



Ad-hoc query on pre-departure campaigns to attract TCN

Requested by EE EMN NCP on 10th April 2014

Compilation produced on 3th July 2014

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Responses from Austria, Belgium, Bulgaria, Estonia, Finland, France, Germany, Hungary, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, United Kingdom (19 in Total)

1. Background Information



The National Audit Office of Estonia is in process to prepare a paper on economic related migration situation in Estonia. According to this they are interested to launch a query on pre-departure information campaigns, websites, and specific centres for TCNs. Especially to collect information how other MS introduce their labour market and study conditions to attract immigrants before their entry to MS. But not in a meaning that, how MS simplify the conditions of students and highly qualified TCNs. Please provide your responses by **08th May 2014**.

Please provide answers on follows:

EMN Ad-Hoc Query: fingerprint biometry in travel documents and residence cards

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1. Does your government use any specific measures in order to introduce the work and/or study opportunities in your country to potential work and study migrants abroad?
(We are mainly interested in learning about active measures such as the creation of a special agency to attract foreign workers and students, sharing information, internationally marketing the country as a destination for work and study, publicly coordinated participation in international job or study fairs, establishment of contact points in other countries, etc.)
2. Have any target countries/groups been defined for using these measures? If yes, which ones and on what basis were they chosen?
3. What are the results of using these measures?
4. Are any new measures being planned for the future?

		Wider Dissemination?	
	Austria	No	This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further.
	Belgium	Yes	<p>Preliminary comments: Please find below answers to the four questions, respectively on the promotion of study and then of work – opportunities in Belgium. Please also note that the information is differentiated according to national and regional levels, taking into account division and transfers of competences in Belgium.</p> <p><u>Introducing study opportunities in Belgium to potential migrant students abroad</u></p> <p>WALLONIA-BRUSSELS</p> <ol style="list-style-type: none"> 1. Under the auspices of Wallonia-Brussels International (WBI = public administration responsible for international policy for the Walloon region and for the French speaking communities in Belgium) and the Ministry of Federation Wallonia-Brussels, Wallonia-Brussels Campus is the agency for promoting the higher education of French-speaking Belgium on the international stage. Wallonia-Brussels Campus has different tools to undertake its missions, including: <ul style="list-style-type: none"> • A website (www.studyinbelgium.be), launched in 2011, allowing foreign students to access all the information they need to prepare for a period of study in Wallonia-Brussels, from the choice of course to the practical aspects of their stay; • Multilingual publications, regularly updated, informing foreign students abroad about the higher education system in place in Wallonia-Brussels and its educational offering. The said publications are distributed via embassies or WBI delegations abroad. • Participation in promotional events abroad under the Wallonia-Brussels Campus brand (international fairs for students and professionals, forums, etc., mainly APAIE Annual Conference and Exhibition, NASA Conference, EAIE Conference); • Joint organization of promotional campaigns on specific themes fostering cooperation between higher education

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			<p>institutions within the Federation Wallonia-Brussels and institutions dotted around the world.</p> <p>It is also worth noting that Wallonia Brussels Campus and higher education institutions are involved in high level (princely, ministerial) economic and trade missions abroad, for example Belgian economic missions in October 2013 to South Africa, in November 2013 to the Republic of India.</p> <ol style="list-style-type: none"> 2. Wallonia Brussels Campus focuses on non-UE industrialized countries, mainly the United States, Japan and Canada, as well as emerging national economies from BRICS, particularly Brazil, India, China and South Africa (Russia not yet). 3. Results are difficult to assess but indicators are being developed and monitored (including the number of visitors at exhibition stands during fairs, number of agreements concluded during missions, website traffic statistics, etc.). However the cause-effect relationship between an initiative and a result is sometimes unclear. Having said that, based on the number and variety of operating tools and according to respondents from higher education institutions contacted, Wallonia Brussels Campus has developed effective ways for promoting higher education in Belgium. 4. / <p>Sources:</p> <ul style="list-style-type: none"> • Wallonia Brussels Campus - contact person • Wallonia-Brussels Campus website : http://www.studyinbelgium.be/en • Wallonia-Brussels International: http://www.wbi.be/fr/page/propos-wallonie-bruxelles-international#.U3DU0KFV270 • Federation Wallonia Brussels : http://www.pfwb.be/en/the_federation_wallonia_brussels <p>FLANDERS</p> <ol style="list-style-type: none"> 1. Flanders Knowledge Area, financed by the Flemish government, was established in October 2008 on the initiative of the Flemish Higher education umbrella organizations (the Flemish Interuniversity Council and the Flemish Council of University Colleges), to inter alia contribute to the internationalization of Flanders' higher education. Among other strategic priorities, Flanders Knowledge Area promotes the Flemish higher education, acts as a central meeting and information point and stimulates outgoing and incoming mobility. <p>The promotion of the Flemish higher education is inter alia achieved through the website Study in Flanders which provides information to foreign students, scientists and academics about study opportunities in Flanders (Belgium), including information sheets on the higher education institutions and the non-Dutch language study programmes.</p> <p>Flanders Knowledge Area also publishes and spreads information as much as possible through electronic publications and online channels. Printed materials are limited to the handouts which are available at higher education fairs and during missions and study visits.</p>
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			<p>Information is also disseminated via the official website of Flanders.</p> <p>2. In order to identify and determine participation in recruitment and networking fairs, a working group has been established with representatives from each Flemish university association (universities and university colleges) and a representative from the higher education department from the Flemish Ministry of Education.</p> <p>The list of priority countries included in Brains on the Move, Action Plan on Mobility 2013, are: Brazil, Chili, China, India, Japan, Morocco, Mexico, Russia, Turkey, the United States of America, Vietnam, South Africa and South Korea. Among those countries, 8 are partners in fellowship programs of the Flemish Ministry of Education, i.e. the Transition Fellowship Program, with Brazil, Morocco, Turkey and South Africa; and the ASEM-Duo Fellowship Program, with China, India, Vietnam and South Korea. Among those, there is extensive cooperation with Brazil through the Brazilian scholarship program of Science without Borders.</p> <p>3. It is difficult to assess the results of abovementioned measures, as the cause-effect relationship between an initiative and a result is difficult to determine. However, different indicators are used (website statistics, reactions from higher education institutions, etc.) to determine whether tools (website, publications, brochures etc.) are working well and whether objectives are reached.</p> <p>4. /</p> <p>Sources:</p> <ul style="list-style-type: none"> • Flanders Knowledge Area - contact person • Flanders Knowledge Area: http://www.flandersknowledgearea.be/en/ • Study in Flanders website: http://www.studyinlanders.be/ • Science without borders: http://www.cienciasemfronteiras.gov.br/web/csf-eng/home • Official website of Flanders - Studying: http://www.flanders.be/en/studying <p>FEDERAL LEVEL</p> <p>Although not designed to promote study opportunities in Belgium, the website of the Immigration Office provides useful information, inter alia on the requirements to obtain an authorization to stay for more than three months for foreign students to pursue higher education in Belgium, on where to lodge an application, the procedure to follow (including for family members) and some useful texts. The information is regularly updated and brochures also aim to provide information on the student status. The information is disseminated through diplomatic posts and through the website of the FPS Foreign Affairs.</p> <p>Sources:</p>
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			<ul style="list-style-type: none"> • Immigration Office – Long stay department – Students’ access to the territory and residence section • Website of the Immigration Office – Study: https://dofi.ibz.be/sites/dvzoe/EN/Application-guides/Pages/Study.aspx • Website of Foreign Affairs – Studying in Belgium: http://diplomatie.belgium.be/en/services/travel_to_belgium/studying_in_belgium/ <p><u>Introducing work opportunities in Belgium to potential migrant workers abroad</u></p> <p>FEDERATED ENTITIES</p> <p>To our knowledge, there haven’t been specific actions developed so far by federated entities specifically aimed at promoting work opportunities to potential migrant workers abroad. However, as from 1 July 2014, federated entities will become competent authorities for developing economic migration policies. Possible new measures might be developed at regional levels thanks to this transfer of competences.</p> <p>However the three Regions have well been taking actions to create attractive investment opportunities resulting in work opportunities (for third country nationals from the parent company, and also for the Belgian workforce):</p> <p>In the Wallonia Region, the AWEX (Wallonia Foreign Trade And Investment Agency) is in charge of trade promotion and foreign investment attraction. Supported by a worldwide network of 105 Economic and Trade Attachés, the AWEX carries out missions of, inter alia, (i) general marketing of the Wallonia Region (public workshops and events, communication campaigns, active participation in international fairs), (ii) recruitment of potential foreign investors (contacts with companies likely to develop activities in Wallonia) and (iii) information and support to potential foreign investors (business siting, contacts with regards to applications for financial assistance and residence permits etc.).</p> <p>In the Brussels-Capital Region, BRUSSELS Invest & Export aims to attract foreign investors to Brussels and to support them. Through the website, Invest In Brussels, information is inter alia disseminated on employment related issues, including employment contracts, work permits, professional cards, labour legislation and social security.</p> <p>In Flanders, Flanders Investment & Trade is the government agency supporting companies doing business abroad and foreign companies looking to set up or expand operations in Flanders. It provides free expert advice on all aspects of investing in Flanders. Flanders Investment & Trade relies on investment officers, a multilingual website, publications and newsletters to achieve its missions.</p> <p>Sources:</p> <ul style="list-style-type: none"> • Flemish Subsidy Agency for Work and Social Economy – contact person • Ministry of the German-speaking Community – contact person • AWEX website: http://www.awex.be/fr-BE/Qui%20sommesnous/Missions/Pages/default.aspx
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			<ul style="list-style-type: none"> Brussels Invest & Export website: http://www.investinbrussels.com/en/ Flanders Investment & Trade: http://www.flandersinvestmentandtrade.com/site/landing.nsf/EN <p>FEDERAL LEVEL</p> <p>To our knowledge, there haven't been specific actions developed so far at the federal level specifically aimed at promoting work opportunities to potential migrant workers abroad.</p> <p>However the General Direction Bilateral Affairs (DGB) within the FPS Foreign Affairs has been giving priority to economic diplomacy to promote Belgium abroad as a country where to do business. A network of economic diplomacy advisers supports this mission.</p> <p>As to the Federal Public Service (FPS) Employment, Labour and Social Dialogue, its main action consists in providing information on work permit related provisions on its website. Specific presentations are also made abroad and contacts established with third countries upon their request.</p> <p>Sources:</p> <ul style="list-style-type: none"> FPS Employment, Labour and Social Dialogue contact person FPS Employment, Labour and Social Dialogue website – Foreign workers: http://www.emploi.belgique.be/defaultTab.aspx?id=5690#
	Bulgaria	Yes	<ol style="list-style-type: none"> No specific active measures are applied. The Employment Agency has information materials about the working and living conditions in Bulgaria, that are periodically updated. Ministry of Education and Science and different universities probably have their own campaigns regarding the possibilities for education. N/A N/A Not planned yet.
	Estonia	Yes	<ol style="list-style-type: none"> In Estonia we have pre-entry campaigns only for student's migration. Estonian universities (University of Tartu, Tallinn University of Technology, Tallinn University and Estonian Business School.) introduced Estonian higher education at two education fairs in China (Beijing and Shanghai)¹ in the end of 2013. In October 2013 a Nordic-Baltic Cultural Centre was opened at University of Shanghai for Science and Technology (USST). The centre has a permanent Nordic-Baltic exhibition

¹ For more information please see <http://www.studyinestonia.ee/news>



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			<p>including materials about education and culture of Estonia. Estonia has been active in introducing Estonian higher education in China since its beginning in 2008, participating also at the Shanghai World EXPO in 2010. In addition to China Estonia also took part in education fairs in the UK (The Global Study Expo, London), Turkey (Istanbul, Ankara), Ukraine (Kiev) and the Russian Federation (St. Petersburg).</p> <ol style="list-style-type: none"> 2. The target group are students to attract them studying in Estonia. 3. The number of international students has increased. 4. N/A
	Finland	Yes	<ol style="list-style-type: none"> 1. On the government level Finland has the “Study in Finland”-website that promotes Finland as a destination for higher education studies; the website is maintained by the Centre for International Mobility (CIMO), which is governed by the Ministry for Education and Culture. http://www.studyinfinland.fi/ <p>The Ministry of Employment and the Economy is also in the process of creating a “Work in Finland”-site. At present, information is contained on the website of the Offices for Employment and the Economy. http://www.te-services.fi/te/en/jobseekers/work_finland/index.html</p> <p>Information is also spread through the Finnish missions abroad and through participation at different fairs.</p> <p>Team Finland is another initiative aimed more at promoting Finland and Finnish knowledge and companies abroad, although it also profiles the country itself in a “marketing” perspective. Managed by the Ministry for Foreign Affairs. http://team.finland.fi/public/default.aspx?culture=en-US&contentlan=2</p> <p>Apart from these official government initiatives there are several other, that are managed by other stakeholders, e.g. the Infopankki-website run by the City of Helsinki with several ministries as partners. http://www.infopankki.fi/en/frontpage http://www.infopankki.fi/et/esileht</p> <p>The EU Immigration Portal can also be mentioned.</p> 2. The target groups include e.g. students and persons coming for employment, please consult the websites above. 3. There have not been any evaluations as of yet of the effectiveness of these measures. 4. No knowledge of new measures at the moment, the existing ones are being developed and marketed all the time.



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	France	<p align="center">Yes</p>	<ol style="list-style-type: none"> 1. Pre-entry campaigns only concern international students. Campus France is a French agency in charge of promoting higher education and managing the reception and international mobility of students, researchers, experts and guests. A network of 200 Campus France offices abroad is in charge of informing international students about French higher education, guiding them on their choice of training, and helping them to complete their application form. The agency Campus France, with the assistance of its offices and of French Embassies abroad, organises or participates in numerous promotional events around the world, such as international education fairs, <i>in situ</i> student recruitment drives and targeted thematic missions for a given academic field. French establishments of higher education themselves participate in international study fairs or organise promotional events and actions abroad. Some “grandes écoles” have representative offices abroad and organise regular overseas recruitment programmes. 2. At the national level, BRICS countries (Brazil, Russia, India, China and South Africa) and emerging countries are priority targets. A wider aim is to diversify the geographical origins of students coming to France. The target groups and countries depend on the strategy of the establishments. They may be based on geographical criteria, levels or fields of studies. 3. Students from EU and non-EU countries represent around 12 % of the total student population in France. Between 2012 and 2013, the number of visas issued has increased by 8 % (source: Ministry of the Interior). 4. Different measures are planned to attract international students and highly qualified workers. However they are more focused on improving the reception in France and facilitating the issuance of visas and residence permits.
	Hungary	<p align="center">Yes</p>	<ol style="list-style-type: none"> 1. Tempus Public Foundation (TPF) is a non-profit organization established and supervised by the Hungarian Government, with the task of managing international education cooperation programmes in line with the government strategy to enhance and harmonise the international marketing activities of Hungarian higher education institutions. TPF has a brand-new initiative called ‘Campus Hungary’ which aims at building international partnerships in higher education, supporting and facilitating the internationalisation of Hungarian higher education through providing institutional development, improving provision of international services and networking in order to enhance the attractiveness of Hungarian higher education institutions for foreign students. The Campus Hungary programme is executed with the financial support of the European Union in the framework of Social Renewal Operational Programme (TÁMOP) of Hungary. 2. The target group are (mostly medical) students and researchers from Germany, Israel, Norway and China. 3. The number of international medical students has increased.


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			4. N/A
	Latvia	Yes	<p>1. Latvian universities as well as Latvian officials, for example, government representatives promote possibilities to study in Latvia, when travelling and meeting representatives of third countries. Latvian universities in February participated in higher education fair “Education and career” which took place in Tashkent. Several international treaties with third countries are signed in order to promote cooperation in the education and science field. In January 2014, Latvian Embassy was opened in India, which will help the Indian and Nepalese students admitted to Latvian university colleges to arrange the formalities necessary to start studies in Latvia.</p> <p>In 2013 the information regarding residence provisions in the Republic of Latvia was placed on the homepage of the Office of Citizenship and Migration Affairs www.pmlp.gov.lv in cooperation with the European Union’s Baltic Sea Region transnational cooperation programme project “EgoPrise”, which is an aid for the foreigner employment procedure in Latvia http://anjpa.pmlp.gov.lv/anjpa/. The material developed in the „EgoPrise” project is aimed at making public administration services more accessible and tailored to business needs.</p> <p>The Consular Department of the Ministry of Foreign Affairs participated in the annual international tourism fair Balttour 2013, 2014 where the visitors of the fair were informed about the work of the Consular Department and Latvia’s diplomatic and consular representations abroad, among others introducing the consular information available on the homepage of the Ministry of Foreign Affairs. On 9 October 2013, the Consulate General of the Republic of Latvia in St. Petersburg, in cooperation with the Latvian Tourism Development Agency and the Tourism Development Office of Riga LIVE RIGA organised the annual seminar for the tourism professionals, mass media representatives and existing and prospective business partners.</p> <p>2. Target groups are tourists, students (attract to study in LV), investors and labour migrants.</p> <p>3. The number of international students and tourists has increased.</p> <p>4. International treaties regarding cooperation in education and science with Armenia, the Philippines and Sri Lanka are under preparation.</p>
	Lithuania	Yes	<p>1. In order to attract foreign investors, Lithuania has established a government agency “Invest in Lithuania” (www.investinlithuania.com) which aims to promote foreign direct investments and provides free advice and introductions for global companies interested in doing business in Lithuania. The agency provides information on available labour force, tax incentives, financing options and advantages for the foreigners and their families. The agency also works to promote the advantages of the EU Blue Card in order to attract highly qualified workers to Lithuania.</p> <p>Lithuanian national agency “Education Exchanges Support Foundation” is the basic body which is responsible for marketing strategies to attract foreign students. The main measures are carried out within the project “Internationalization of Higher Education in Lithuania”(2010-2015):</p> <ul style="list-style-type: none"> – the non-commercial national portal for Higher Education studies in Lithuania (www.studyinlithuania.lt) was created


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			<p>which aims to inform foreign students about education system in Lithuania, study opportunities, immigration rules, etc.;</p> <ul style="list-style-type: none"> - presentation of Lithuanian higher education institutions at international study fairs in Azerbaijan, Georgia, Kazakhstan, Ukraine, United Kingdom, Ireland, China, and Brazil; - publications introducing Lithuanian higher education studies and promotional video were created; - scholarships for foreign students from Belarus, Georgia, Moldova, Ukraine, Armenia, Azerbaijan, Kazakhstan, Uzbekistan and China. <p>2. The main target group is global companies and foreign students and lecturers. With regard to foreign students, the priority regions are the former Soviet republics and rapidly developing Asian countries.</p> <p>3. The number of foreign investments has increased and new jobs were created. The number of foreign students and lecturers has increased.</p> <p>4. N/A.</p>
	<p>Luxembourg</p>	<p align="center">Yes</p>	<p>1. In Luxembourg different websites inform about studying and working in Luxembourg. For example, the website www.luxembourg.lu (Your gateway to the Grand Duchy of Luxembourg) informs about studying at the University of Luxembourg and also about working in the country. This site is available in English and French languages. You can download publications which also explain how to study and work in Luxembourg.</p> <p>Others public websites explain the procedures of entry and stay in Luxembourg are: www.guichet.public.lu (this website is in French and German).</p> <p>Also NGOs have their own websites where TCN can inform how to enter and stay, i.e., www.bienvenue.lu (which belongs to a NGO – ASTI).</p> <p>At the higher education level, the University of Luxembourg puts a lot of efforts into promoting international cooperation. Agreements have been made with partner universities in 24 countries worldwide, including Austria, Brazil, Belgium, Canada, China, Czech Republic, Denmark, France, Germany, Hong Kong, India, Japan, Mali, Malaysia, Netherlands, Poland, Portugal, Russia, Spain, Switzerland, Thailand, Turkey, United Kingdom, United States and Uruguay. These so-called Framework Agreements cover student exchange, researcher exchange and international cooperation on research projects.</p> <p>The international dimension of the University of Luxembourg is promoted through their website (https://wwen.uni.lu/international) which is available in three languages: French, English and German and through others website such as University Fairs (http://www.universityfairs.com/directory/university-luxembourg-730).</p> <p>Also a brochure explaining how to come to study to Luxembourg was published by the University of Luxembourg.</p> <p>In regards with the economic promotion of Luxembourg abroad, the Luxemburgish Government operates through two different promotion agencies. Both entities are constituted as an economic interest group (groupement d'intérêt économique - GIE). They</p>


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			<p>are: Luxembourg for Business et Luxembourg for Finance. Another stakeholders in the economic promotion are Luxembourg Trade and Investment Offices and the Luxembourg Chamber of Commerce. The Luxembourg Trade and Investment Offices are responsible for the promotion of foreign trade and prospecting and attracting new investors to the country. They assist potential investors in the appreciation of investment opportunities in Luxembourg. Also they can provide information and assistance during the process of establishing the business, as well as on the financing of the project and the recruitment of the staff.</p> <p>In regards with living and working in Luxembourg Luxembourg for Business, Luxembourg for Finance and the Luxemburgish Chamber of Commerce have campaigns at national, European and international level, for promoting Luxembourg as a financial and service centre and as place for start or doing business or to establish innovative and high added value technologies companies.</p> <p>Their main objective is to attract foreign investors (EU and non-EU).</p> <p>See on this aspect the website of the Chamber of Commerce (http://www.cc.lu/services/luxembourg-une-economie-dynamique/), Luxembourg for Finance (http://www.luxembourgforfinance.lu/why-luxembourg) and Luxembourg for Business (http://www.luxembourgforbusiness.lu/en/invest/why-luxembourg). The Chamber of Commerce had issued a brochure on living and working in Luxembourg.</p> <p>Also private companies promote the financial and service sector such as PWC (www.pwc.lu), Deloitte (https://www.deloitte.com/view/en_LU/lu/index.htm), Ernst & Young (http://www.ey.com/LU/en/Home), KPMG(http://www.kpmg.com/lu/en/pages/default.aspx), as well as other chambers such as the American Chamber of Commerce (http://www.amcham.lu/).</p> <p>Another agency is Luxinnovation, the National Agency for Innovation and Research that was established in 1984 and subsequently constituted as an Economic Interest Grouping (EIG) in 1998. It offers a wide range of integrated and personalised services, which are based on a sectoral approach and provided free of charge to businesses of any size, to innovative start-ups and to public research organisations.</p> <p>The Agency's key strengths lie in the complementarity of its internal competencies and in the quality of its national and European networks, enabling it to provide efficient and all-inclusive support that meets its clients' needs.</p> <ol style="list-style-type: none"> 2. In the first group the target group are international students independent of their origin and the second group targets foreign investors. 3. At the level of international students (EU and non-EU) the numbers have increased constantly since the creation of the University. 4. N/A
	<p>Netherlands</p>	<p>Yes</p>	<ol style="list-style-type: none"> 1. For all potential work and study migrants, there is the general information website http://www.newtoholland.nl. Several websites exist specifically to promote studying in the Netherlands, e.g. http://www.studyinholland.nl/ and



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			<p>www.careerinholland.nl. Students can also find information on the websites of the Immigration and Naturalization Service (IND) and Nuffic. Through the offices of NESO (Netherlands Education Support Offices), the Netherlands provides information abroad to students who might be interested in studying in the Netherlands. Universities, too, promote studying in the Netherlands, but that happens on their own initiative and the Dutch government has no role in this. For work purposes, information can be found on the IND website and through the Expatcenters, which are located in several (big) cities in the Netherlands.</p> <ol style="list-style-type: none"> 2. The target groups are students, highly skilled migrants, investors and entrepreneurs, because they contribute to the Dutch economy positively. For each of these target groups, specific attractive schemes are in place which makes it easier for them to get a residence permit in the Netherlands. The schemes can be found on the IND website https://ind.nl/en. Especially for students, the Netherlands launched an Action Plan in November 2013, called 'Make it in the Netherlands'. With a variety of measures the focus for students is broadened to retaining students for the Dutch labour market (i.e. with a search period of one year after graduation to find a job as a highly skilled migrant, an accelerated admission procedure with a system of recognized sponsors, students may do internship during their studies to get acquainted with the Dutch labour market and students may enrol in a preparatory year before entering their studies). 3. The number of admittances of the target groups increase on a yearly basis. 4. The Netherlands is introducing a new scheme for start-ups.
	<p>Poland</p>	<p align="center">Yes</p>	<ol style="list-style-type: none"> 1. In Poland, pre-entry campaigns are carried out only with regard to student migration. In March 2012 the Ministry of Science and Higher Education developed and began to implement the promotion campaign, which is to enhance the image of Polish universities and innovative research on foreign markets. Among the activities covered by the campaign are <i>inter alia</i>: <ul style="list-style-type: none"> - A multilingual interactive internet portal go-poland.pl (www.go-poland.pl) which, apart from comprehensive information about Poland, will include information about the educational offer, procedures governing the issuance of residence permits and the living conditions in academic cities, - Participation in recruitment fairs where Polish universities present their offer for international students at the national stand (organised by the Ministry of Science and Higher Education and the Foundation for the Development of the Education System) and where the participants receive general information about the higher education system in Poland. 2. Poland participated in the international student fairs held in: <ul style="list-style-type: none"> 2012 – Ukraine, Thailand, USA, Ireland, Singapore, Kazakhstan, the Netherlands, 2013 – Lithuania, Georgia, China, Ukraine, Kazakhstan, USA, Turkey, Canada, Singapore, Indonesia, 2014 – Lithuania, Georgia, China, Brazil, Kazakhstan, Ukraine, USA, Saudi Arabia, Czech Republic, Turkey


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			<p>The main criteria taken into account when choosing the destination country were: number of students of Polish origin present in a given country (i.e. Kazakhstan, Lithuania), growing interest of students originating from a given country in studying in Poland recorded in recent years (i.e. Saudi Arabia, Ukraine), migration potential of a given country (i.e. China, Brazil), traditions of migration for the purpose of education between Poland and a given country (Ukraine), prestigious character of an event (i.e. EAIE education fairs).</p> <p>3. It's difficult to draw reliable conclusions. The number of international students in Poland is on the rise, but it is a result of various activities undertaken by many actors in recent years.</p> <p>4. No.</p>
	Portugal	Yes	<p>In Portugal it can be highlighted some measures that reflect the policy intent on attracting skilled workers and students namely:</p> <ul style="list-style-type: none"> - The creation of the High Commissioner for Migrations I.P. (ACM, I.P.) whose organic law determines that this entity cooperate with all authorities in the implementation of migration policy , notably through actions, national and international, to attract immigrants with high potential and performing functions of dialogue with current and potential immigrants in an administrative or out of them , without prejudice to the inherent powers of the bodies involved, through the advice of those immigrants, the contact with other public and private entities, the use of electronic media and the preparation of relevant documentation. - The Order n. ° 11820-A/2012, September 4th, as amended by Order n.º 1661-A/2013, January 28th, which defines the conditions for the application of the special arrangements for residence permits for investment activity in national territory through which a monitoring group of representatives was created composed by the Directorate General for Consular Affairs and Portuguese Communities (Ministry of Foreign Affairs), the Immigration and Borders Service (SEF – Ministry of Internal Administration) and AICEP Portugal Global (Trade & Investment Agency). - With regard to higher education is important to mention the creation of a working group whose mission is to define the internationalization of Portuguese universities, both at European and international level, while promoting the attraction of international students. That intent was reinforced by the adoption of the International Student Statute.
	Slovak Republic	Yes	<p>1. <u>International students/researchers:</u> Slovak higher education institutions do not systematically run concrete targeted campaigns specifically aimed at particular third countries or groups of international students and researchers. Slovak higher education institutions as a whole are promoted through the Ministry of Education, Science, Research and Sports of the Slovak Republic and the Slovak Academic Information Agency (SAIA). Ministry of Education, Science, Research and Sports of the Slovak Republic: The Ministry participates at exhibitions and fairs on education and enhancement of mobility. The countries are selected</p>

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			<p>according to concluded bilateral agreements in the field of education. The Slovak Republic seeks to develop bilateral cooperation mainly with countries interested in exchange of students, lectures and experts in education, or in studying Slovak language, and with countries which can offer scholarships for study and research stays for Slovak students on a reciprocal basis.²</p> <p>SAIA: Slovak higher education institutions are promoted through the participation of the representatives of different institutions at international exhibitions, fairs and education congresses.</p> <p><u>Labour migrants:</u> At present, the SR does not take part in an organised way in recruitment fairs and similar meetings that focus on the recruitment of labour forces, and does not cooperate with institutions in migrants' countries of origin in this area.</p> <ol style="list-style-type: none"> 2. As for international students, countries are chosen on the basis whether they are interested in exchange of students, lectures and experts in education, or in studying Slovak language, and with countries which can offer scholarships for study and research stays for Slovak students on a reciprocal basis. SAIA selects the target countries depending on the focus of the foreign policy of the EU and Slovak Republic – in 2013, these countries were Brazil, Russia, India and China as well as Turkey as the EU candidate country. 3. The only information available is the increasing number of international students applying for scholarship through SAIA. 4. In 2008, the Ministry of Labour, Social Affairs and Family of the Slovak Republic came up with the proposal to establish information centres on mobility in selected third countries (countries with the largest numbers of foreign Slovaks). The information centres were supposed to inform about the Slovak labour market, vacant jobs and formal requirements related to employment in the SR. Besides Slovak nationals, the information centres were expected to motivate the citizens of these third countries to come to work in the SR. Due to the economic crisis, the proposal was suspended. The Slovak Republic, however, returned to this proposal, and the establishment of information and consultation centres in countries of origin has also been incorporated as a measure in the Migration Policy of the Slovak Republic.
	<p>Slovenia</p>	<p align="center">Yes</p>	<ol style="list-style-type: none"> 1. Ministry of the Interior and Ministry of the Labour organized several campaigns in order to inform potential migrants with all necessary information (conditions for issuing residence permit, social and economic rights, education system, etc) before entering Slovenia. Currently all necessary information is distributed through web site (www.infotujci.si) or brochures accessible at all diplomatic and consular presentation abroad. 2. The main target group is a Balkan region and countries such as Bosnia and Herzegovina, Croatia, Macedonia, Serbia

² For more information see <http://www.studyin.sk/>

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			<ol style="list-style-type: none"> 3. Better mobility of migrants from Balkan region. 4. N/A
	Spain	Yes	<ol style="list-style-type: none"> 1. In 2013 the Parliament approved the Law 14/2013, of 27 September 2013, on support for entrepreneurs and their internationalisation, which articles 61 to76 regulate the facilitation to enter and remain in Spain for some categories of foreigners. More specifically, the new law sets out an authorisation specially focused on graduated, post graduated of universities and international prestigiously recognised business schools. 2. The target groups of these measures are investors, entrepreneurs, highly qualified professionals, researchers, and workers subject to intra-corporate transfers within the same undertaking or group of undertakings. 3. It is too soon to evaluate the impact of the new regulation. 4. In the future, Public Administration will keep on implementing and giving publicity to these measures.
	Sweden	Yes	<ol style="list-style-type: none"> 1. The Swedish government has set up two websites with information about working and studying in Sweden in order for potential migrants to be able to easily find the available information: http://work.sweden.se/ http://studyinsweden.se/ There is also the Swedish institute with is a public agency with the commitment to gain knowledge and understanding of different cultures, their people, and to promote Sweden and Swedish issues globally. The Swedish missions abroad have the general aim of promoting Sweden in other countries. To the best of our knowledge no other centrally coordinated specific measures has been taken. Of course different universities, employers or the like can attend fairs, conferences and the like on their own initiative. 2. No 3. No information available 4. Not to the best of our knowledge
	United Kingdom	Yes	<ol style="list-style-type: none"> 1. Students: International students are attracted to the UK's world class reputation for quality Higher Education (HE), underpinned by the UK HEIs' strong presence in international university league tables and the ability to attract leading academics and funding to support research. The Government promotes UK HE institutions overseas through bilateral visits and missions to key overseas partners and the

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			<p>development of agreements, such as the UK India Education and Research Initiative (http://www.ukieri.org/); participation in Brazil's Science without Borders programme (http://sciencewithoutborders.international.ac.uk/); and through the Britain is Great campaign (https://www.gov.uk/britainisgreat) which is aimed at attracting students, as well as entrepreneurs and tourists. This activity enables opportunity for a wide range of UK institutions, covering areas such as international student recruitment, the creation of partnerships between individual institutions and the joint funding of research and programmes.</p> <p>The International Education Strategy sets out actions to further support international student recruitment, including stronger communication of the UK's education offer through the education strands of the Britain is Great campaign. This is a refreshed and expanded 'Education UK' recruitment service website which specifically provides information to students interested in studying in the UK, encouraging and brokering partnerships with countries looking to send students to the UK and promoting the UK through its overseas alumni network. Furthermore, the government's recent announcement committing to triple the number of Chevening Scholarships from 2015-16 has also been publicised.</p> <p>Entrepreneurs: In addition to the Britain is Great Campaign, UK Trade and Investment (UKTI) runs two programmes to attract talented entrepreneurs from around the world. The first is the Global Entrepreneur Programme - a scheme to help accelerate overseas-based technology entrepreneurs to global success from a UK hub. The programme aims to identify and attract top global entrepreneurs. https://www.gov.uk/government/publications/entrepreneurs-setting-up-in-the-uk/entrepreneurs-setting-up-in-the-uk. The second is the Graduate Entrepreneur Programme - Sirius. The Sirius programme aims to attract final year students and overseas graduates to set up and grow their businesses from the UK. http://www.siriusprogramme.com</p> <ol style="list-style-type: none"> 2. Target groups are students and entrepreneurs respectively. China is a key market for all visa routes and there is a dedicated team that work with visa agents and educational institutions to ensure that visa applications are of a good quality and that the visa process runs smoothly. More widely, our communication's resource is governed by visa demand and partner feedback. Our communication's focus will always centre on raising awareness and altering negative perceptions of our visa service. Materials are made available globally but our resources differ from region to region. We also share our messaging with our partners in the education sector to ensure accuracy, consistency and clarity of understanding. By listening to our partners/customers, we are able to improve the service that we offer. 3. The results of these measures are the number of international students (a proxy measure is used as it is difficult to determine exactly how many students will come to the UK solely based on the information received from the campaigns), and the number of entrepreneurs in the UK (measured from the uptake of the two programmes above). UKTI also measures overall levels of inward investment. 4. UK Visa's and Immigration (UKVI) have formed a cross Government working group called 'Open For Business' with partners across Government. Members include the Cabinet Office, Foreign Office, Treasury, UKTI and the Department for Business, Innovation & Skills (BIS). The aim of the group is to demonstrate that Britain is open for business and tourism. Via the
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			communication channels for each department in this country and abroad we promote the UK under the branding of the well-established GREAT campaign and we interweave visa messages where appropriate. There is an ongoing communications effort in China which builds on an extensive programme of engagement with tour operators and business by creating new communication products including 3 videos for business and tourism.
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