

# 10 years of higher education international marketing

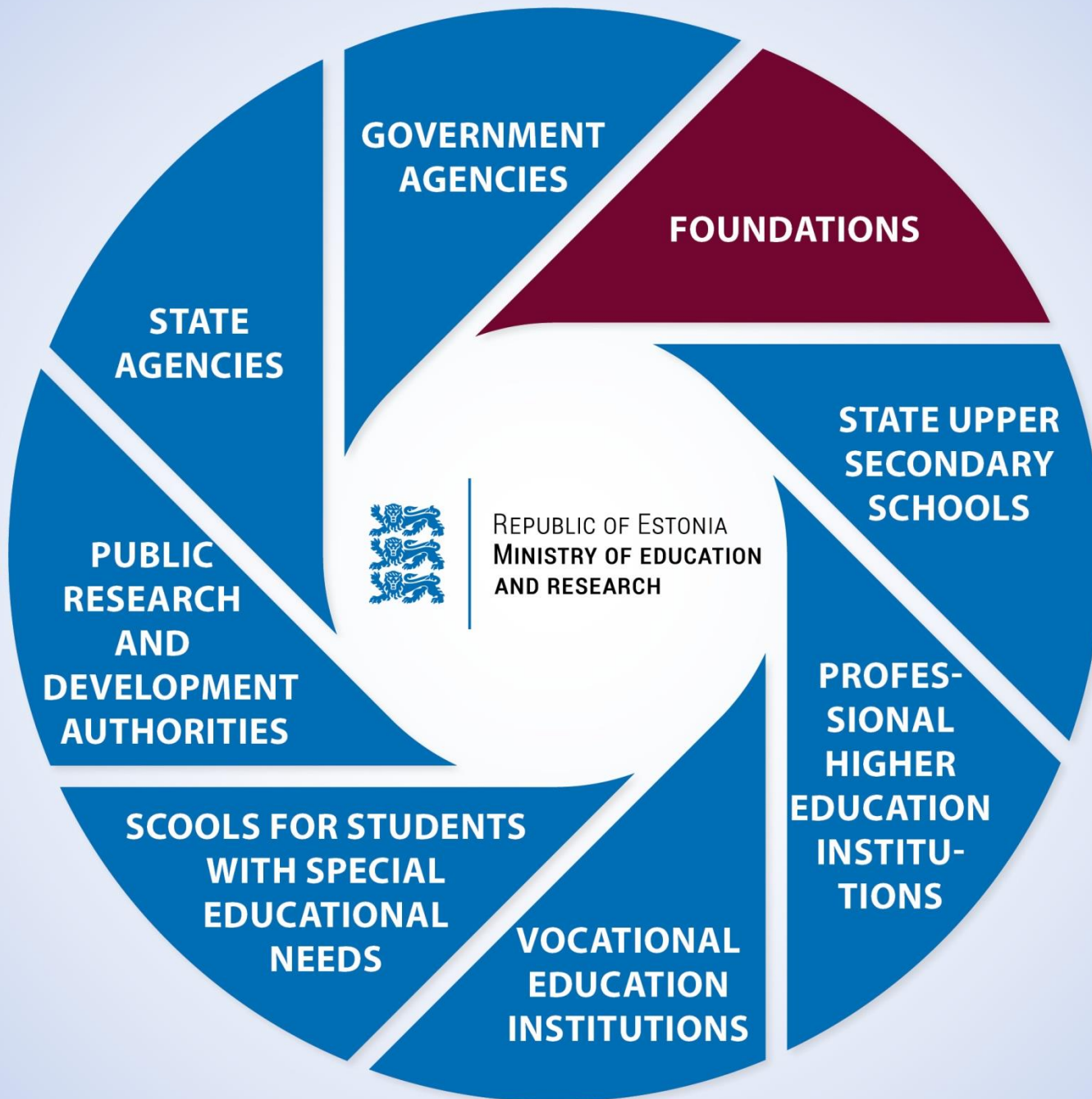


**Eero Loonurm**  
**Head of International Marketing**  
**Archimedes Foundation**  
**March 29, 2019**

Archimedes Foundation was established by the Estonian Government to implement Estonian and European Union programmes in the field of **training, education and research**:

- We coordinate **national programmes**
- We are the national agency for **international cooperation programmes**
- We are the implementing agency for the **EU Structural Funds**
- We evaluate the **quality of Estonian higher and vocational education**
- We assess **foreign qualifications**
- We are the **higher education national promotion agency**

Archimedes Foundation operates in the area of the **Ministry of Education and Research**.



# 10 years of international marketing



## International degree students in Estonia





# TOP 10 sending countries

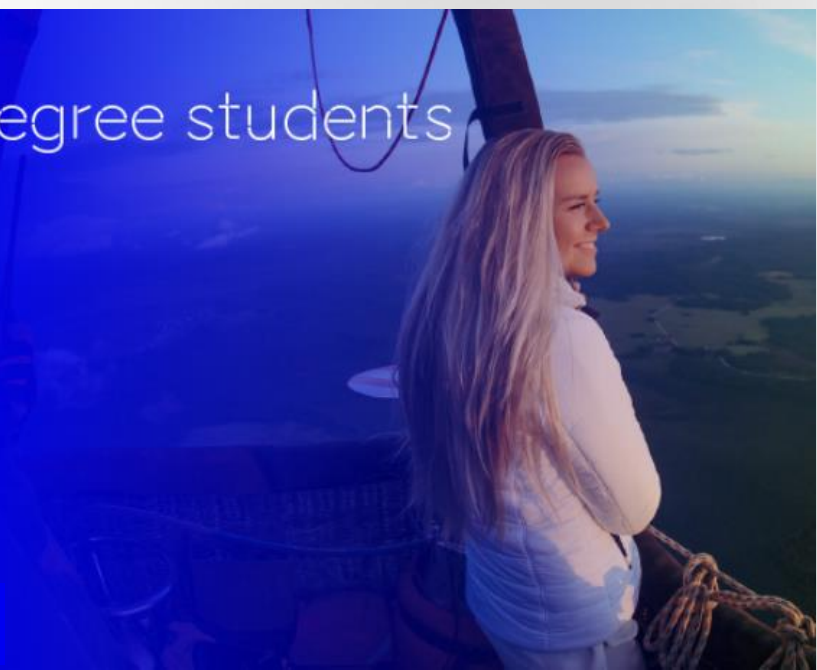
## Top 10 countries of foreign degree students

- |            |               |
|------------|---------------|
| 1. Finland | 6. India      |
| 2. Russia  | 7. Bangladesh |
| 3. Nigeria | 8. Georgia    |
| 4. Ukraine | 9. USA        |
| 5. Turkey  | 10. Latvia    |

Nationalities: 125



**study** in estonia



# Most popular fields

 Most popular study fields taught in English

#1

Business  
Law  
Administration

#2

Humanitarian  
Arts

#3

ICT

**study** in estonia

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# International students in 2018/2019

## International students 2018

1740

BA students

2129

MA students

516

PhD students

322

Integrated degree  
students

340

Students of applied  
sciences

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TOTAL: 5047

**study** in estonia

# International Student Barometer

92% of international students in Estonia  
are satisfied with support services during their  
studies.

(Source: International Student Barometer™ 2017)



92% Eestis õppivatest välistudengitest on  
rahul õpingute ajal saadud tugiteenustega.

International Student Barometer 2017



# Statistics 2018/2019

1. Finland – 1395
2. Russia – 378
3. Nigeria – 269
4. Ukraine – 261
5. Turkey – 189
6. India – 186
7. Bangladesh – 159
8. Georgia – 155
9. USA – 117
10. Latvia - 114



**5047** international degree students

**study** in estonia

# Statistics 2018/2019

	12/13	13/14	14/15	15/16	16/17	17/18	18/19
Finland	49%	49%	45%	39%	35%	32%	28%
Russia	9%	8%	8%	7%	7%	6%	7%
Nigeria	1%	2%	3%	5%	6%	6%	5%
Ukraine	2%	3%	3%	5%	6%	5%	5%
Turkey	3%	4%	4%	4%	3%	4%	4%
India	1%	2%	3%	4%	3%	3%	4%
Bangladesh	0%	0%	1%	1%	2%	2%	3%
Georgia	3%	4%	4%	4%	4%	4%	3%
Other	32%	28%	30%	32%	35%	37%	41%

## Statistics – degree students from the European Union

1. Finland – 1395
2. Latvia 114
3. Germany 70
4. Italy 53
5. United Kingdom 49
6. Spain 35
7. Portugal 32
8. Lithuania 30
9. France 16
10. Sweden 13
11. Poland 12
12. All others 100

Total: 1919

All EU countries: **38%** of international degree students come from the EU

Without Finland: **10,4%** of international degree students come from the EU

# Trends in student mobility in Estonia

- According to the higher education international marketing strategy, **10% of the student body** in Estonia have to be international degree students by the year 2020 (2015/2016 it was 6,8%)
- **2018/2019** – international student body 11%
- **From 2012** Estonia hosts more international Erasmus+ exchange students than it sends out



# Finland as a sending country

2008

- Finland No 1 sending country
  - Sending 487 degree students
  - 54% of all the degree students

2018

- Finland No 1 sending country
  - Sending 1395 degree students
  - 28% of all the degree students



# BA students in Estonia

**2008**

- 445 international BA students
- 49% of all the degree students

**2018**

- 1740 international BA students
- 34,5% of all the degree students

# MA students in Estonia

**2008**

- 175 international MA students
- 19,3% of all the degree students

**2018**

- 2129 international MA students
- 42,2% of all the degree students

# PhD students in Estonia

2008

- 71 international PhD students
- 7,8% of all the degree students

2018

- 516 international PhD students
- 10,2% of all the degree students

## To sum up the results in 10 years

2008

- MA and PhD students **27,1%** of all international degree students

2018

- MA and PhD students **52,4%** of all international degree students

# Finland and Estonia

2011

- Finland sending 709 degree students to Estonia
- Estonia sending 773 degree students to Finland

2017

- Finland sending 1423 degree students to Estonia
- Estonia sending 691 degree students to Finland

Estonia as the 3rd country of destination  
for Finnish students



# Discontinuation of students

- International degree students
  - 2016/2017 – 9,4%
  - 2018/2019 – 9,1%
- All the students
  - 2016/2017 – 14,5%
  - 2018/2019 – 13,6%

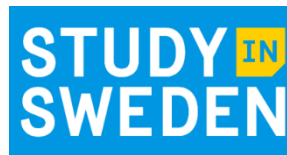
# International degree students studying in Estonian taught programmes

- 156 students
  - Studying in 11 HEIs:
    - 7 universities
    - Tartu Theological Seminary
    - Pallas University of Applied Sciences
    - Estonian Academy of Security Sciences
    - Tartu Health Care College

# International degree students studying in Estonian taught programmes

- 156 students
  - from 23 countries
  - 63 students from Russia (378 total)
  - Every 6th Russian student studies in a study programme taught in Estonian
  - 111 studying in the University of Tartu
  - UT Narva College

# Education marketing in Europe





# International market

- Today international market for education is becoming more competitive
- According to UNESCO, in 2015 there were 4,6 million globally mobile students, representing an increase of **61.4%** over the previous ten years.
- Whilst the number of international students in Europe (Erasmus+ programme countries) almost doubled between 2000-2015, reaching a total of 1 647 276 students in 2015 ...
- ... Europe's actual market share fell from 40.3% to **35.7%** over the same period.





## Global Flow of Tertiary-Level Students

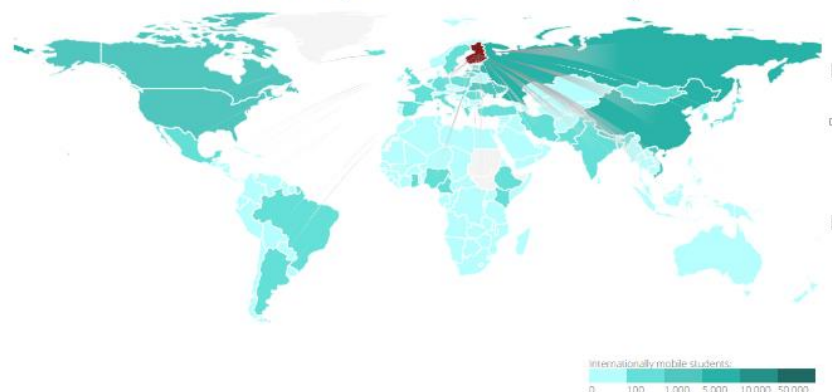
Where do students go to study? Where do they come from? UIS data on the mobility of students shed light on the shifting demand for higher education, particularly in the developing world.

To explore the data select a country from the menu, or click on the map.

Finland

- Where do students come from?
- Where do students go?

Arrows resized:  
10



### Finland

Country of origin	Destination country	Key Indicators
Russian Federation	Sweden	Students abroad:
Viet Nam	United Kingdom	Total number of mobile students abroad
China	Estonia	(% of total mobile students)
Nepal	United States	Outbound mobility ratio
Pakistan	Denmark	Gross outbound enrolment ratio
India	France	Students hosted:
Germany	Latvia	Total number of mobile students hosted
Iran, Islamic Rep.	Austria	(% of total mobile students)
Viet Nam		

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# Thank you! Aitäh!

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