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 unequalled 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
1 - Speech by 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 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

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
Enhancing and promoting the value of higher education in France

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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 of students and recent graduates from higher education institutions in France, this Forum made it possible to organize 400 meetings and interviews involving young graduates, businesses, and higher education institutions.

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 400 meetings and interviews involving young graduates, businesses, and higher education institutions.
> 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 for 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. 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: moppag@campusfrance.org

Make Our Planet Great Again initiative

1. First three young laureates selected by Campus France and the Ministry for Europe and Foreign Affairs (MEAE) under the program Make Our Planet Great Again initiative (June 2018), for a total of 3 weeks of stay in France (3 to 5 years):
   - Amaury de Sud, France (of which 323 from the US)
   - Khaiat lors du café croissant – 14- Thierry Valentin en Corée
   - Inde
   - Alexandre Ziegler et Béatrice

2. Accueil des réfugiés Syriens

3. Welcome at the Tech for Planet event on the 5th anniversary of the Paris Climate Agreement

Applicants for long research stay in France (3 to 5 years):
- Applicants for study in France: 500 (of which 331 from the US)
- Applicants for PhDs: 484 (of which 323 from the US)
- Applicants for long research stay in France (3 to 5 years): 400 (of which 229 from the US)

Applicants for short research stay in France (1 to 11 months):
- Applicants for post-doctoral studies: 237 (of which 131 from the US)
- Collaborations with a French research laboratory: 86 (of which 56 from the US)
- Applicants for short research stay in France (1 to 11 months): 92 (of which 66 from the US)
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

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>North Africa / Middle East</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Americas</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Asia</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td>Europe (excluding France)</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>France</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>57</td>
<td>55</td>
</tr>
</tbody>
</table>

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

### Better-adapted event formats

- 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).

### Participation by Institutional Type

<table>
<thead>
<tr>
<th>Institutional Type</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>French universities</td>
<td>335</td>
<td>337</td>
</tr>
<tr>
<td>Schools of business and management</td>
<td>327</td>
<td>331</td>
</tr>
<tr>
<td>Elite schools (Grandes Écoles)</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>University clusters / COMUE / Networks</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>Engineering schools</td>
<td>301</td>
<td>247</td>
</tr>
<tr>
<td>Foreign universities</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Language schools</td>
<td>35</td>
<td>53</td>
</tr>
<tr>
<td>Specialized schools</td>
<td>35</td>
<td>41</td>
</tr>
<tr>
<td>Art schools</td>
<td>78</td>
<td>79</td>
</tr>
<tr>
<td>Catholic institutes</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Research organizations</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Conservatories</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Schools of architecture</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Associations</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,236</td>
<td>1,217</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Operation Type</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences / Seminars / Open Doors</td>
<td>12</td>
<td>11</td>
</tr>
<tr>
<td>Country Days</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Recruitment Missions</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Campus France Encounters</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Fairs / Encounters</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>Virtual Fair</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Visits by VIP / Travel</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>57</td>
<td>55</td>
</tr>
</tbody>
</table>
Number of Institutions by Operation Type

<table>
<thead>
<tr>
<th>Operation Type</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences / Seminars / Open Doors</td>
<td>188</td>
<td>167</td>
</tr>
<tr>
<td>Country Days</td>
<td>146</td>
<td>109</td>
</tr>
<tr>
<td>Recruitment Missions</td>
<td>51</td>
<td>87</td>
</tr>
<tr>
<td>Campus France Encounters</td>
<td>132</td>
<td>93</td>
</tr>
<tr>
<td>Fair / Encounters</td>
<td>181</td>
<td>174</td>
</tr>
<tr>
<td>Virtual Fairs</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Visits by VIPs / Travel</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>292</td>
<td>309</td>
</tr>
</tbody>
</table>

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.

> 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.
ENHANCING AND PROMOTING THE VALUE OF HIGHER EDUCATION IN FRANCE

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.

> 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 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.

> 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.
> 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.
**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 (PSAN).

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: Delhi, Kolkata, Bangalore, Indore, February 25–March 2, 2017
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.
ENHANCING AND PROMOTING 
THE VALUE OF HIGHER EDUCATION IN FRANCE

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).

> 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.

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
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.
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.

> 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 AEFE Guide: Campus France for French high school students

Studying in France after the Baccalauréat 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.


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.
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 Partner Type and Gender

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
<th>No. and % of women in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>7,110</td>
<td>3,215</td>
</tr>
<tr>
<td>Interns</td>
<td>3,440</td>
<td>1,542</td>
</tr>
<tr>
<td>Other</td>
<td>628</td>
<td>220</td>
</tr>
<tr>
<td>Researchers</td>
<td>3,942</td>
<td>1,563</td>
</tr>
<tr>
<td>Experts</td>
<td>6,893</td>
<td>2,199</td>
</tr>
<tr>
<td>MEAE</td>
<td>22,813</td>
<td>21,808 40.1%</td>
</tr>
<tr>
<td>Other French partners</td>
<td>3,568</td>
<td>3,621 42.8%</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>4,673</td>
<td>4,359 39.2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30,854</td>
<td>29,788 40.3%</td>
</tr>
</tbody>
</table>

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

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.

Répartition par zones géographiques et genre (hors France)

<table>
<thead>
<tr>
<th>2016</th>
<th>2017</th>
<th>Change</th>
<th>% of total per area</th>
<th>No. and % of women in 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEAE</td>
<td>3,471</td>
<td>-7.1%</td>
<td>57.1%</td>
<td>876</td>
</tr>
<tr>
<td>Other French partners</td>
<td>657</td>
<td>+1.8%</td>
<td>11.9%</td>
<td>246</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>1,951</td>
<td>-10.4%</td>
<td>31.0%</td>
<td>666</td>
</tr>
<tr>
<td>TOTAL from Africa</td>
<td>6,079</td>
<td>-7.2%</td>
<td>100%</td>
<td>31.7% 24.3%</td>
</tr>
<tr>
<td>MEAE</td>
<td>5,337</td>
<td>+1.8%</td>
<td>83.2%</td>
<td>2,123</td>
</tr>
<tr>
<td>Other French partners</td>
<td>607</td>
<td>-9.3%</td>
<td>12.0%</td>
<td>351</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>1,089</td>
<td>-13.9%</td>
<td>4.8%</td>
<td>407</td>
</tr>
<tr>
<td>TOTAL from North Africa/Middle East</td>
<td>6,483</td>
<td>-6.2%</td>
<td>100%</td>
<td>42.3% 26.2%</td>
</tr>
<tr>
<td>MEAE</td>
<td>1,447</td>
<td>-2.3%</td>
<td>47.1%</td>
<td>632</td>
</tr>
<tr>
<td>Other French partners</td>
<td>487</td>
<td>+9.0%</td>
<td>17.7%</td>
<td>258</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>1,089</td>
<td>-3.0%</td>
<td>4.8%</td>
<td>407</td>
</tr>
<tr>
<td>TOTAL from the Americas</td>
<td>3,023</td>
<td>-0.8%</td>
<td>100%</td>
<td>43.2% 12.9%</td>
</tr>
<tr>
<td>MEAE</td>
<td>2,916</td>
<td>-1.6%</td>
<td>66.8%</td>
<td>1,284</td>
</tr>
<tr>
<td>Other French partners</td>
<td>479</td>
<td>-9.6%</td>
<td>10.1%</td>
<td>179</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>994</td>
<td>-0.4%</td>
<td>35.2%</td>
<td>357</td>
</tr>
<tr>
<td>TOTAL from Asia</td>
<td>4,389</td>
<td>-2.2%</td>
<td>100%</td>
<td>42.4% 18.5%</td>
</tr>
<tr>
<td>MEAE</td>
<td>3,516</td>
<td>-4.7%</td>
<td>80.0%</td>
<td>1,952</td>
</tr>
<tr>
<td>Other French partners</td>
<td>611</td>
<td>-3.5%</td>
<td>14.0%</td>
<td>243</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>292</td>
<td>-17.1%</td>
<td>5.8%</td>
<td>175</td>
</tr>
<tr>
<td>TOTAL Europe (excluding France)</td>
<td>4,419</td>
<td>-5.2%</td>
<td>100%</td>
<td>56.6% 18.1%</td>
</tr>
<tr>
<td>MEAE</td>
<td>16,687</td>
<td>-4.6%</td>
<td>66.6%</td>
<td>6,693</td>
</tr>
<tr>
<td>Other French partners</td>
<td>3,041</td>
<td>-2.6%</td>
<td>12.8%</td>
<td>4,329</td>
</tr>
<tr>
<td>Other foreign partners</td>
<td>4,665</td>
<td>-7.2%</td>
<td>18.7%</td>
<td>6,917</td>
</tr>
<tr>
<td>TOTAL</td>
<td>24,393</td>
<td>-4.9%</td>
<td>100%</td>
<td>42.4% 100%</td>
</tr>
</tbody>
</table>

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.
>> 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 8.5%, 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.

> 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.
PROMOTING AND SUPPORTING STUDENT MOBILITY

In 2017, Campus France managed 1,300 research projects and 4,000 cases of research 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.

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.

> Researcher Mobility: Hubert Curien Partnerships

In 2017, Campus France managed 1,300 research projects and 4,000 cases of research 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.

Country of Stay by Geographic Area

- Europe: 68%
- Americas: 15%
- Africa: 11%
- Asia/Pacific: 5%
- North Africa/Middle East: 1%
PROMOTING AND SUPPORTING STUDENT MOBILITY

> **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 flag-ship 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.

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1. Reception of the Yemeni students who received a scholarship from the humanitarian foundation of the Embassy of France in Yemen, Quai d’Orsay, November 2017
2. Destination Francophonie broadcast on TV5 Monde dedicated to the program that offers French language immersion programs developed by Campus France in Japan
3. Welcoming of the recipients of the Beca 18 scholarship in Peru at the Mexican technology institute EIMyT (technology institute in Mexico, March 2017)
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 Enterprise 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.
ACTION 3
Welcoming and Supporting International Students

Welcome Provided by Campus France Offices:
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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
WELCOMING AND SUPPORTING INTERNATIONAL STUDENTS

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:

- 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.
- 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 John Smith 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 Presidents — 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.

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, more partners, a new online platform, and a broader offer.
- There are 11 regional offices, one national office, and two networks of 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)
- The France Alumni Network now has more than 120,000 members in 100 countries, and its 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

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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 posed.

**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 studies, surveys, 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 laMobilité 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.

> 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 Khalat, 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).
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

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Countries</th>
<th>Offices</th>
<th>Branches</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>28</td>
<td>28</td>
<td>12</td>
<td>16%</td>
</tr>
<tr>
<td>Americas</td>
<td>21</td>
<td>24</td>
<td>15</td>
<td>16%</td>
</tr>
<tr>
<td>Asia</td>
<td>20</td>
<td>48</td>
<td>17</td>
<td>25%</td>
</tr>
<tr>
<td>Europe/CIS</td>
<td>39</td>
<td>50</td>
<td>34</td>
<td>33%</td>
</tr>
<tr>
<td>North Africa/Middle East</td>
<td>15</td>
<td>22</td>
<td>5</td>
<td>11%</td>
</tr>
</tbody>
</table>

Total as of December 31, 2017

123 173 83 100%

> 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.

Requests for Information Processed by Offices by Study Level and Sector

<table>
<thead>
<tr>
<th>Study Level and Sector</th>
<th>Bachelor’s</th>
<th>Master’s</th>
<th>PhD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>74%</td>
<td>25%</td>
<td>1%</td>
</tr>
<tr>
<td>North Africa/Middle East</td>
<td>23%</td>
<td>70%</td>
<td>6%</td>
</tr>
<tr>
<td>Americas</td>
<td>42%</td>
<td>49%</td>
<td>9%</td>
</tr>
<tr>
<td>Asia</td>
<td>21%</td>
<td>78%</td>
<td>1%</td>
</tr>
<tr>
<td>Europe</td>
<td>43%</td>
<td>47%</td>
<td>9%</td>
</tr>
<tr>
<td>Average</td>
<td>40%</td>
<td>56%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Visitor Categories of Campus France Offices

<table>
<thead>
<tr>
<th>Visitor Category</th>
<th>University students</th>
<th>High school students</th>
<th>Families</th>
<th>Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>73%</td>
<td>19%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>North Africa/Middle East</td>
<td>70%</td>
<td>15%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Americas</td>
<td>73%</td>
<td>9%</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Asia</td>
<td>67%</td>
<td>20%</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>Europe</td>
<td>54%</td>
<td>33%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Average</td>
<td>68%</td>
<td>18%</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Study Sector by Geographic Area

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

> 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.
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

- 68 Universities
- 13 University consortia
- 9 Research institutions
- 6 Elite schools
- 42 Business and management schools
- 27 Language schools
- 23 Schools of art and architecture
- 92 Engineering schools
- 6 Catholic institutions
- 6 Other specialized schools
- 8 Specialized hospitality
- 1 Distance education
Three accords were signed with the following:
- Lille Nord de France Grouping of Universities and Education 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 Stratège, 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), 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 (UNIAMD), 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), 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.
MANAGING AND BRINGING TOGETHER PARTNER NETWORKS

> 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

> 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 (ADEPME), 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.
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 €)

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>2017</th>
<th>Revenue</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchases</td>
<td>193,779</td>
<td>Services</td>
<td>17,869,954</td>
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<tr>
<td>External services</td>
<td>1,903,588</td>
<td>of which revenue from operations</td>
<td>12,231,432</td>
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<tr>
<td>Other external services</td>
<td>6,041,600</td>
<td>of which associated services</td>
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<tr>
<td></td>
<td></td>
<td>of which other revenue</td>
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<td>Payroll</td>
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<td>Taxes</td>
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<td>Grants</td>
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<tr>
<td>Depreciation and provisions</td>
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<tr>
<td>Other management costs</td>
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<tr>
<td>Profit (Loss)</td>
<td>109,262</td>
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<td></td>
</tr>
<tr>
<td><strong>Total expenditure</strong></td>
<td><strong>29,059,095</strong></td>
<td><strong>Total revenue</strong></td>
<td><strong>29,059,095</strong></td>
</tr>
</tbody>
</table>

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.
4,600,000 international exchange students (UNESCO, 2015)

325,000 foreign students in France in 2016–2017 (MESRI, 2016)

220 people in France
500 people in the world

256 CAMPUS FRANCE OFFICES AND BRANCHES ACROSS 123 COUNTRIES
4 new countries
13 new offices and branches in 2017

120,000+ alumni on the France Alumni social network
+120% en 2017

50 EVENTS DRIVEN BY CAMPUS FRANCE
650,000 VISITORS ACROSS THE WORLD

30,000 MANAGED MOBILITY PROGRAMS, OF WHICH:
18,400 STUDY AND INTERNSHIP PROGRAMS
3,700 RESEARCHER MOBILITY PROGRAMS
7,700 SHORT-TERM MOBILITY PROGRAMS

4 new countries
13 new offices and branches in 2017

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