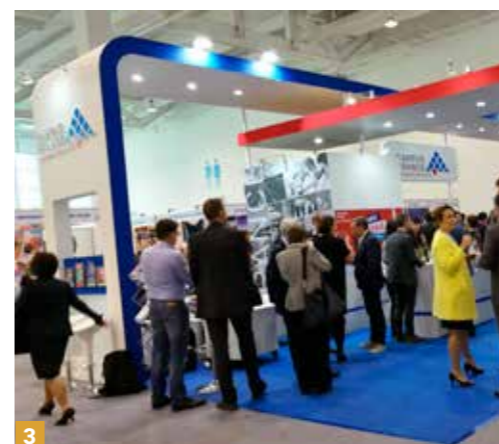
The **2017 meeting of the Association of International Educators (NAFSA)** welcomed nearly **10,000 visitors from 100 different nationalities**, with the **French delegation consisting of 39 French institutions**. For 15 years, Campus France has participated in NAFSA, the world's largest institutional operation in the field of higher education.

At several points in the program, opportunities were seized to put France forward, in particular the speech by the President of the Board of Campus France, which dealt with the French-speaking world. On the sidelines of the fair, a France-Canada networking session fostering cooperation was organized for international relations officers from French and Canadian institutions.

**> EAIE: Seville, September 13–15**

**6,000 participants from 95 countries and 55 French institutions** were present at the meeting of the European Association for International Education (EAIE) in Seville, the leading academic event in Europe, which welcomed the largest number of visitors ever.

On the sidelines of this event, Campus France organized an Iberian Day at the University of Seville, during which the Franco-Spanish University (UFE) was launched.



*Institutional Promotional Fairs*

1 - EAIE, Seville (Spain), September 13–15

2 - NAFSA, Los Angeles (California), May 28–June 2

3 - APAIE, Kaohsiung (Taiwan), March 20–23



## INNOVATIVE ONLINE PROMOTION

The technical and human resources at the service of the online promotion of higher education and research in France via websites or social networks testify to the degree of involvement of the Agency in the process of enhancing the value of higher education in France.

### > A new, more dynamic and user-friendly website

#### Adapt, Attract and, Support

Three guidelines were followed by Campus France in the creation of its new website, which was launched in its international version in November.

- Adapt to its audiences and all uses:** Three distinct sections are available for each target audience, namely students, researchers, and institutional partners. The site is equally well adapted to being consulted on computer, tablet, or mobile phone. In one click, all articles can be shared on social networks.
- Attract internet users and foreign students:** The new, modern and dynamic Campus France visual identity goes hand in hand with more attractive imagery. An interactive map of France highlights the diversity and richness of its regions. A timeline tracing in an entertaining way the steps required to come to France simplifies the presentation of the necessary process.
- Support students in researching information and in their study planning:** The website now offers a more powerful search engine. The catalogs of courses on offer are accessible from the homepage via three questions: What kind of course are you looking for? How will you finance your studies? Where is your nearest Campus France?

#### Key numbers

- The website of Campus France Paris, an international portal in three languages, recorded **4.3 million hits in 2017, or 13 million page views**.
- The **combined 80 local websites of Campus France, which are accessible in 32 languages, saw 14.1 million visits in 2017, giving a total of 30.7 million page views**.
- With 73% of visits, Africa is the top geographical area of origin of visitors to local websites. With the Campus France Encounters devoted to Africa in 2016 and the Africa – Destination Jobs Forum in 2017, the African continent shows the strongest growth in website visits (over 20%), followed by Asia and the Americas (with 10% and 9% of visits, respectively).

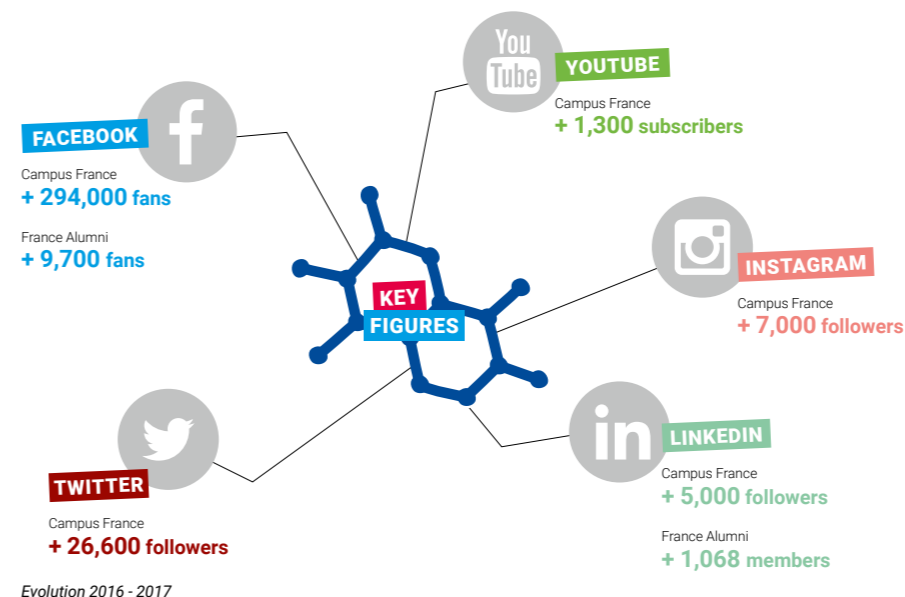
### > Enhanced use of social networks

To better communicate directly with international students in France and abroad and to remain close to professionals in higher education and research as well as French and global partners, Campus France is increasingly present and active in the main social media. The live broadcast of events via social media is an effective tool for targeting students.

- For example, the *Facebook Live on the Fête de la Musique* event held in June received over 13,000 views, while on the occasion of the Africa – Destination Jobs Forum, the creation of a TV studio with programs presented by a student and an alumnus helped disseminate the content of the round table sessions. These debates were broadcast live on the Facebook, Twitter, Periscope, and YouTube accounts of Campus France. The 25 videos broadcast totaled over 100,000 views and nearly 1,400 hours of viewing.



1.5 million people follow Campus France on all social media combined



### > Videos aimed at enhancing appreciation of France

15 videos were made, including:

- Welcome to France, an animation on good reasons to choose France;
- A set of four videos on themes related to welcoming students (housing, health, first steps, work);
- Student profiles;
- Announcements of certain events in the form of teasers;
- Interviews with distinguished guests at *Café-Croissants* sessions and program presentations.

### > New subscribers to the E-Ambassadors blog

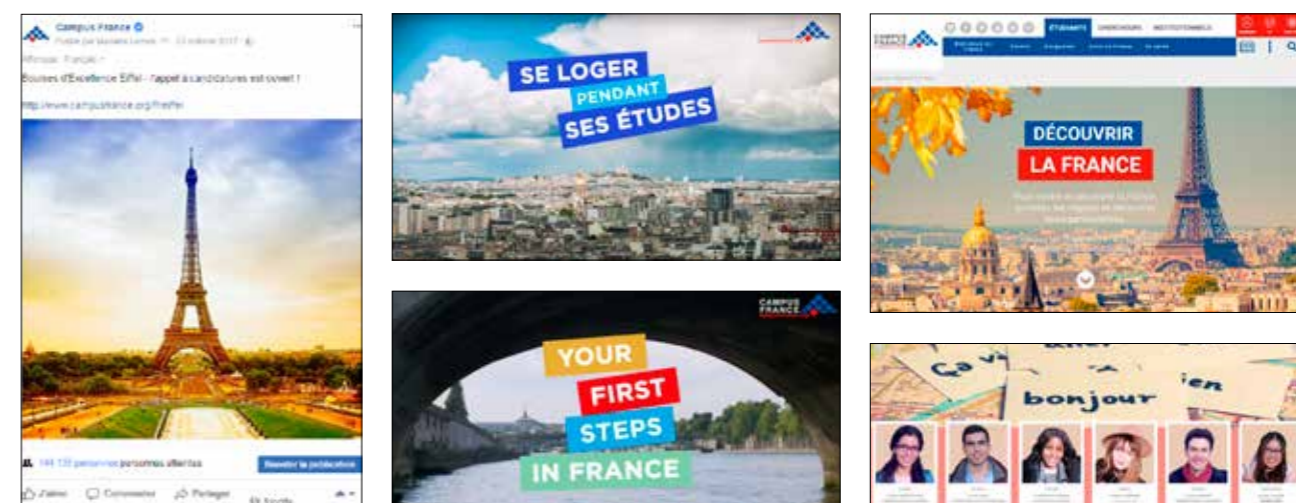
3,000 visitors have already taken part in the multilingual blog recently created by Campus France, which discusses topics related to student life, the French way of life, and travel.

Six students with varied and representative profiles were selected to become the first cohort of E-Ambassadors and regularly update the blog with articles about their life in France.

### > France Alumni: A rapidly expanding network

**120,000 members in over 100 countries:** This is the total now reached by the France Alumni network, which launched in 2014 and saw rapid expansion in 2017.

The global network also brings together over 2,300 partners including educational and training institutions, companies, alumni associations of French institutions and elite schools (*Grandes Écoles*), with more than 600 in France. 750 companies are part of the network, offering 1,600 internships and jobs around the world.



## PUBLISHING AT THE SERVICE OF PROMOTION

Being better adapted to their audience and forming part of the continuum of university-related events organized by the Agency, the promotional materials produced by Campus France emphasize the more proactive enhancement of the value of French institutions abroad.

### > Research in France

For the first time, Campus France has published a guide on Research in France as part of the Encounters event organized in July.

Available in three languages, this guide for foreign students and researchers offers comprehensive information on research in France, presented in detail under three main headings:

- Organization of research in France: bodies, foundations and major facilities made available to researchers, internationalization of research, etc;
- Range of research resources available in France: doctoral studies, PhD funding, research portals, post-docs, and short research stays.
- Reception and daily life in France: visas and residence permits, procedures on arrival, housing, health, etc.

### > New AEF Guide: Campus France for French high school students

Studying in France after the Baccalaureate is the title of an updated guide published in November co-authored with the French Study Abroad Agency (AEFE) and aimed at French high school students.

This practical guide presents the French higher education system, detailing all training courses and the means to access them. It mentions recent developments, in particular those related to changes to the mode of access to higher education.

### > Ever-expanding collection of subject fact sheets

**30 Subject Fact Sheets** offer initial information on the organization of studies, diplomas, and institutions in France presented by field of study. This is the purpose of this informational set created by Campus France and expanded and updated regularly, thus offering an incomparable source of information for students as well as a guidance tool used by the Campus France offices.

This year, Fact Sheets on medical studies were updated, while sheets on music, mathematics, aeronautics and aerospace, and computer studies were created. These Fact Sheets, available in French, English, and Spanish and translated locally into other languages by their respective offices, are also included in the online training catalog.

In addition to the Fact Sheets, Campus France provides students and researchers with a wide range of information sheets (Institution Sheets, Welcome Sheets, Research Sheets, Diploma Sheets).

### > More and more users of the Campus France catalog seek courses taught in English

**1,337 programs** offered by higher education institutions in France (including 1,000 at master's level and 1,000 entirely in English) were listed at the end of 2017 in Programs Taught in English, the Campus France catalog.

Continuously updated, this catalog allows students to find courses according to level or academic qualifications. It also allows students to choose according to the discipline or level of training provided in English.

The disciplines with the highest number of programs in English are Business and Management (616 courses offered), Engineering and Technology (412), and Science, Environment, and Health (351).

## Frequently consulted catalog of short programs: Cultural and language stays

**504 courses are available** to foreign students in three languages in the catalog of short programs, which includes opportunities to learn French as a Foreign Language (FFL), cultural stays, and short academic programs offered by member institutions of the Campus France Forum. These programs are taught in French and can be used to obtain credits recognized by the European Credit Transfer System (ECTS) or to obtain a diploma, certification, or test scores.

The dedicated search engine and the interactive map of French regions help to guide students based on their level of French around the catalog, which is also indexed by major field of study.

In 2017, the catalog of Short programs – Cultural and Language Stays totaled 102, 180 visits and 151,595 page views.

### > Increase in enrollment by art students thanks to Campus Art.

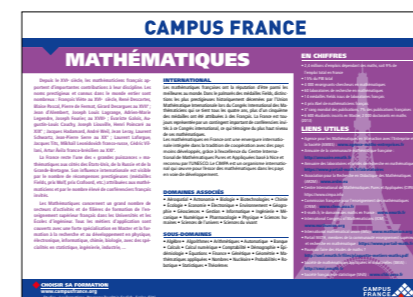
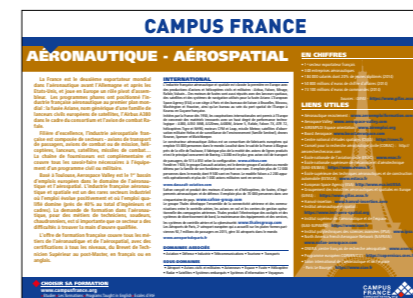
**271 students** found a course this year thanks to the Campus Art program. Supported by the ministries responsible for higher education, foreign affairs, and culture, the Campus Art program allows foreign students to apply online for different levels of arts and architecture study without appearing before a selection panel.

The Campus Art website totaled 112,127 visits and 333,474 pages viewed in 2017. Campus Art recorded a sharp increase in the number of pre-enrolled students: 271 in 2017 (compared to 231 in 2016), an increase of 20%. In parallel, seven new schools of art and architecture joined the Campus France Forum.

Frequency of consultation of catalog of courses in English

Number of sessions in 2017: **253,411** (compared to 211,667 in 2016)

Number of users in 2017: **151,789** (compared to 135,785 in 2016)







## **ACTION 2**

### **Promoting and supporting international mobility**

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## PROMOTING AND SUPPORTING STUDENT MOBILITY

The management of mobility programs is as important as their promotion and development. Program management makes it possible to streamline the system for hosting foreign students and improve its competitiveness.

Campus France manages funding for 30,000 students or researchers in France, including scholarships from the French Government as well as foreign governments along with other types of financial aid.

### GENERAL INFORMATION ABOUT CAMPUS FRANCE MOBILITY PROGRAMS

#### > Decline in some sources of funding

Campus France manages 29,766 mobile students, interns, researchers, and experts. The 2017 annual report shows an overall decline of 3.5% from 2016; however, this decline does not apply to all funding partners.

Mobility funded by the French Ministry of Europe and Foreign Affairs (MEAE) declined by 3.6%, while those funded by foreign partners declined by 6.7%. This drop was partially offset by a 1.5% increase in mobility funded by other French partners.

Women account for 43.9% of all mobile students and interns funded by MEAE. This proportion is similar for researchers but is lower for short-term mobility.

Breakdown of Mobility by Type and Gender

	2016	2017	No. and % of women in 2017
MEAE	11,778	11,116	4,977
Other French partners	3,054	2,981	1,408
Other foreign partners	4,562	4,249	1,670
<b>Total study and internship mobility</b>	<b>19,394</b>	<b>18,346</b>	<b>43.9 %</b>
MEAE	3,942	3,729	1,563
<b>Total researchers</b>	<b>3,942</b>	<b>3,729</b>	<b>41.9 %</b>
MEAE	6,893	6,963	2,199
Other French partners	514	640	141
Other foreign partners	111	110	40
<b>Total short-term mobility</b>	<b>7,518</b>	<b>7,713</b>	<b>30.9 %</b>
<b>TOTAL</b>	<b>30,854</b>	<b>29,788</b>	<b>40.3%</b>

The mobility of students and interns (all partners) account for 61.6% of total mobility, which represents a 5.4% decline from 2016, with women accounting for 40.1%. This decline is partially offset by a 1% increase in expert mobility funded by MEAE and a 2.6% increase in short-term mobility.

Breakdown of Mobility by Partner Type and Gender

	2016	2017	No. and % of women in 2017
Students	7,710	7,239	3,215
Interns	3,440	3,407	1,542
Other	628	470	220
Researchers	3,942	3,729	1,563
Experts	6,893	6,963	2,199
MEAE	22,613	21,808	40.1%
		3,621	1,549
Other French partners	3,568	3,621	42.8%
		4,359	1,710
Other foreign partners	4,673	4,359	39.2%
<b>TOTAL</b>	<b>30,854</b>	<b>29,788</b>	<b>40.3%</b>

Répartition par zones géographiques et genre (hors France)

	2016	2017	Change	% of total per area	no. And % of women in 2017	% area/total
MEAE	3,471	3,224	-7.1%	57.1%	876	
Other French partners	657	669	+1.8%	11.9%	246	
Other foreign partners	1,951	1,749	-10.4%	31.0%	666	
<b>TOTAL from Africa</b>	<b>6,079</b>	<b>5,642</b>	<b>-7.2%</b>	<b>100%</b>	<b>31.7%</b>	<b>24.3%</b>
MEAE	5,337	5,056	-5.3%	83.2%	2,123	
Other French partners	807	732	-9.3%	12.0%	351	
Other foreign partners	339	292	-13.9%	4.8%	96	
<b>TOTAL from North Africa/Middle East</b>	<b>6,483</b>	<b>6,080</b>	<b>-6.2%</b>	<b>100%</b>	<b>42.3%</b>	<b>26.2%</b>
MEAE	1,447	1,413	-2.3%	47.1%	632	
Other French partners	487	531	+9.0%	17.7%	258	
Other foreign partners	1,089	1,056	-3.0%	35.2%	407	
<b>TOTAL from the Americas</b>	<b>3,023</b>	<b>3,000</b>	<b>-0.8%</b>	<b>100%</b>	<b>43.2%</b>	<b>12.9%</b>
MEAE	2,916	2,869	-1.6%	66.8%	1,284	
Other French partners	479	433	-9.6%	10.1%	179	
Other foreign partners	994	990	-0.4%	23.1%	357	
<b>TOTAL from Asia</b>	<b>4,389</b>	<b>4,292</b>	<b>-2.2%</b>	<b>100%</b>	<b>42.4%</b>	<b>18.5%</b>
MEAE	3,516	3,352	-4.7%	80.0%	1,953	
Other French partners	611	596	-2.5%	14.2%	243	
Other foreign partners	292	242	-17.1%	5.8%	175	
<b>TOTAL Europe (excluding France)</b>	<b>4,419</b>	<b>4,190</b>	<b>-5.2%</b>	<b>100%</b>	<b>56.6%</b>	<b>18.1%</b>
MEAE	16,687	15,914	-4.6%	68.6%		
Other French partners	3,041	2,961	-2.6%	12.8%		
Other foreign partners	4,665	4,329	-7.2%	18.7%		
<b>TOTAL</b>	<b>24,393</b>	<b>23,204</b>	<b>-4.9%</b>	<b>100%</b>	<b>42.4%</b>	<b>100%</b>

\*Total does not include mobility managed by Campus France's France Office.

### > Female mobility varies by geographic area

Women account for 42.4% of all mobility. However, female representation varies across geographic areas:

- Female participation is high among mobility originating in Europe (56.6%);
- Female mobility is below 50% for the Americas (43.2%), Asia (42.4%), and North Africa and the Middle East (42.3%);
- Female mobility is much lower for Sub-Saharan Africa (31.7%).

### > Stable distribution across geographic areas

The total number of cases of mobility managed by Campus France (excluding France) is 23,204, which represents a 4.9% decline from 2016.

The distribution of mobility by geographic origin did not change much from 2016:

- 26.2% of mobility originated in North Africa-Middle East, with an overall decline of 6.2% from 2016. In this region, scholarships declined by 12.3% and missions by 8.3%, while invitations of foreign experts increased by 14.9%.
- 24.3% originated in Sub-Saharan Africa, with a decline of 7.2% from last year. Scholarships declined by 7.2% and invitations of foreign experts by 8.3%. However, the region experienced a 21.5% increase in French expert missions.
- 18% originated in Asia and Europe, with Asia experiencing a moderate decline (2.2%) whereas Europe experienced a sharper decline (5.2%) due to funding cuts by French Embassies.
- 12.9% originated in the Americas, with a slight decline (0.8%). However, mobility funded by French partners other than MEAE increased by 9%.

### > Mobility by partner type remain stable

The distribution of mobility by partner type remained stable over the period. MEAE accounted for 68.6% of Campus France activities versus 18.7% for foreign partners and 12.8% for other French partners.

Overall, mobility has declined by 4.9%. However, this decline varies by source of funding (-7.2% for foreign partners, -4.6% for MEAE, and -2.6% for other French partners).

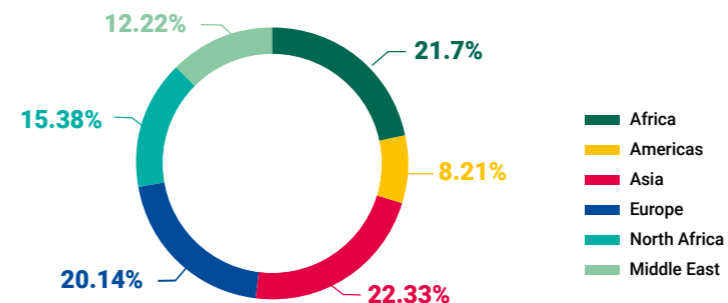
## FRENCH GOVERNMENT PROGRAMS

### > Ministry of Europe and Foreign Affairs (MEAE) Scholarships

In 2017, Campus France managed 7,239 scholarships and 3,407 internship grants on behalf of MEAE:

- 22.3% of the 10,646 recipients of scholarships from the French Government are from Asia (a slight increase);
- 21.7% from Sub-Saharan Africa (a slight increase);
- 20.1% from Europe;
- 15.4% from North Africa and 12.2% from the Middle East (a decline);
- 8.2% from the Americas.

Geographic Origin of MEAE Scholarship Recipients



Degree level of MEAE scholarship recipients

Level	% of total
Bachelor's	5.7%
Master's	59.5%
Doctoral and post-doc	29.2%
Other	5.6%
<b>TOTAL</b>	<b>100%</b>

Area of study of MEAE scholarship recipients

Area of study	% of total
Law	6.1%
Engineering and IT	36.1%
Languages and teacher training	7.5%
Management	10.6%
Natural sciences	21.9%
Humanities and social sciences	17.8%
<b>TOTAL</b>	<b>100%</b>

### > Excellence Programs

#### Eiffel Scholarships

Campus France managed 600 Eiffel scholarships in 2017, including 320 new master's students and 50 doctoral students (for a period of 1 to 3 years).

Created by MEAE to promote France's top educational programs abroad, Eiffel Scholarships aim to draw outstanding foreign students to French institutions. For 19 years, it has been training future leaders in the fields of engineering, economics and management, law, and political science.

With more than €12 million disbursed annually and managed entirely by Campus France, the Eiffel program is the MEAE's largest scholarship endowment.

#### AEFE Major Program

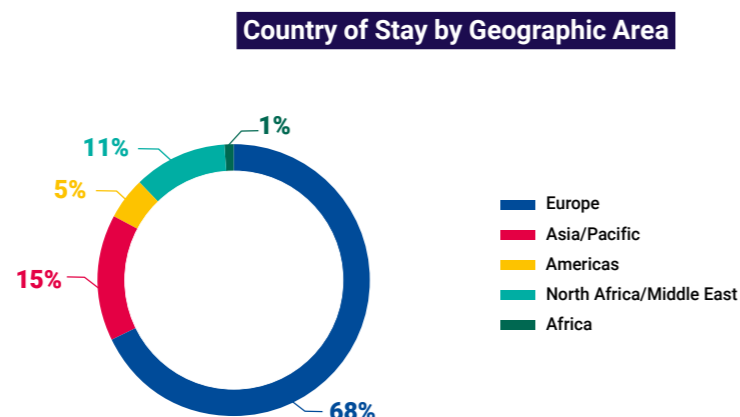
Campus France directly manages 860 merit-based scholarships that have been awarded to students from 80 different nationalities. Recipients receive support for five years in France through to master's level.

Initiated by Agency for the Teaching of French Abroad (AEFE), this program has an annual budget exceeding €6 million and aims to bring graduates of French secondary schools (lycées) abroad to France for higher education. After a new agreement was signed with AEFE in 2017, this program supplied the first cohort to be managed by Campus France.

### > Researcher Mobility: Hubert Curien Partnerships

In 2017, Campus France managed **1,300 research projects** and **4,000 cases of researcher mobility** through Hubert Curien Partnerships.

Researchers often take part in joint work between France and other countries. With support from the Ministry of Education, Research, and Innovation (MESRI), MEAE promotes scientific mobility with some 60 partner countries worldwide. A new partnership with Cuba was launched this year.



### > Security and defense cooperation

In 2017, Campus France managed **800 grants for internships, invitations to France, and overseas missions of French experts** as part of security and defense cooperation, an important component of France's diplomatic activities.

The Security and Defense Cooperation Agency (DCSD) fosters cooperation between francophone and non-francophone countries through various training programs in France and abroad. The programs focus on both police work and defense and benefit from an endowment of €2.5 million as of 2017.



1 - AEFE Major Program, new scholarship recipients in 2017  
2 - Research project on *Coccoloba uvifera* (Seagrass), Cuba, funded through a Hubert Curien Partnership  
3 - French language training as part of security and defense cooperation



## OUTWARD MOBILITY PROGRAMS

Examples of outward mobility programs managed by Campus France include the College of Europe Program, Arabic language scholarships, and the French as a Foreign Language (FLE) program.

The FLE Program is an example of cooperation that fosters French language proficiency and promotes French higher education abroad.

Interns and master's students in the FLE Program at a French university teach French at a foreign university or secondary school for 6 to 9 months. The teaching emphasizes two areas: security and defense cooperation, and cultural cooperation.

## SCHOLARSHIPS FROM FOREIGN GOVERNMENTS

**14.6% of mobility managed by Campus France are funded by foreign partners** whereas 73.2% are funded by MEAE and 12.2% by other French partners.

Most mobility originates in Africa (42%) followed by the Americas (28.7%) and Asia (21.1%). Only 3% of mobility originates in Europe, North Africa, or the Middle East.

Regarding degree level, 33% of students are pursuing master's degrees, 28.5% doctorates, and 22% bachelor's degree, with 14% of students coming to France prior to the bachelor's level.

### AFRICA

#### > Mobility programs with public and private partners

In 2017, African governments and other partners on the continent, including non-francophone countries, opted to continue funding their educational programs in France. However, some government scholarships were postponed until 2018 (including Mozambique and Angola).

#### > Four examples of scholarship programs with foreign public or private partners, two of which were finalized in 2017

**Nigeria: 20 students** are pursuing master's or doctoral degrees in the sciences thanks to the new scholarship program of University Ndufu-Alike Ikwo.

**Mauritania: 10 students** (including four in France) are pursuing engineering degrees (minimum of 4 years) thanks to a new scholarship program by British Petroleum Investments.

**Angola: 77 students** pursuing master's degrees received support through the scholarship program of Academia Sonangol (an oil company). This program offers students language training and scientific refresher courses in 8 French institutions of higher learning over a period of 10 months. The scholarships are available to students in a variety of fields, including engineering, geoscience, and economics.

**Gabon: over 1,000 scholarships** are awarded each year to Gabonese students by the Gabon National Scholarships Agency (ANBG). Eligible students are guided toward courses of study in French public and private institutions that best align with their aptitudes and that will best prepare them to contribute to the development of Gabon after their studies.

### NORTH AFRICA – MIDDLE EAST

#### > New agreement with the Hadhramout Foundation for Human Development in Yemen

**58 Yemeni students** form the first cohort of a program funded by the Hadhramout Foundation to promote human development. One mission of this philanthropic foundation is to improve training for young people.

Since its creation, the foundation has funded 4,000 scholarships worldwide. Under the agreement signed with Campus France in 2017, students receive one year of language training in France and then enroll in a bachelor's program. A new cohort of around 50 students will come to France in September 2018.

### > PROFAS B+

Over 10,000 doctoral students have received funding for their dissertations from the PROFAS Program, which has been co-funded by France and Algeria since 1987.

PROFAS B+ was launched in 2014 in order to increase the number of Algerian doctoral students able to spend 6 to 18 months studying or conducting research in France. Priority research areas include IT development, sustainable development, economics, and historical and cultural preservation.

### > Iraqi Ministry of Foreign Affairs

Campus France has managed some 100 doctoral students through a program co-funded by France and Iraq and offering post-graduate training to personnel at the Iraqi Ministry of Foreign Affairs.

Upon arriving in France, doctoral students receive language training at a French as a Foreign Language (FLE) center before enrolling in a French university program.

### > Syria

Since 2013, 700 students have pursued language training as well as part or all of their academic degree programs in France through various programs managed by Campus France on behalf of MEAE in close collaboration with the Ministry and the diplomatic post in Lebanon.

## AMERICAS

Enrollment in Campus France programs co-funded by governments of countries in the Americas remain stable.

### > Argentina - BEC.AR

The number of cases of mobility declined slightly. However, this trend should reverse in 2018 due to doctoral fellows arriving for internships at European laboratories.

### > Mexico - Mexprotec, Mexfitec, Postgrados

200 students in the Mexprotec program, 100 students in the Mexfitec program, and 17 students in the Postgrados program co-funded by the French Embassy in Mexico. The figures for programs managed by Campus France on behalf of Mexico remain stable.

### > Haiti - BRH (Haiti-France Friendship Association)

5 Haitian students received master's scholarships in 2017 through a new mobility program co-funded by the French Embassy in Port-au-Prince and the Bank of the Republic of Haiti.

### > Peru – Beca 18

52 scholarship recipients enrolled in first-year courses at 30 engineering schools. Funded by Peru since 2012, Beca 18 enables young Peruvian students to come to study in France. After receiving language and basic scientific training in Lima, which is provided by the Alliance Française and the Franco-Peruvian lycée, scholarship recipients are assessed and advised by the National Association of Deans of University Institutes of Technology (ADIUT). Since the program was created, 226 scholarship recipients from 38 Peruvian universities have been admitted to 40 University Institutes of Technology in the same number of French cities.

In 2017, the program was renamed *Beca 18 Excelencia Internacional Francia* and was modified in order to allow the brightest students to enroll in an French engineering school (Grande École).

## ASIA

### > Pakistan - Higher Education Commission (HEC) Scholarships

155 students enrolled in French academic programs thanks to close collaboration between Campus France and institutions of higher learning. Collaboration with Pakistan is taking place through the Pakistani Government's flagship policy of international openness.

Pakistan provides funding for scholarships for students pursuing a master's or doctoral degree in the fields of engineering, humanities and social sciences, and economics and management.

### > Vietnam - MEF Program (Ministry of Education and Training)

In 2017, 260 students received scholarships through a program funded jointly by Vietnam and France. This doctoral program, which for 15 years has relied on a consortium of research institutions and agencies, has been postponed until 2020 by the Vietnamese authorities.

### > Japan - Short-stay program with Japanese universities

In 2017, 27 Japanese universities and 70 students enrolled in an all-inclusive 4-week course of study in France. The program includes French language classes and cultural activities in a language learning center.

Thanks to partnerships with the Franco-Japanese Institute and two certified FLE centers, Campus France is able to offer partner universities this all-inclusive program, which encourages students to study in France. This program has been featured on *Destination Francophonie*, a television show produced by TV5 Monde.



1



1



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1 - Reception of the Yemeni students who received a scholarship from the Hadramout Foundation for Human Development, Quai d'Orsay, November 2017  
2 - Destination Francophonie broadcast on TV5 Monde, dedicated to the program that offers short language immersion programs developed by Campus France in Japan  
3 - Welcoming of the recipients of the Beca 18 scholarship in Peru  
4 - Educational monitoring mission: IUT (university technology institute) in Nice, March 2017



3



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## INDIVIDUAL MOBILITY PROGRAMS

Campus France is diversifying the services it offers by developing short-stay programs in partnership with FLE centers, diplomatic posts, and the Campus France office network.

### > Study in France Program: Integration and Support

Launched in summer 2017 with the French Institute in Turkey, the Study in France Program is designed for students at religious secondary schools. This 4-week program aims to give secondary school graduates who are unfamiliar with French universities the chance to participate in an orientation workshop during the summer before they begin higher education. The workshop features methodological, linguistic, and administrative support as well as cultural activities. The program covers all student needs except air fares.

### > French + Sciences: Discovery and Exposure

The French + Sciences Program is designed for English-speaking students at scientific and technological universities who have not yet achieved proficiency in French.

Emphasizing discovery and exposure, this 3- to 4-week program is directly related to the student's area of study and is designed to fuel students' desire to return to France for a longer stay. Courses are offered in partnership with FLE centers with support from businesses with international reputations in the host region's economic sector.

These programs are self-funded by students and their arrangement requires cooperation between Campus France and diplomatic posts.

Study in France and France + Sciences can both be adapted to specific needs. Thanks to a marketing campaign targeting diplomatic posts, they will be scaled up in 2018 and expanded to other countries.

## SCHOLARSHIPS FROM BUSINESSES AND PUBLIC INSTITUTIONS

### > New agreement with the *École des Hautes Études en Sciences Sociales* (School for Advanced Studies in the Social Sciences)

This new agreement concerns the logistical management of approximately 100 professors invited to France for very short periods of time.

### > The Wallis and Futuna Leadership Program

The Wallis and Futuna Leadership Program is designed to prepare students for leadership positions in the private and public sector in the Wallis and Futuna Islands (population: 13,000).

The program takes into account the economic situation of the islands and the current and future availability of leadership positions. Active recruitment and competitive selection are implemented.

This year, Campus France began managing participants in this program, including the logistics of their stay in France as well as support in collaboration with their academic advisors.

### > Other public and private partnerships

**Campus France manages 85 agreements and over 2,000 students**, with private or public partners.

Campus France partners with universities, university consortia, schools and institutes, associations and foundations, institutions such as the ministry of Culture and Communication or the Ministry of the Interior, as well as corporations such as Total.

In addition to offering scholarships, Total is also one of the leading contributors to the *Quai d'Orsay* Entreprense Program, which Campus France manages alongside MEAE.

## EUROPEAN PROGRAMS

### > Prestige Program

**Under the Prestige Program, more than 80 schools host 240 research fellows** from 40 different countries.

Coordinated by Campus France and receiving €6 million in co-funding from the European Union, the Prestige Program promotes international mobility among researchers traveling to and from France.

The Prestige Program was honored at the celebration of Marie Curie's 150th birthday at the Scientific Center of the Polish Academy of Sciences in Paris, where a Chinese fellow shared her testimonial about international mobility opportunities for researchers.

### > Share Program for ASEAN students

Campus France's objective under the European Share Program is to harmonize the European Credit Transfer System (ECTS) with the ASEAN system (used in Southeast Asian nations). To this end, Campus France created a set of mobility tools as well as an online platform.

The mobility tools provide support at all stages (before, during, and after). For the most part, they are practical tools (mobility charter, inter-institutional cooperation agreement, report cards, approval of mobility periods, transfer credit approvals, etc.).

The Share platform includes numerous features. It brings together all application and scholarship materials and automatically generates all the mobility tools students need to have their university credits recognized and transferred.

Information session  
at Saint Benoît secondary school,  
Istanbul, Turkey





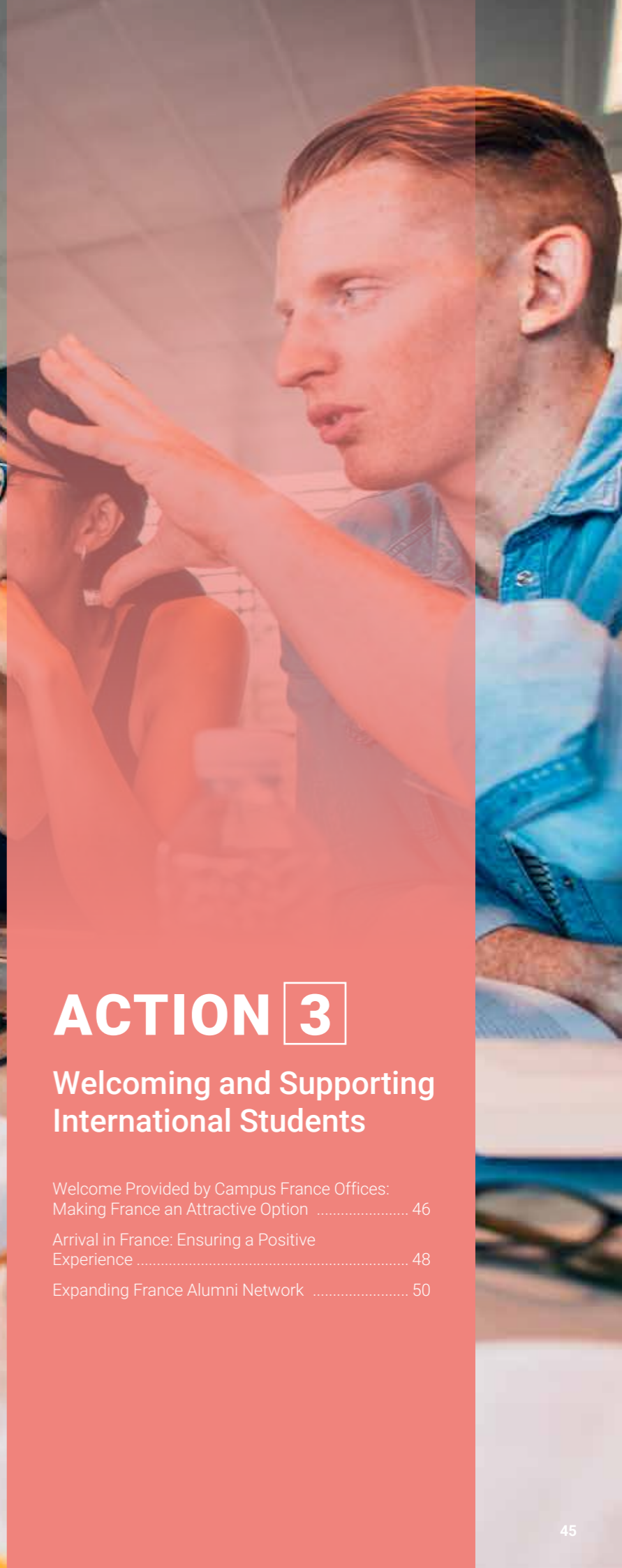
## **ACTION 3**

### **Welcoming and Supporting International Students**

Welcome Provided by Campus France Offices:  
Making France an Attractive Option ..... 46

Arrival in France: Ensuring a Positive  
Experience ..... 48

Expanding France Alumni Network ..... 50



## WELCOMING AND SUPPORTING INTERNATIONAL STUDENTS

What would promotion, development, and management be without a warm welcome? Over the years, Campus France along with its partners has focused on the welcome foreign students receive in France.

Campus France knows that there are uncertainties involved in going from one's home country to France, including departure, travel, arrival, welcome, the experience – and the lasting memories. Over time, it has refined its approach carefully.

### WELCOME PROVIDED BY CAMPUS FRANCE OFFICES: MAKING FRANCE AN ATTRACTIVE OPTION

#### > Preparations prior to departure for France

**256 Campus France offices and branches, spread over 124 countries around the world,** ensure a quality orientation and welcome for students prior to their departure from their home country. Over 500 individuals support students wishing to study in France.

An international student's successful stay in France is for the most part determined by this initial contact. That is why Campus France working with the Ministry of Europe and Foreign Affairs (MEAE) provides careful training for the teams managing Campus France offices.

In addition to training provided throughout the year, a dedicated team manages and trains this network. A variety of tools are used, including daily contacts along with an intranet offering essential information for preparing future participants for life in France through consular visits, the search for accommodation, social security, etc.

Any legislative or regulatory change or new development that might affect how international students are received is communicated to teams around the world. Offices are then responsible for passing this information on to local students via social networks or other forms of communication support, updated and translated into the local language.

#### > Workshops for optimal departure preparation

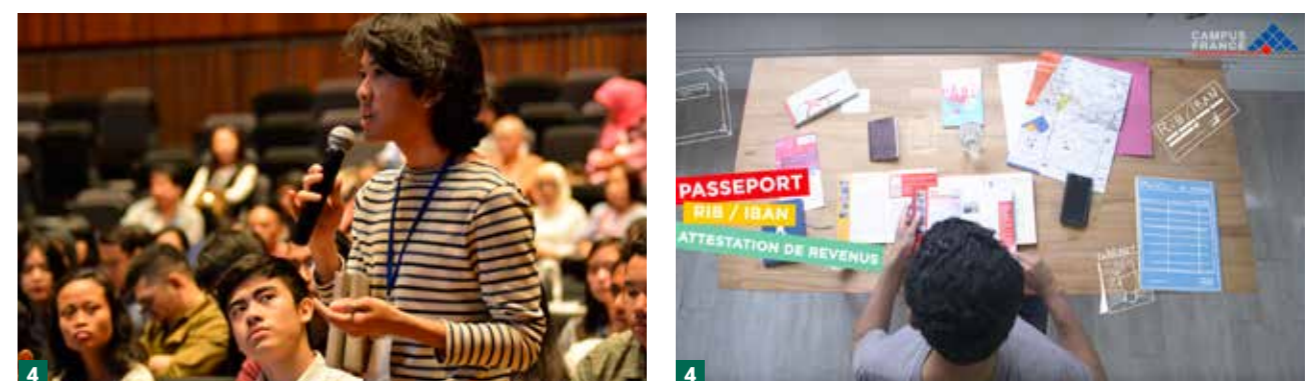
Starting in May each year, most Campus France offices organize departure workshops to prepare students enrolled in a French higher education program.

In 2017, the Agency produced four new videos, translated into English and Spanish and available on the Agency's website. These videos are designed to explain in an engaging way the steps to take on arrival in France: how to find accommodation, open a bank account, organize healthcare, etc.

#### > A new more user-friendly website

Designed to respond to the various questions students may have, the Agency's new website was designed to make searches easier. Targeted access specifically dedicated to students is now possible, thus greatly improving access to information.

An interactive map of France allows visiting students to locate their future educational institution and City Fact Sheets help them locate key information.





## WELCOME IN FRANCE: ENSURING A POSITIVE EXPERIENCE

Along with providing advance information designed to prepare students for settling in, facilitating the integration of international students into their new environment is also the responsibility of Campus France.

Being well received into their educational institution is an essential phase in a student's journey. The encounters and exchanges students take part in during their stay will enhance their everyday life, their learning, and their experience of France. Campus France supports and organizes a range of activities promoting this positive image and the enjoyment of sharing life in France.

### > Open house events in Paris and other events at the start of the academic year

**200 students have taken part in open house events** held for sponsored international students organized at the Paris headquarters of Campus France.

These open house events are particularly helpful for students completing mandatory administrative steps, such as opening a bank account without prior appointment, joining a health plan, and help in applying for a residency permit, family benefits, and housing insurance. Open house days are also designed to bring newcomers and alumni together.

Similarly, the Lyon delegation in partnership with the Student Welcome Desk at the University of Lyon organizes welcome and information meetings for new students over the entire start of the academic year.

More locally, orientation events designed to welcome students are also organized in partnership with educational institutions or the Regional Center for Educational Services (CROUS) in Strasbourg, Lyon, Marseille, Montpellier, and Toulouse.

### > Regional Campus France delegations

**Nine delegations representing Campus France in the regions are set up permanently** in seven cities: Lyon, Marseille, Strasbourg, Montpellier, Toulouse, Nantes, and Nancy. Two more opened in Nice and Lille in 2017, providing a presence two days a week.

Working closely with local actors, their key goal is to manage the stay of sponsored students. Delegations are available to advise on orientation policy and the management of mobility programs or any other internationalization project. They also relay local initiatives for welcoming international students over Agency networks.

### > Mentoring and the Buddy System

**This year, the Buddy System created 5,000 partnerships representing 120 nationalities.** The *Buddy System* is an Internet mentoring platform allowing a French student to welcome a "buddy" from abroad who has just arrived in France. This mentoring system was developed by the International Exchange Erasmus Student Network (IxESN), with which Campus France signed a partnership agreement in 2016.

Through its offices worldwide and a variety of events, Campus France encourages international students to subscribe. Over the last two years, the *Buddy System* has been constantly evolving, with 13,500 students registering in October 2017 compared to 8,000 in 2016.

### > Photographic Competition

**More than 700 international students** participated via Campus France's social network in the photographic competition *How Was Your Academic Start? (Et toi, ta rentrée ?)*. Participants from all continents submitted photos illustrating how their first academic year in France began. Prizes were given to the top 10 winners, including 1st prize for *What is your dream? (C'est quoi ton rêve ?)*.

## Music Festival

**A concert organized for June 21** at Campus France Paris brought together student musicians (Nigerian, Japanese, Chinese, Venezuelan, and Egyptian) to play and sing in every musical style from classical to traditional, including dance, with one student from Burkina Faso launching into a demonstration of acrobatic dance to the beat of the *djembe*.



- 1 - Cultural Activities and Outings for Sponsored Students
- 2 - Colloquium Poster Welcoming International Students, May 2017
- 3 - Winner of the "Et toi, ta rentrée?" Photo Competition
- 4 - Campus World in Music – June 21, 2017, Campus France Agency



### > Student and Regional Evenings

At the end of the academic year, Campus France organizes celebratory and sharing events, bringing together students and alumni. These include:

- **Red and Black Evening: 140 students celebrated the end of year together** at Campus France Paris.
- The Campus France Marseille office teams took up this initiative and proposed a similar evening for students and alumni in the region.
- **Family Meal: This year, 133 students were invited by 97 families** as part of the third implementation of the *Family Meal* event organized by Campus France, during which visiting students can share in a recreational and festive moment with a French family.

The Family Meal offer was extended to Marseille, Aix-en-Provence, Toulouse, and Alsace. Other events were organized during the Christmas holiday season, including a Saint Nicholas Tea Party in Nancy and the cutting of the traditional Galette des Rois in Paris.

### > Student Associations

Being eager to work more closely with student associations, Campus France brought them together as a way to better understand their actions and expectations, and in an effort to pool resources, supported them in creating a welcome guide for newcomers.

Through its office network, Campus France also aims to promote the initiatives of these associations in order to help students before they arrive in France.

In a similar spirit, Campus France invites these associations to take part in several activities, including Open House days, Campus France's Advisory Board, and the Africa for Jobs Forum.

### > Advisory Board

The Advisory Board, which meets at least once a year, is responsible for making recommendations on how international students and researchers are to be received.

Two main items were on the agenda at the Advisory Board's December 2017 meeting: the policy for providing visas, and the content of the law on the orientation and success of students. Setting up the Higher Education Trajectory (Parcours Sup) program, reforming social security for students, and setting up the visa mechanism are all elements that will affect student mobility in France.

Comments from the meeting supplemented by remarks from the three educational conferences (Conference of University Presidents – CPU; Conference of Grandes Écoles – CGE; and Conference of French Engineering School Presidents – CDEFI) were sent to line ministries with a view to organize a consultative meeting between the various actors in early 2018.

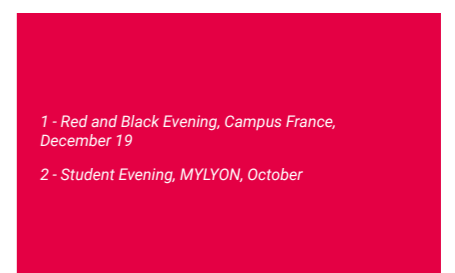
## EXPANDING THE FRANCE ALUMNI NETWORK

**The France Alumni Network now has more than 120,000 members in 100 countries.** Launched in November 2014, the network expanded significantly in 2017 and now has a new visual identity.

The global network also integrates over 2,300 partners, consisting of educational and training institutions, companies, French institutional and elite schools (Grandes Écoles) alumni associations, etc., over 600 of which are located in France.

**41 events were organized in France in 2017, including:**

- Forum for Entrepreneurs (February)
- Visit to the National Assembly (March)
- Make Your Network workshop (June)
- Visit to the premises of the Libération newspaper (April)
- Visit to the Diplomatic Archive Center (October)
- Odyssea Solidarity Race (October)
- Visit to the premises of the Michel & Augustin food brand (October)
- After-hours tastings of local products (November)





# ACTION 4

## Analyzing and monitoring international mobility

Campus France Expertise ..... 54

Establishing our Expertise:  
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# ANALYZING AND MONITORING INTERNATIONAL MOBILITY

In a constantly changing international environment, French actors in higher education and research, institutions, ministries, and local authorities must position themselves within a competitive field, detect new development opportunities, define strategies, and make choices.

That is why Campus France is developing its division devoted to expertise, research, and statistics to provide tools for a better understanding of the drivers of mobility and the challenges poses.

## CAMPUS FRANCE EXPERTISE

With close to 20 publications in 2017, Campus France supports the deliberations of its partners by undertaking a number of assignments:

- Observing, analyzing, and reporting to its partners and the general public changes in the internationalization of higher education in the fields of research and innovation;
- Strengthening agency visibility with institutions, partners, and the French and international public in order to develop the appeal of France, its higher education, and its research.

Based on the recent report by France Stratégie entitled *French Higher Education Beyond Borders (L'enseignement supérieur français par-delà les frontières)* and with the support of the three educational conferences (CPU, CDEFI, CGE), Campus France offers a new range of research and expertise services to support educational institutions and its partners.

Educational institutions define their international strategy independently. However, they are aware that they can rely on support for their deliberations based on the expertise of Campus France, especially as regards requests for information and advice in terms of communication.

To serve these institutions, Campus France publishes surveys, studies, reports, and deliberation notes and papers highlighting major trends in international mobility. This expertise has led the Ministry of Europe and Foreign Affairs (MEAE) to entrust Campus France with establishing the Local Monitoring of Student Mobility (*Observatoire Territorial de la Mobilité Étudiante*), whose first report is due in the first half of 2018.

### > Publication of the Third Campus France Study of the image and appeal of France among foreign students

Nine out of 10 foreign students recommend France as a study destination and 9 out of 10 express satisfaction with their stay in France. These are the numbers that quickly emerge from the Third Study of the image and appeal of France among foreign students conducted by Kantar-SOFRES at the request of Campus France.

According to this study's third implementation, results have never been as positive: foreign students in France report a record level of satisfaction, and France has asserted itself as a study destination whereas the image of the United States and the United Kingdom is in decline. The study also provides clear indicators on areas of dissatisfaction and on the leading role of the French language.

The survey was conducted with nearly 15,000 students and, as in 2011 and 2013, involved three student groupings: those who have planned to study in France, those who are in France, and those who have returned to their home countries.

9 OUT OF 10 STUDENTS



recommend France as a study destination and are satisfied with their stay in France

## Other 2017 Publications

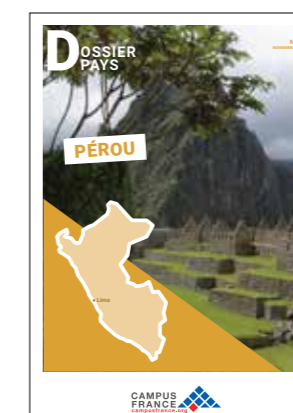
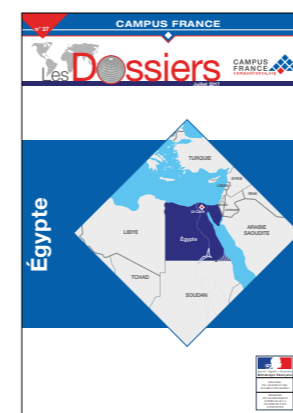
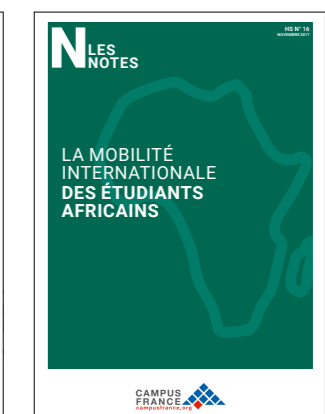
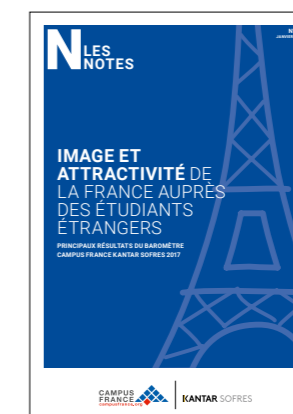
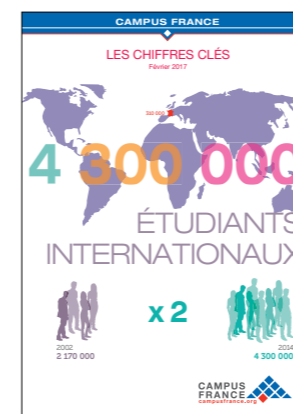
Campus France publications provide reference points in terms of international competition, describe new trends, and identify new countries active on the international scene.

The following were published in 2017:

- 2017 Key Figures: An annual analytical and comparative publication reporting on changes in student mobility around the world, by continent, country of reception, and country of origin;
- A set of two Notes considering mobility from a specific geographic angle, e.g., international mobility involving African or European students;
- 10 Country or Geographic Area Reports and Focus Papers (Central Asia, Mexico, Lebanon, Georgia, Vietnam, Philippines, Egypt, Spain, Portugal, Peru) supporting promotional activities aiming to provide keys to better understanding countries and designed for French educational institutions and partners;
- 1 Thematic Focus Paper on research in biology and health;
- 1 Study of the United States and international mobility;
- 2 Reference Points (discussion papers):
  - Cultural Diplomacy: An Asset for France (*La diplomatie culturelle: Un atout pour la France*)
  - Toward a European Space for Higher Education Open to Academic and Scientific Solidarity between all Regions of the World (*Pour un espace européen de l'enseignement supérieur ouvert à une solidarité académique et scientifique entre toutes les régions du monde*).

### > Study Methodology and Design

Campus France bases its publications on the consolidated analysis of international and French statistical data. Where data is lacking, Campus France designs and conducts ad hoc studies aiming to collect useful data from the actors involved (students, educational institutions, etc.) in the form of surveys and descriptive studies.



> Local Monitoring of Student Mobility

Campus France has been put in charge of implementing the Local Monitoring of Student Mobility in partnership with régions de France and France Urbaine.

This new project follows the 2017 publication of the white paper Diplomatie et Territoires by the Ministry of Europe and Foreign Affairs (MEAE) and the National Commission for Decentralized Cooperation (CNCD), which advocates increased information on mobility to serve effective external actions by local authorities and for greater understanding and stimulation of students flows in order to strengthen the influence and appeal of French higher education.

The Monitoring Unit aims to analyze student mobility at community level and identify the methods and initiatives used by local authorities in terms of appeal as well as the international mobility of students and researchers. Campus France designed the methodology and now manages the project, conducts the investigative and analytical work, and will provide a yearly report to the Government and local authorities.

ESTABLISHING OUR EXPERTISE: CAMPUS FRANCE AND THE MEDIA

Acting is not enough. It is important to communicate the action. This is now an essential requirement for Campus France's partners and peers abroad recognize its expertise in the field of promotion and management.

The time has come to move to a broader recognition of the role and mission of Campus France in order to showcase higher education and research in France more aggressively.

In 2017, some 50 articles and press releases by French and foreign journalists communicated the relevance of Campus France.

In particular, the notes and studies on the place of France in student international mobility (Key Figures) and the monitoring of the image and appeal of France for foreign students have attracted the attention of the national press.

Two press spin-offs are particularly noteworthy: A report and interview of Béatrice Khaïat, General Manager of Campus France on France 2's evening TV news (February 7) about the appeal of French universities for foreign students, and an article in Le Monde discussing the Campus France monitoring of international mobility entitled Happy as a Foreign Student in France (December 20).

THE MEDIA ARE TALKING ABOUT IT

6 | CAMPUS
Heureux comme un étudiant étranger en France
Le Baromètre Campus France 2017 témoigne d'un haut degré de satisfaction parmi les sondés



Le Monde
« Le fait que les études soient de qualité et peu chères est un avantage pour ceux qui envisagent de choisir la France »

1

AEF
Make our planet great again: "Campus France va gérer les candidatures en liaison avec le CNRS" (Béatrice Khaïat, DG)

Le Monde
CAMPUS
La France, fragile quatrième destination mondiale

4

Les Echos
Etudiants étrangers : la France perd des parts de marché

6

Région
« Le monde ne s'arrête pas à notre porte »

2

Attractivité : l'enseignement supérieur alerte sur son « décrochage » international

3

- 1 - Le Monde - Happy as a Foreign Student in France (Heureux comme un étudiant étranger en France), Eco et Entreprise section, by Adrien de Tricornot, December 20, 2017
2 - L'Alsace - The World Doesn't Stop at Our Door (Le monde ne s'arrête pas à notre porte), by Catherine Chenecier, January 5, 2018
3 - Le Monde - Attractiveness: "We are slipping," Higher Education Warns (Attractivité: L'enseignement supérieur alerte sur son décrochage international), Monde Campus section, by Adrien de Tricornot, July 15, 2017
4 - Agence Éducation et Formation (AEF) - Campus France to Manage Applications in Conjunction with the CNRS (Campus France va gérer les candidatures en liaison avec le CNRS), by Camille Cordonnier, June 23, 2017
5 - Le Monde - France: A Fragile Fourth Global Destination (La France: Fragile quatrième destination mondiale), Campus section, by Adrien de Tricornot, October 17, 2017
6 - Les Échos - Foreign Students: France Losing Market Share (Étudiants étrangers: La France perd des parts de marché), Société section, by Marie-Christine Corbier, February 6, 2017





## **ACTION 5**

### **Managing and bringing together partner networks**

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# MANAGING AND BRINGING TOGETHER PARTNER NETWORKS

Campus France partners, its offices across the world, Forum members, businesses, and educational consortia deserve special attention since they all work together for the same cause – the promotion of French higher education – and together with Campus France, strive for internationalization.

## CAMPUS FRANCE OFFICES: A DYNAMIC NETWORK

In 2017, there were 256 Campus France offices and branches across 123 countries. The network of offices continued to grow, with the creation of 10 new offices and four new branches in 2017. Integrated into the French cultural network, the offices and branches of Campus France implement the Agency's initiatives around the world. To increase France's visibility, the network is also now equipped with Information Points or Relays. These new offices rely on local partners, which are often branches of Alliance Française. They have a library of information material and are a first point of contact for students, whom they can direct to their nearest Campus France office.

**Distribution of Offices and Branches by Geographic Area in 2017**

	Countries	Offices	Branches	%
Africa	28	28	12	16%
Americas	21	24	15	16%
Asia	20	48	17	25%
Europe/CIS	39	50	34	33%
North Africa/Middle East	15	22	5	11%
<b>Total as of December 31, 2017</b>	<b>123</b>	<b>173</b>	<b>83</b>	<b>100%</b>

### > Openings in 2017

- **New countries:** Namibia, Uganda, Zimbabwe, Belarus
- **New offices:** Windhoek, Kampala, Harare, Minsk, Recife, Belo Horizonte, Puebla, Lucknow, Jaipur, Indore
- **New branches:** Mostar, Milan, Palermo
- **New countries using the Études en France system:** Singapore, Djibouti, Burundi, Democratic Republic of the Congo

### > Campus France office and branch staff

Campus France offices staff fall under the authority of their respective diplomatic post, and in particular that of the Counselors for Cooperation and Cultural Action.

- 72% of staff are women,
- 61% are nationals of the country where they are located,
- 83% have a bachelor's degree or higher,
- 51% received at least one Campus France training,
- 69% have at least two years of experience in a Campus France office.

### > Campus France Office Staff Training

In 2017, 227 agents were trained, and 8 training sessions and 8 pre-departure days were held.

Campus France sets up numerous training sessions in various formats: initial training, regional training (Europe and Latin America), national training, pre-departure days, or seminars at the *Études en France* Annual General Meeting.

To extend the professionalization of the Campus France office network, new training modules have been developed or adapted:

- Presentation of the new branding and visual identity and the new website
- Digital communication strategy and digital platforms management (website, France Alumni, social networks);
- Relevance of higher education and promotion of doctoral programs, with a focus on the role of Campus France offices in the promotion of research.

### > Activities of Campus France offices and branches

Campus France offices are constantly in contact with Campus France itself, which trains them and supplies them with materials and logistical and financial assistance and provides expertise on French education and its promotion.

Office initiatives are varied and include:

- Global promotion of French higher education, including information, guidance, and assistance to students in their program;
- Management of the Alumni network (with 75 expressly trained staff);
- Implementation of registration procedures, with 41 Campus France offices able to access the Études en France system, which puts the application process entirely online and enables offices to track electronic files. The platform connects students, French institutions, consular services, and Campus France offices and thus streamlines procedures and maximizes students' chances of success.

**Visitor Categories of Campus France Offices**

	University students	High school students	Families	Professionals
Africa	73%	19%	4%	5%
North Africa/Middle East	70%	15%	12%	4%
Americas	73%	9%	4%	14%
Asia	67%	20%	2%	11%
Europe	54%	33%	9%	5%
<b>Average</b>	<b>68%</b>	<b>18%</b>	<b>6%</b>	<b>8%</b>

**Requests for Information Processed by Offices by Study Level and Sector**

	Bachelor's	Master's	PhD
Africa	74%	25%	1%
North Africa/Middle East	23%	70%	6%
Americas	42%	49%	9%
Asia	21%	78%	1%
Europe	43%	47%	9%
<b>Average</b>	<b>40%</b>	<b>56%</b>	<b>4%</b>

Study Sector by Geographic Area

	Fashion Design	Political Science Law	Economics Management	Literature Languages Humanities	Health Sector	Sport Sciences	Other sectors
Africa	2%	21%	21%	13%	11%	27%	5%
North Africa/Middle East	9%	6%	18%	18%	12%	26%	11%
Americas	5%	10%	22%	15%	5%	35%	8%
Asia	14%	7%	39%	16%	2%	15%	7%
Europe	8%	14%	20%	24%	7%	17%	11%
Average	7%	12%	26%	17%	6%	24%	8%

### > Visibility of Campus France Brand in Offices

**85% of Campus France offices have created new promotional materials based on the new dynamic and strong branding and the visual identity recently adopted by Campus France.**

Campus France aims to support its offices across the world by establishing this visual identity. Thanks to financial contributions by the Agency to most offices, they were able to adopt the new visual identity promptly and easily.

### > Online Tools Available to Campus France Offices

#### Publishing platform

**With 50 new templates**, the publishing platform set up by Campus France to enable its offices to easily adapt and translate the documents provided by the Agency has been substantially expanded.

The platform offers 10 types of documents, including posters, flyers, stand backgrounds, and roll-up banners.

#### Campus France Office Intranet

**2,800 visits and 14,600 page views for 390 users worldwide.** These are the usage statistics of the Campus France Office Intranet, which is the main management tool for the Campus France network around the world.

It offers access to all the documents required for the implementation of the offices' mission and ensures continuity in the training offered by the Agency.

#### Campus Grants Catalogue

**750 scholarships from 230 organizations** are listed on Campus Bourses, the online catalogue of scholarship programs.

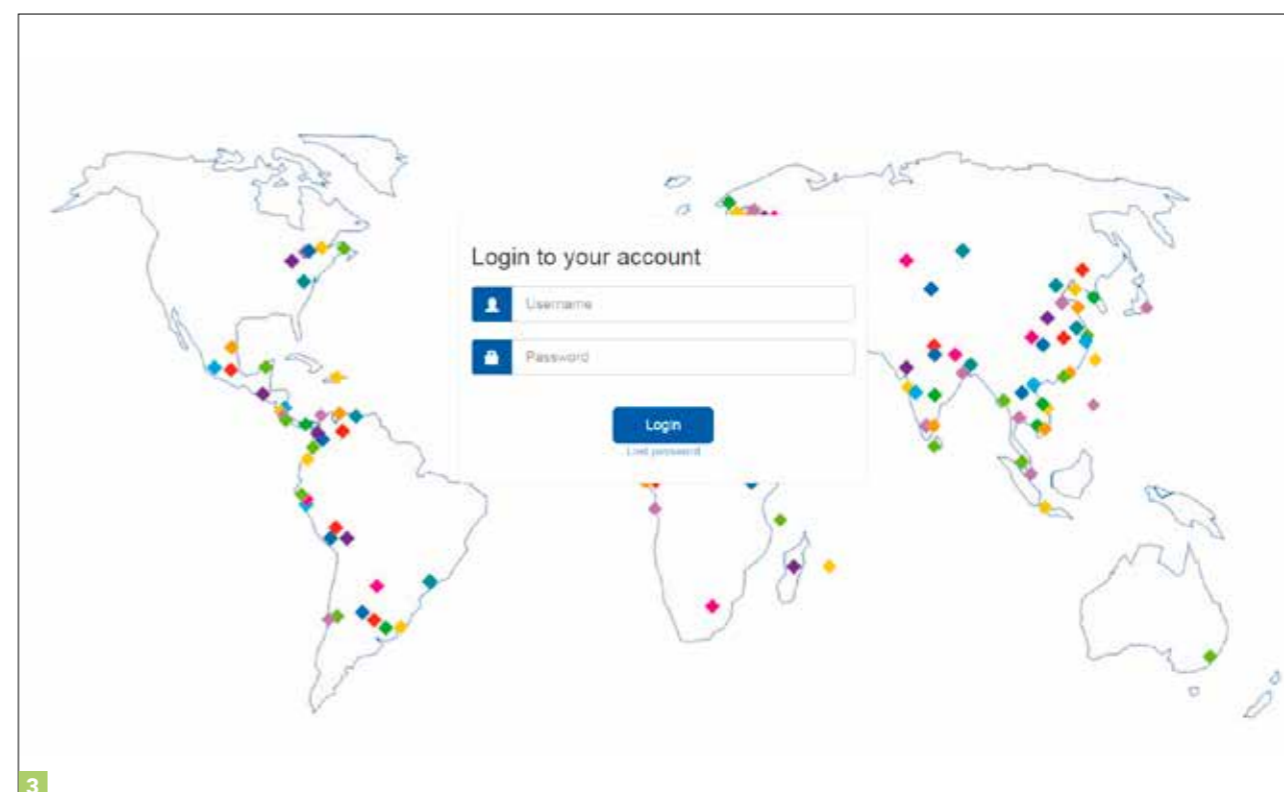
This catalogue lists all the financial aid opportunities issued by the French Government as well as foreign governments, local authorities, businesses, foundations, and higher education institutions. It is the first list consulted by students wishing to do all or part of their studies in France.



1 - Training of Campus France office managers - Paris, February 2017

2 - Latin America regional training Lima, December 2017

3 - Publishing platform enabling Campus France offices to translate communication material locally while retaining the features of the branding and visual identity guidelines



3



## HIGHER EDUCATION AND RESEARCH INSTITUTIONS FORUM

### > Campus France Forum Five Years On

With **352 members, or 26 more than in 2016**, the Campus France Forum, which was created in 2012, has just celebrated its fifth year by adopting a new visual identity.

The Forum is at the heart of Campus France's strategy, allowing its membership of higher education institutions to share, debate, and reflect jointly on how to promote the appeal of French higher learning and research. These recommendations inform national strategic thinking together with Campus France's regulatory authorities.

### > The Work of the Commissions

Two thematic commissions and two workshops were set up in 2017:

- Commission 1: Doctoral research and training
- Commission 2: European appeal
- Workshop 1: Good practices in the reception of refugees and migrants in higher education institutions
- Workshop 2: Impacts of security issues on the appeal of higher education and research institutions: Evaluation and arguments.

### > Main events

The forum met nine times in 2017. Among these meetings, two stand out:

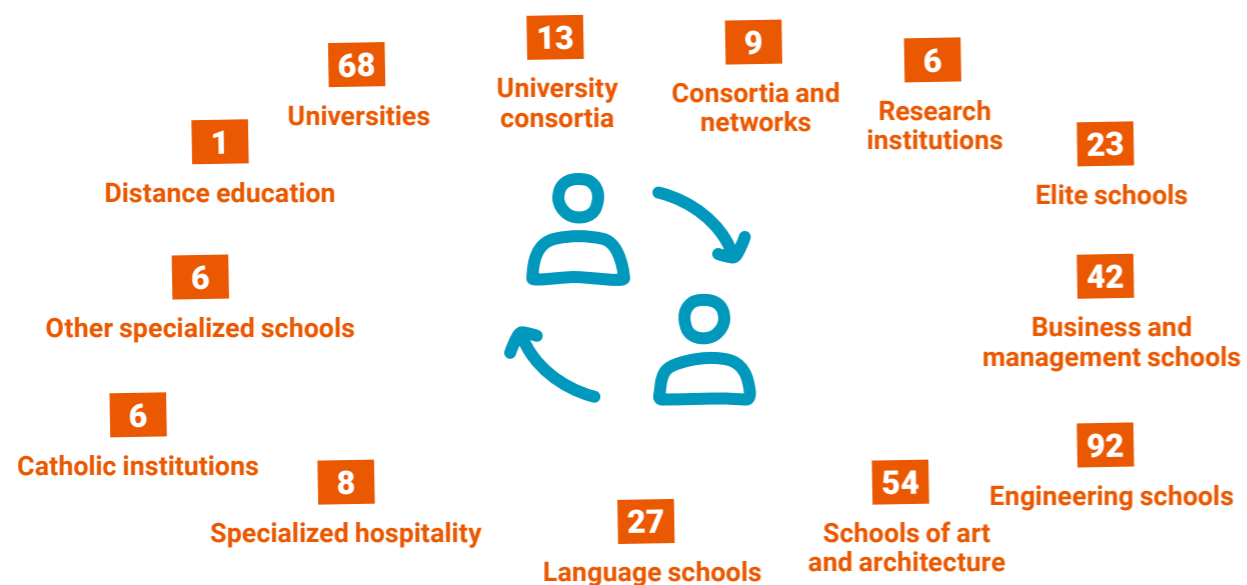
- **July 3–5, 2017** - Forum workshops held at the Campus France Research and Innovation Meetings, with 360 participants, with 60 registered across 6 workshops.

On this occasion, the Campus France Forum together with the Conference of University Presidents (CPU), the Conference of French Engineering School Presidents (CDEFI), and the Conference of *Grandes Écoles* (CGE) formally submitted a joint paper on the measures needed to increase the appeal of French higher education and research institutions to the Minister of Higher Education, Research, and Innovation (MESRI).

- **December 15, 2017** - Annual General Meeting (AGM) held at the French National Library, Paris in the presence of Minister for Higher Education, Research, and Innovation.

This AGM, which celebrated five years of the Forum, brought together over 200 participants representing 147 member institutions. A Progress Report on the outcome of the Forum's work was formally presented to the Minister, as were recommendations to the Agency's Board of Directors.

### > Typology of 352 members of 2017 Forum



1 - Campus France Forum, with Frédérique Vidal, Minister for Education, Research, and Innovation, Khaleb Bob, President of the Campus France Forum, and the presidents of institutional conferences, French National Library, December 2017



### Three accords were signed with the following:

- Lille Nord de France Grouping of Universities and Educations Institutions (COMUE) with the aim of opening an office in its geographic area
- Hauts-de-France region. This accord, which has a regional orientation on account of its cross-border location, aims at developing partnerships, recruiting for projects dealing with international student mobility, and participating in regional development for the training and welcoming of foreign students.
- City of Nice, through Maison de l'Étudiant student housing. This accord aims to offer Campus France a local office and meeting space for students and researchers in the city.

### > Campus France Meetings with University Consortia

These meetings are organized three times a year. Since 2015, they have enabled university consortia as well as research institutions to share feedback and good practices related to internationalization. Vice-Presidents and Managers in charge of International

Relations from academic consortia and research institutions belonging to the Forum are invited to these meetings.

In 2017, France Stratégie, the German Academic Exchange Service (DAAD), and the network of Vice-Presidents in charge of international relations taking part in the Forum participated in a meeting concerning the representation of university consortia abroad. The preparation of international students for a course in France (pre-France, FFL, pre-bachelor's, pre-master's, pre-PhD) was discussed, and an inventory of such programs was drawn up, including French Innovative Excellence in Research (FIER) Doc, a program developed by the n+i Network in partnership with Campus France.

Addressing the theme of the international position of university consortia, together with French regions, Campus France also organized a meeting with the Regional Directors of Higher Education and Research for a presentation of its internationalization guidelines by the Hauts-de-France

region. The European University Association (EUA) also presented its analysis of mergers and university consortia in Europe.

## EUROPEAN PARTNERS

### > Six new Study in Europe trade shows

€1.75 million, is the amount of funding made available to the new Study in Europe project, a European Commission call for tenders just won by Campus France. In this new phase of the three-year program, Campus France is the leader of a consortium composed of the British Council, DAAD, the Netherlands' NUFFIC, Estonia's Archimedes Agency, and the Academic Cooperation Association. The project includes the organization of six European trade shows, an integrated communication campaign, and the management of the Study in Europe information portal.

Campus France participated in the European Study in Europe project between 2014 and 2017, with the aim of strengthening Europe's visibility as a study destination.

### > Mentorship through the Buddy System

**300,000 students in 2020.** This is the goal of the online platform of a project sponsored by Erasmus+ known as the Buddy System, with which Campus France is associated. The objective of this strategic partnership is to improve the welcome of international students through mentorship by local students.

### > HOPES Scholarships

**233 New HOPES Scholarships were issued in 2017, including 87 in Lebanon,** as part of the European Higher and Further Education Opportunities and Perspectives for Syrians (HOPES) project funded by the European Union Regional Trust Fund in response to the Syrian crisis. Campus France launched the project's website ([www.hopes-madad.org](http://www.hopes-madad.org)), Facebook and Twitter accounts, and YouTube channel.

These platforms already have over 1,000 members. Campus France also organizes national dialogues aiming to identify the specific problems faced by refugees in accessing education in the countries participating in the project.

### > Refugee integration through InHERE

The European Higher Education Supporting Refugees in Europe (InHERE) project is an Erasmus+ strategic partnership that aims to facilitate the integration and access of refugees in European higher education institutions. It is implemented by the Union of Mediterranean Universities (UNIMED), the European Universities Association (EUA), Campus France, and the universities of Barcelona and La Sapienza-Rome in collaboration with the Office of the United Nations High Commissioner for Refugees (UNHCR).

Various actions were carried out or initiated in 2017, including the mapping of the initiatives implemented by each institution, the sharing of good practices, the publication of a catalogue, the compilation of a guide on the obstacles encountered in welcoming refugee students (as well as their solutions), and the organization of events.

### > Institutional capacity building with SHARE

Within the framework of the European project SHARE (EU Support to Higher Education in the ASEAN Region – [www.share-asean.eu](http://www.share-asean.eu)), 2017 was a busy year for Campus France, which is in charge of the European Credit Transfer System (ECTS) component.

Campus France organized a number of information sessions on this topic during the year, including workshops that promoted the sharing of good practices between universities in the area of credit transfer and student mobility, thus fostering a better understanding of local constraints and disparities between countries.



1 - Representatives of Share Program, Paris  
2 - Turin Declaration, Bertrand Monthubert, Chairman of the Campus France Board of Directors, september 2017  
3 - Project Meeting, inHere  
4 - Participants of Share Program, Manila  
5 - Institutional meeting, Study in Europe Fair, Tallinn, Estonia



### > Summit of international agencies and the Turin Declaration

In September 2017, Campus France participated in the International Summit of Higher Education Agencies organized in Turin by Uni-Italia on the occasion of Italy hosting the G7 meeting.

Following Tokyo in 2016 and Berlin in 2015, high-level representatives of the main mobility agencies, including the British Council (United Kingdom), DAAD (Germany), the Institute of International Education (United States), JASSO (Japan), NUFFIC (Netherlands), and SEPIE (Spain) met for a day of debates and sharing on the new challenges facing international higher education.

At this summit, Campus France proposed a declaration on student and researcher mobility and the importance of university and scientific cooperation in the international context. Led by Campus France and the Institute of International Education, the Turin 2017 Declaration received the support of all participants, who committed to its application in their respective countries.

## ENTREPRENEURSHIP AND RELATIONSHIPS WITH ENTERPRISES

### > Campus France at RUE (Higher Education and Research Fair) 2017

Campus France was a core participant in RUE 2017, which was organized by AEF in March in Paris and which focused on the standing and appeal of French higher education and research internationally.

Campus France actively contributed to the presentations and workshops dedicated to the appeal of France and of French institutions and their campuses.

During the closing meeting, which focused more specifically on the communication strategies needed to increase this appeal, the Campus France reminded actors in international mobility of the numerous initiatives Campus France makes available to institutions to promote their educational offers overseas.

### The Africa-France Summit

In January, Campus France participated in the 27th Africa-France Summit held in Bamako, Mali

The summit was an opportunity for Campus France to present its initiatives to the African continent and to showcase its support programs for entrepreneurship such as Entrepreneurs in Africa and MeetAfrica as part of a round table with representatives bringing together Expertise France, MEAE, and entrepreneurs

### > MEETAfrica: Supporting alumni entrepreneurs in Africa

Campus France coordinates support for 20 entrepreneurship projects to be established in Africa (Cameroon, Mali, Senegal) as part of MEETAfrica (European Mobilization for Entrepreneurship in Africa), a program that supports graduates trying to establish innovative enterprises in Africa. Specifically, Campus France makes available a budget of €15,000 per project, which these funds supporting services provided by a group of specialized organizations in France and Africa.

Driven by a consortium composed of Expertise France (Coordinator), Campus France, the National Sustainable Development Research Institute (IRD), and the German

International Cooperation Agency (GIZ), MEETAfrica is funded by the European Union and the International Center for Migration Policy Development (ICMPD) to the tune of €1.7 million through the Pan-African Fund and is co-financed by the Ministry for Europe and Foreign Affairs (MEAE).

As part of the program, Campus France signed agreements with the Youth Employment Agency (APEJ), Mali and the Small and Medium Enterprise Development Agency (ADEPME), Senegal with a view to strengthening the program's institutional connections and to facilitate the establishment of enterprises. A third accord is being finalized with the Small and Medium Enterprises Promotion Agency (APME), Cameroon.

The program's achievements were presented at a Steering Committee meeting organized in October 2017 in Tunis, bringing together members of the MEETAfrica consortium, partners from the program's six target countries (Algeria, Cameroon, Mali, Morocco, Senegal, Tunisia), and representatives from ICMPD, the European Union, and MEAE.

In 2017, Campus France promoted the program by participating in events such as the Africa-France Summit and various RUE events.

### > A case of a public-private partnership with the Pierre Fabre Foundation

With a long-standing presence in South-East Asian countries, the Pierre Fabre foundation supports doctoral programs for young pharmacists and drug specialists from developing countries.

This project is funded by the respective embassies and by Campus France, which supplies it expertise in logistics.

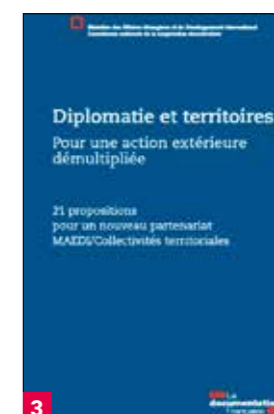
### > The France Alumni network and enterprises

The worldwide network of France Alumni brings together nearly 750 companies across 120 countries. Campus France aims to bring the French Alumni network closer to major business players by developing additional initiatives.

With this aim in mind, numerous events have been organized in France and across the global network (*Job Fair, career fairs, After Work, etc.*).

Above all, in February 2017, Campus France participated in the Salon des Entrepreneurs trade show, which was held in Paris. This helped promote the potential of the France Alumni network to entrepreneurs interested in recruiting multicultural staff or in developing their business overseas.

Among the job and internship offers posted on the France Alumni platform are over 1,600 announcements created by partners and 67 by alumni members of the network.



- 1 - MEETAfrica Steering Committee, Tunis
- 2 - Africa-France Summit, Bamako, Mali, January 2017
- 3 - White paper Diplomatie et Territoires, January 2017
- 4 - MEETAfrica, support for entrepreneurship in Africa

## FINANCIAL RESOURCES

As Campus France underwent a reform of public accounting in 2016, the actions listed below are presented as reported in the general accounts and certified by the auditor.

### Year 2017 (in €)

Expenditure	2017	Revenue	2017
Purchases	193,779	Services	17,869,954
External services	1,905,588	<i>of which revenue from operations</i>	12,231,432
Other external services	6,041,600	<i>of which associated services</i>	3,367,988
		<i>of which other revenue</i>	2,270,535
Payroll	13,350,402		
Taxes	977,307	Grants	6,301,060
Depreciation and provisions	5,478,825	Other	4,888,080
Other management costs	1,002,331		
Profit (Loss)	109,262		
<b>Total expenditure</b>	<b>29,059,095</b>	<b>Total revenue</b>	<b>29,059,095</b>

The Agency's reported income rose to €29 million for 2017. The Agency reports all expenditure and revenue for the year on an accrual basis (General Accounts).

Campus France abides by the new public accounting standard and has implemented budgetary accounting. This document presents its activities as reported in its general accounting and certified by the auditor.

In addition, Campus France acts as an authorized representative for the implementation of mobility programs according to specific regulations and conventions.

All the expenses incurred under the mandates entrusted to it are recorded in third-party accounts and presented in its balance sheet. In 2017, the total funds managed on behalf of principals amounted to €122.5 million.

## GLOSSAIRE

- > **ADEPME:** Small and Medium Enterprise Development Agency
- > **ADIUT:** National Association of Deans of University Institutes of Technology
- > **AEFE:** French Education Abroad Agency
- > **AFD:** French Development Agency
- > **AGM:** Annual General Meeting
- > **AGYP:** Active Growth & Youth Program
- > **AMUE:** Service Sharing Agency for Universities and Higher Education and Research Institutions
- > **ANBG:** Gabonese National Scholarships Agency
- > **ANR:** National Research Agency
- > **ANRT:** National Research and Technology Association
- > **APAIE:** Asia-Pacific Association for International Education
- > **APEJ:** Youth Employment Agency
- > **APME:** Small and Medium Enterprises Promotion Agency
- > **ASEAN:** Association of Southeast Asian Nations
- > **AUF:** Francophone Universities Association
- > **BGF:** French Government Scholarships
- > **BRH:** Bank of the Republic of Haiti
- > **CA:** Board
- > **CAF:** Family Allowances Agency
- > **CDEFI:** Conference of Deans of French Engineering Schools
- > **CEE:** China Education Expo
- > **CIS:** Commonwealth of Independent States
- > **CGE:** Conference of Grandes Écoles
- > **CIAN:** French Council of Investors in Africa
- > **CNCD:** National Commission for Decentralized Cooperation
- > **CNRS:** National Scientific Research Institute
- > **COMUE:** Site Contracts of Communities of Universities and Educational Institutions
- > **CPU:** Conference of University Presidents
- > **CROUS:** Regional University Student Support Agency
- > **DAAD:** German Academic Exchange Service
- > **DCSD:** Security and Defense Cooperation Agency
- > **DGM:** Directorate General of Globalization, Culture, Education, and International Development
- > **EAIE:** European Association for International Education
- > **ECTS:** European Credit Transfer System
- > **EEFT:** European Education Fair – Taiwan
- > **EESR:** Higher Education and Research Institution
- > **EUA:** European University Association
- > **FFL:** French as a Foreign Language
- > **GIZ:** German International Cooperation Agency
- > **HEC:** Higher Education Commission
- > **HOPES:** Higher and Further Education Opportunities and Perspectives for Syrians
- > **ICMPD:** International Center for Migration Policy Development
- > **InHERE:** Higher Education Supporting Refugees in Europe
- > **IRD:** National Sustainable Development Research Institute
- > **IUT:** University Institute of Technology
- > **IxESN:** International Exchange Erasmus Student Network
- > **JASSO:** Japan Student Services Organization Bachelor's degree
- > **MEAE:** Ministry for Europe and Foreign Affairs
- > **MEF:** Ministry of Education and Training (Vietnam)
- > **MEDEF:** French Enterprises Association
- > **MESRI:** Ministry of Higher Education, Research, and Innovation
- > **MOCI:** International Trade Monitor
- > **MOGPA:** Make Our Planet Great Again
- > **NAFSA:** Association of International Educators
- > **OFII:** French Immigration and Integration Agency
- > **PFAN:** Pakistan–France Alumni Network
- > **PFIEV:** Engineering and Technological Training Program – Hanoi
- > **PHC:** Hubert Curien Partnerships
- > **RUFG:** French-Ghanaian University Encounters
- > **SEPIE:** Spanish Education Internationalization Agency
- > **Humanities**
- > **STAPS:** Physical and Athletic Activities Sciences and Techniques
- > **EU:** European Union
- > **UNIMED:** Union of Mediterranean Universities
- > **USTH:** Hanoi University of Science and Technology
- > **VIED:** Vietnam International Education Development
- > **VPIR:** Vice President of International Relations



## CAMPUS FRANCE IN NUMBERS

# 4,600,000

international exchange students (UNESCO, 2015)

256 CAMPUS FRANCE OFFICES AND BRANCHES ACROSS 123 COUNTRIES

4 new countries

13 new offices and branches in 2017

50 EVENTS DRIVEN BY CAMPUS FRANCE

# 650,000

VISITORS ACROSS THE WORLD

# 325,000

foreign students in France in 2016-2017 (MESRI, 2016)

# 120,000+

alumni on the France Alumni social network

+120% en 2017

30,000 MANAGED MOBILITY PROGRAMS, OF WHICH:

18,400 STUDY AND INTERNSHIP PROGRAMS

3,700 RESEARCHER MOBILITY PROGRAMS

7,700 SHORT-TERM MOBILITY PROGRAMS

220 people in France

500 people in the world

ACROSS ALL SOCIAL NETWORKS,  
**1.5 MILLION**  
INDIVIDUALS FOLLOW  
CAMPUS FRANCE:

FACEBOOK 300,000+ LIKES

TWITTER 26,000+ FOLLOWERS

YOUTUBE 1,300+ SUBSCRIBERS

INSTAGRAM 7,000+ FOLLOWERS

LINKEDIN 5,000+ FOLLOWERS

352 CAMPUS FRANCE FORUM MEMBER INSTITUTIONS

26 NEW MEMBERS IN 2017

Managed funds:

# €130 million

85 international conventions

## 8 EUROPEAN PROJECTS

MANAGED BY CAMPUS FRANCE,  
INCLUDING 2 AS LEADER

## 80 WEBSITES IN 32 LANGUAGES

OVER 18 MILLION VISITS (+10%)  
IN 2017

