



Putting the Baltic Sea Region on the Map, Berlin, November 16-17, 2006

Positioning European Universities in a Global Context – The German Example

Olaf Köndgen, DAAD, Head of Section International Events, Fairs,
Exhibitions for HE Institutions



Hi!
Potentials

International careers
made in Germany.



International Marketing - The German Approach - Situation Analysis



1. **Decrease** in the number of students and researchers
 2. **Brain drain** to the U.S. (young researchers, mainly in natural and bio-medical sciences)
 3. Dropping numbers of German students in **natural and engineering sciences**
 4. Growing **international competition** amongst providers of higher education
 5. Systematic **promotion campaigns** carried out by competitors
 6. Growing concern about **demographic changes** and the lack of academic workforce (researchers, engineers etc.)
- ⇒ What should be the **role of Germany** in international HE mobility in the next decade?



International Marketing - The German Approach - **Setting Aims and Objectives**



- ✓ **position Germany as a relevant global provider for higher education and research**
- ✓ **attract qualified students and researchers from abroad**
- ✓ **export German study programmes**

Vorstellungskraft
ist wichtiger
als Wissen.
Albert Einstein



International Marketing - The German Approach - Identifying Key Issues



- 1. improve the general conditions**
 - legal environment (visa, residence and work permit)
 - room and board
 - structural incompatibilities: degrees (bachelor, master vs. Diplom, Staatsexamen, Magister)

- 2. develop internationally attractive study programmes**
 - English as a language of instruction
 - German language courses and certification
 - modular courses, ECTS
 - guidance and tutoring (customer philosophy)
 - costs, fees and quality

- 3. start a global marketing and public relations campaign**
 - branding (of institutions, networks, the national system)
 - information, marketing and consultancy
 - benchmarking, cooperation



International Marketing - The German Approach - Organisation



Joint Initiative *International Marketing for Study and Research in Germany*

35 institutions and „players“ in politics, economy, and states („Länder“)

GATE- Germany



113 Research and Higher Education Institutions





International Marketing - The German Approach - Actions and Instruments



„Road shows“, promotion tours



Higher education fairs



Media campaign



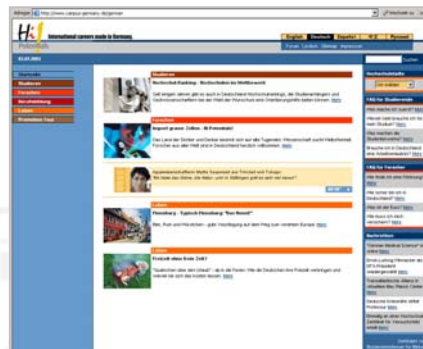
Conferences, workshops and consultancy for german HEIs



Global network of information centres



Internet portal „campus- germany“





DAAD Network:

■ DAAD Germany ▲ DAAD branch offices ● Information Centres



Albert Einstein



International Marketing - The German Approach - Branding (1)



Suggestions for the German branding campaign: focus on...

- quality of study programmes and research opportunities
- good value for money
- universities vs. univ. of applied sciences
- reliability
- individualism, personal success
- modern - traditional
- language: German vs. English
- perceptions abroad

An advertisement for 'Hi! Potentials' featuring a woman with long dark hair, wearing a red patterned jacket over a white shirt and blue jeans, smiling and holding a brown bag. The background is a blurred indoor setting, possibly a university hallway.

“NO SÉ SI ALEMANIA SERÁ EL CAMPEÓN MUNDIAL, PERO EN EL CAMPO DE LA INVESTIGACIÓN BIOMÉDICA YA LO ES.”

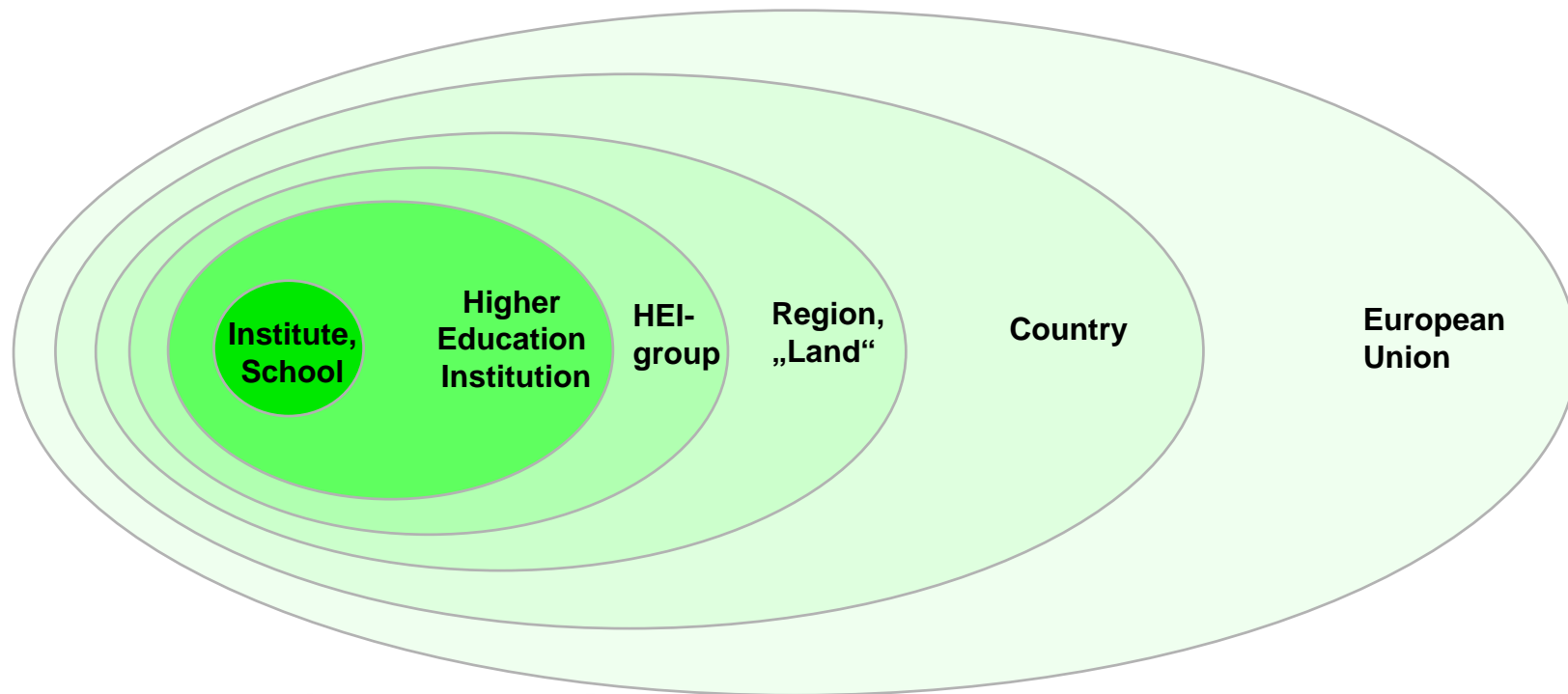
Tzutzuy Ramírez Hernández hace su doctorado en la innovadora área de biomedicina en la Universidad de Würzburg en colaboración con la UNAM.

Study and research in Germany
www.campus-germany.de

Hi!
Potentials
International careers made in Germany.



International Marketing - The German Approach - Branding (2)



Vorstellungskraft
ist wichtiger
als Wissen.
Albert Einstein



International Marketing - The German Approach - The European Dimension



- EHEF (European Higher Education Fairs) with local responsibilities, cooperation, and organisation
- EHEFs with grants from EU-Third-Country-Programmes (Asia-Link, Bangkok Nov. 2004)
- Contract for consortium (DAAD, EduFrance, Nuffic, BC) for the execution of seven EHEFs and Asia-Link-Symposia, 2006-08: Bangkok, Delhi, Beijing, **Kuala Lumpur**, Manila, **Hanoi**, Jakarta)
- Tenders under Erasmus Mundus Action 4





International Marketing - The German Approach - Output in Figures



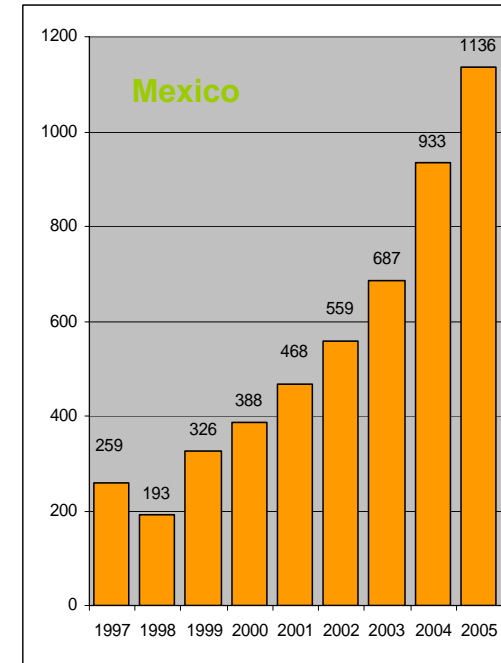
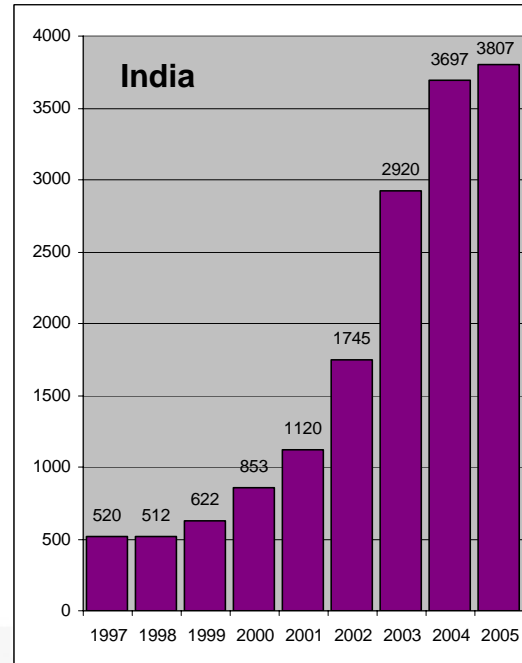
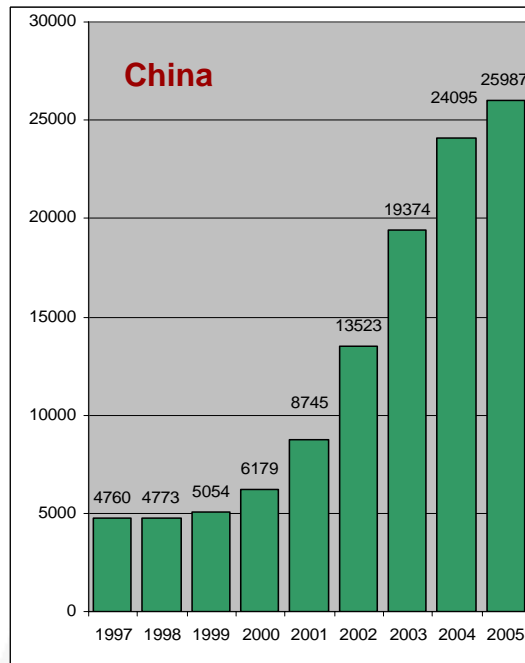
- **75 promotion tours** („road shows“) and **large education fairs** with German institutions in 16 different countries, accompanied by media campaigns under the „Hi!Potentials“ logo and design
- **390 German presentations** on international higher education fairs worldwide
- **320.000 direct contacts** to students and academics on fairs and events (plus approx. 50.000 contacts at the Information Centres p.a.)
- **48 Information Centers** („ICs“) worldwide
- ***www.campus-germany.de*** established as the main portal for information about study and research in Germany: more than 2 million pageviews per month



International Marketing - The German Approach - Situation in 2004 - Evaluation



Growth in the number of international students from three key target countries





International Marketing - The German Approach - Main Countries of Origin



1	China	25.987
2	Bulgaria	12.467
3	Poland	12.209
4	Russia	9.594
5	Marokko	6.986
6	Turkey	6.587
7	Ukraine	6.532
8	France	5.512
9	Kamerun	5.245
10	Spain	4.148
11	Austria	3.975

as per winter term 2004/05



International Marketing - The German Approach - **Objectives for Phase II**



Fine-tuning and review of the objectives:

- 1. Focus on quality rather than quantity**
- 2. Development of recruitment and selection procedures abroad**
- 3. Strengthen the DAAD network worldwide**
- 4. Coordination with related campaigns and initiatives (economy, trade, tourism, sport)**
- 5. Integration with European initiatives (Bologna-Process, ERASMUS Mundus, EU-programmes with third countries)**

Vorstellungskraft
ist wichtiger
als Wissen.
Albert Einstein

DAAD

Deutscher Akademischer Austausch Dienst
German Academic Exchange Service



Hi!
Potentials
International careers



Thank you for your attention!

Olaf Köndgen

Head of Section 234

Events, Fairs, Exhibitions for
Higher Education Institutions

DAAD Bonn

Tel ++49-228 - 882-674

Email koendgen@daad.de

Vollständiges Wissen
ist wichtiger als Wissen.
Albert Einstein

Study and research in Germany

www.campus-germany.de