Study in Europe – how to do successful transnational branding

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3 theses on transnational branding

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3 theses on transnational branding

1. Have a look at the big picture: Mobility patterns are changing worldwide.

- Number of internationally mobile students will continue to grow, but at what rate?
- Leading destinations are losing market share.
- Multiply your options: students may be attracted by a particular country, but possibly more so by an individual institution, a city or region within a country or a continent.

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2. Transnational branding needs a distinguishable product.

- Make sure the continent / sub-continent / region you market has important elements in common, such as:
  - Language
  - Visa regulations and work conditions
  - University / degree system, e.g. Bologna system
  - Reputation of universities (number of world class universities)
  - Culture and everyday life (safety, living costs, currency)
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3. Continent branding is a balance of cooperation and competition.

- Partners need to know and trust each other.
- Make sure to create a win-win situation for everyone.
- Be honest about the fact that there is an element of competition as long as national agencies are the agents of transnational branding.
- Start thinking about creating continental agencies and initiatives (such as the EC and Erasmus+).
“Study in Europe” – lessons learnt and prospects

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Study in Europe: Background

- “Enhancing the Attractiveness of European Higher Education in the World – Study in Europe”

- Project funded by the European Union (DG EAC)

- 2018 – 2020

- Implemented by a consortium composed of Campus France (lead), DAAD, Nuffic, British Council, Archimedes Foundation and ACA

- Follow-up to an initial project (2015-2017)
Study in Europe: Activities

- A series of 6 Study in Europe HE fairs:
  - Malaysia + Myanmar: Dec 2018
  - Ukraine, Ethiopia and virtual fair Ecuador and Peru: 2019
  - South Africa: 2020

- Study in Europe portal and social media activities

- Promotional tools (print, webinars)
Study in Europe: Branding

- An umbrella brand for European national agencies and HEIs

- USP reflected in key messages:
  - Quality
  - Career prospects
  - Cultural experience
  - Safety, security and support
  - Diversity and choice
  - Cost, value for money and scholarships

- Link to Erasmus +
Study in Europe: Considerations

- Target audience

- Competition from other world regions

- Differences between HE systems in Europe

- The prior marketing experience of European HEIs
Thank you for your attention!

For more information:
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Higher education in ASEAN/Asia

• Wide ranging and different levels of economic development

• Focus primarily on
  ✓ national policy reform and system expansion, increasing enrolment and infrastructure development
  ✓ emphasising quality improvement
  ✓ looking more globally and have gained international recognition

• Greater educational cooperation among ASEAN member states, strengthening of education to narrow the development gap that exists, attempts to stimulate intra ASEAN mobility

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National focus

• Malaysia: Asia’s emerging higher education hub

✓ Affordable top-class education
✓ Livability: high quality of life at a low cost
✓ Good food, tropical climate
✓ Culture and diversity
✓ Proximity to ASEAN countries
Transnational branding Asia/ASEAN

• World’s biggest market for transnational education
• Anchor Universities and Rankings
• Niche areas throughout the region
• Quality education system yet affordable
• Education with emphasis on values
Challenges

• Different education systems and differing levels
• Different languages used as medium of instruction
• Lack of awareness of the harmonisation process and its benefits
• Different credit systems
• Qualifications not easily compared
• Varying degrees of economic maturity
• Enforcement at the regional level
• Intra-ASEAN as opposed to mobility to other destinations