Europe and Eurasia

Regional EducationUSA Profile

Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bermuda, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Türkiye, Ukraine, United Kingdom

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An electronic version of this publication containing hyperlinks is available at https://educationusa.state.gov/us-higher-education-professionals/recruitment-resources/global-guide

In Europe and Eurasia, EducationUSA centers are located at Fulbright Commissions, local nongovernmental organizations, universities and high schools, American Councils for International Education offices, binational centers, U.S. embassies and consulates, and American Spaces. EducationUSA offers advising programs in 45 countries and territories in the region and is staffed by 126 advisers across the region.

The EducationUSA Competitive College Club (CCC) and Opportunity Funds programs provide comprehensive support to students in EUR. CCCs are offered in 18 countries in the region and assist students in preparing for the admission process and U.S. classroom experience. The EducationUSA Opportunity Funds program is available to citizens and officially recognized refugees in eight countries, and provides assistance to students who are academically gifted, but unable to afford the initial costs of applying to and enrolling in accredited higher education institutions (HEIs) in the United States. Engaging with EducationUSA cohort programs is an excellent way to identify talented students who have demonstrated a strong commitment to U.S. study. Please contact a REAC: Regional Manager for details on cohort programs in the region and guidance on how to leverage them.

Regional Overview

According to the *2023 Open Doors® Report on International Educational Exchange*, Europe saw an eight percent increase in student mobility to the United States from the previous year, with a total of 89,906 students. For the second year in a row, more than 80 percent of countries in the region experienced positive growth. Denmark once again saw the largest percentage increase of 28 percent, followed by the Netherlands. A new positive trend emerged from the Caucasus in 2023. Georgia, Armenia, and Azerbaijan each experienced more than 24 percent increases in students studying in the United States over the previous year.

An increasing number of students from Europe participate in exchange or non-degree programs. Last year, more than 14,000 Europeans enrolled in exchange and non-degree programs, a 23 percent increase over the previous year. In Finland, however, fewer university students are going abroad on exchanges. Statistics from the Finnish Board of Education show that the number of mobility periods lasting more than three months decreased in 2017 after a long steady period. One reason for this is the increased pace of study in Finnish universities due to new policies pushing students to graduate within a target time. According to the current criteria, the exchange period must not delay the completion of a degree, and it can be more difficult to get the study abroad period included as part of a degree. For other countries, high school exchanges in the United States increase motivation to return for later study. This is the case in Spain, which is the second-largest sending country to the United States for secondary school studies.

The number of graduate students coming to the United States from the EUR region increased by nearly three percent over the last year, according to the Open Doors data. The number of undergraduate students increased by four percent. This small growth occurred despite ongoing challenges, including



population declines, migration, access to shorter undergraduate and graduate degree options in the region, more options at local and regional institutions for English-language academic programs in non-English speaking countries, rising inflation, student displacement, and the ongoing war in Ukraine. The easing of immigration policies in Germany is making German universities more attractive to European students. The Netherlands is another strong competitor in the EU, but the country's housing shortage continues to lead students to explore other alternatives.

Western and Northern Europe continue to be strong markets for short-term academic programs, many of which are facilitated through institutional partnerships. Institutions and governments in other parts of Europe and Eurasia are keen to develop linkages with the United States, especially in less traditional study abroad destinations across the region. EducationUSA advisers and their host institutions frequently offer training and workshops for local institutions on local post-secondary sectors and strategic partnerships.

This is the third year of the ongoing war in Ukraine. Around four million Ukrainians are internally displaced, and more than six million people are refugees abroad, mostly in European countries. The martial law that restricts male students over 18 from leaving the country will likely remain in force for the foreseeable future. Furthermore, in April the draft age was lowered from 28 to 25. EducationUSA Ukraine continues to support students who are still in Ukraine or who are displaced in other countries in Europe by working closely with advisers in Poland and other countries in Europe that have a significant population of displaced Ukrainians.

A Russian law that went into effect in March 2024 makes it illegal for Russian citizens to engage in programming with American Councils, Cultural Vistas, and the Institute of International Education (IIE). Therefore, EducationUSA is no longer able to provide advising services to Russian citizens. In order to ensure that Russian students, their parents, and HEI representatives are aware of the law and understand their options, EducationUSA is encouraging Russian citizens to reach out directly to U.S. colleges and universities, their school's guidance or career counselor, or a reputable international student recruitment agent. For assistance recruiting Russian students, U.S. HEIs may reach out to EducationUSA adviser Alina Iacubov, who is based in Moldova.

Recent Trends

Europe is going through a challenging period caused by several events such as the war in Ukraine, the conflict in the Middle East, the energy crisis, and widespread currency volatility, all of which negatively impact student mobility trends both within the region and to the United States. To successfully engage students during the recruitment process and attract them to U.S. campuses, it is important that U.S. HEIs understand the region's shifting higher education landscape and its impact on student mobility.

Perceptions about the cost of studying in the United States remain a challenge, especially given the prevalence of high-quality, lower-cost academic programs across Europe. Additionally, Erasmus+ programs provide robust support for study abroad closer to home, although European students may apply some support from that program to study in the United States. Immediately after the pandemic, students from some countries in Europe shared concerns about the distance from home when studying in the United States; however, these concerns have become less prevalent. Several government agencies, such as Austria's Agency for Education and Internationalization (OeAd), have increased efforts to utilize Erasmus+ funding to establish partnerships between local and

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U.S. universities. U.S. institutions with EU institutional partners should reach out to these agencies for more information on these opportunities. Inflation and currency volatility will continue to contribute to economic uncertainty and should be factored into institutions' recruitment strategies.

Due to high inflation rates, the cost of living in the United States is becoming unmanageable for many students. While many universities offer full- or partial-tuition scholarships or assistantships, there is less assistance available purely for living costs.

Demographics over the past five years vary across the region, with some countries, particularly in Eastern and Southern Europe, facing significant declines in the number of young people aged 15 to 24. Meanwhile, Türkiye, the third-most populous country in the region, is home to a rapidly increasing number of people in this age group. Populations, including college-age young people, in other countries have stabilized and have even grown in Germany, Switzerland, and the Netherlands. This growth could be due to large immigrant and refugee populations, or to the increasing number of programs offered in English, which attract students from other parts of Europe who may choose to remain in those countries after finishing their studies.

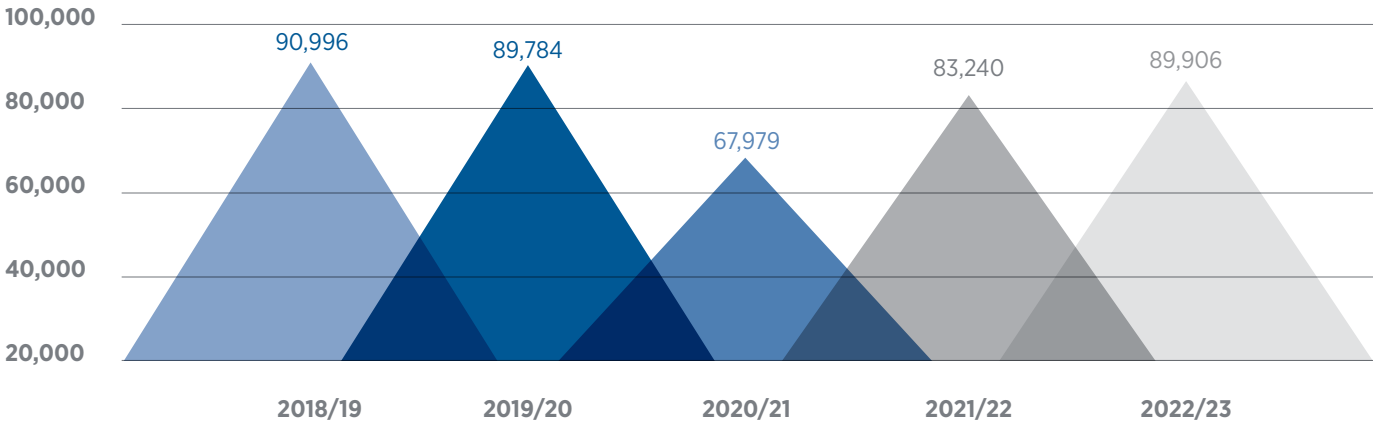
In the UK, the 2024 general election is expected to alter the education landscape. A Labor Party win could bring dramatic changes to the national school system and the higher education system. The UK's teenage population is increasing, which will lead to more competition for places at UK universities at the undergraduate level. Students may turn to study in the United States if UK universities cannot accommodate them. Counselors at private high schools are already suggesting that private high school students and their parents are looking to "trade up" on their UK offers.

In Western Europe, especially In Denmark, there is a culture of taking several gap years before starting a bachelor's degree program. This can create a significant age gap between American and Danish students at U.S. universities. Also, many young people in Denmark, especially those age 15-18, have expressed concerns about U.S. gun policy when meeting with advisers at outreach events.

Students in the region commonly study and achieve high levels of proficiency in English. Some countries, like Lithuania, report a rising number of private and international high schools. This indicates an increasing number of families with financial means who are ready to invest in their children's education.

There are many scholarship programs available for secondary-level students in the region, including the Department of State's Future Leaders Exchange Program (FLEX) that primarily serves students from former Soviet countries and some countries in Central Europe. Other programs include the Kennedy-Lugar

Student Mobility in the Region (Five-Year Trend)



Youth Exchange & Study (YES) Program in the Balkans, the Amancio Ortega Foundation in Spain, and the Congress-Bundestag Youth Exchange (CBYX) program for German students. Countries such as Norway, Sweden, and Luxembourg offer national financial aid programs that can be used to cover the cost of study in the United States. These programs will continue to influence student mobility trends at the postsecondary level throughout the region.

Top Senders and Countries to Watch

Below are the top 10 countries in the region by number of students studying in the United States. *Student Mobility Facts and Figures* sheets for all countries are available on the *Open Doors* website.

1. United Kingdom
2. Germany
3. Türkiye
4. Spain
5. France
6. Italy
7. Russia
8. Greece
9. Sweden
10. Netherlands

In addition to these top-sending countries, HEIs should consider the following locations in their recruitment plans.

Georgia. The *2023 Open Doors* data showed a remarkable 26 percent surge in student mobility in Georgia. Particularly notable was a 36 percent increase in graduate studies and a 117 percent increase in non-degree programs, far surpassing Europe's nine percent average growth. This growth is a result of Georgia's dedication to internationalization in the last two decades, along with increased standards and quality of teaching across all major HEIs in Georgia. Georgia also climbed 13 positions in the global EF English Proficiency Index in just one year, ranking 32nd among 113 countries in 2023. Georgia was the leader among all Eurasia countries and surpassed some European nations like Spain and Italy.

Partnerships with U.S. institutions have contributed to the growth of Georgia's academic landscape. For example, San Diego State University Georgia has yielded more than 500 graduates with U.S. STEM undergraduate degrees. In addition, Webster University opened a Georgia campus in 2022, Fairleigh Dickinson University offers joint-degree programs, and Northern Kentucky University offers a joint master's degree in cybersecurity. U.S. and Georgian government initiatives, including educational and exchange programs, saw a surge in U.S.-bound applications, with EducationUSA Georgia witnessing a 40 percent increase in its graduate cohort advising. Students' career aspirations, particularly in STEM-certified fields (business, data analytics, entrepreneurship, and engineering), drove their university choices, emphasizing the importance of future prospects over institutional prestige. This creates opportunities for diversification in U.S. HEI choices and geography. Georgia's strategic positioning in the Caucasus region, coupled with impressive growth in student mobility in neighboring Azerbaijan, presents an opportunity for U.S. colleges and universities to engage with students. Leveraging virtual and in-person engagement strategies, such as information sessions, virtual fairs, and social media outreach, has proven effective in capturing Georgian students' interest.

Hungary. Over the past 10 years, Hungary's student mobility numbers have largely remained stable. The latest *Open Doors* report shows a seven percent increase in undergraduate students studying in the United States in AY 2022-2023. EducationUSA Hungary has been successfully leveraging established coordination with the Hungarian-American Fulbright Commission and the American Spaces network to reach target audiences, mainly high school students, all over the country through in-person and virtual programming. Each year, Fulbright English Teaching Assistants (ETAs) are placed at universities in cities that host EducationUSA advising centers and American Spaces. Closely collaborating with these U.S. Fulbright grantees, the advising centers offer onsite and outreach programming for high school groups, highlighting the diversity and unique features of U.S. higher education, and reaching more than 3,000 students annually all across the country. The ETAs are an integral part of Hungary's virtual Competitive College Club (CCC), which was launched in 2023. Designed for 10th- and 11th-grade students, the CCC is an online cohort of about 20 students meeting twice a month to discuss the university admission process and campus life, among other topics. The sessions feature representatives of U.S. HEIs discussing such topics as financial aid, advantages of honors programs, and finding the right fit, and answering student questions. Hungarian students currently pursuing studies in the United States also share best practices and first-hand experiences with the cohort, both during the CCC and in follow-up sessions called "Inspirational Talks." The program allows U.S. HEIs to connect with highly motivated Hungarian students. Institutions wishing to participate in the program, either through their International Admissions Office or through a student from Hungary attending their school, should reach out to EducationUSA Hungary.

Slovakia. Based on *2023 Open Doors* data, the number of Slovakian students enrolled in higher education in the United States stands at only 296 students, marking a three percent decrease compared to the previous year. Nevertheless, under the right conditions, there remains a potential opportunity for growth. While affordability presents a challenge for U.S. HEIs seeking to recruit students from Slovakia, notable changes in the country's educational environment suggest a growing potential for increased interest in studying abroad. According to a November 17, 2022, article from *Balkan Insight* ("Slovakia Faces Tough Choices as Youth Continues to Leave"), about 17 percent of students from Slovakia are enrolled in a university abroad, the highest rate after Luxembourg among Organisation for Economic Co-operation and Development (OECD) countries, where the average stands at less than three percent. There is a clear inclination toward EU destinations like Czechia due to their greater affordability. Slovakia faces a shortage of scholarships for international study. To address this, U.S. institutions capable of establishing scholarship programs, joint-degree initiatives, or institutional partnerships could pave the way for future collaborations. Currently, partnerships between HEIs in the United States and Slovakia are limited, unlike Slovakia's extensive collaborations within the EU, which facilitate student participation

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in study abroad programs across EU member states.

What to expect in the Next Three to Five Years

The region will continue to face growing competition not only from the EU, but also from Asian universities that are offering high-quality alternatives at a lower cost. Additionally, demographic changes are causing governments to change policies to support immigration. Germany recently eased naturalization laws in an effort to attract much-needed skilled workers as the country struggles with labor shortages. Foreigners will now be able to apply for a German passport after five years of residing in Germany, or, for exceptionally well-integrated applicants, after only three years. This is especially attractive to medical workers from non-EU countries who learn German at a very young age. They may choose to study, work, and then continue to reside in Germany rather than study in the United States. The government of Slovenia provides the generous Ad Futura scholarship for studying in the United States, and a growing number of Slovenian medical students use this funding for a short-term exchange program. As the number of such medical staff grows, interest in short-term exchange programs will continue to increase. Due to Germany's new law, students are now proactively looking at which immigration policies will better serve their future career and provide more open access to the labor market.

For the next several years, Europe and Eurasia will continue to feel the consequences of the war in Ukraine. The negative economic impact for many families across the region is evident. While students' ability to pay for study in the United States has decreased, their desire to find other countries in which to study and work has increased. For example, in the last year, students in Georgia, Armenia, and Azerbaijan have shown increased interest in U.S. study. Due to the war, currency fluctuation and high fuel and energy prices are new concerns, even in countries that have a stable economy, such as Germany.

There continues to be growing interest in promotion of renewable energy sources in the region, with most counties in the EU committing to be climate neutral by a certain year. For example, Germany is planning to be climate neutral by 2045. The war in Ukraine has reinforced the goal to reduce emissions and switch to renewable energy sources. Extreme heat and droughts in past summers have led to re-evaluation of resource use. Generation Z is particularly politically active in confronting the climate crisis.

Virtual Engagement and Social Media Usage

Social media engagement and virtual programming are major components of EducationUSA outreach and advising in Europe. Instagram is the most commonly used platform, while Facebook's popularity is waning. A growing number of advising centers in the region are using LinkedIn for student recruitment, especially when targeting graduate students. X (formerly Twitter) is becoming less popular. Other platforms used locally are Telegram in Ukraine, and Discord and the Messenger app in Poland. Many young people in the region now opt to use Messenger as an app separate from Facebook. Discord and TikTok are popular with younger audiences, though the EducationUSA network has not officially adopted them. TikTok is popular among high school and university students in the UK. Catchy videos, especially about the college application process, are popular, and U.S. universities could ask incoming students from the UK if they are interested in sharing content about their experiences on campus.

When organizing recruitment fairs, an increasing number of advising centers are adopting the hybrid format to target students not just in capital cities, but in smaller cities across the region. Prospective students prefer sessions that are short and interactive and that feature alumni, insights into the admissions process, and workshops on practical skills. EducationUSA advisers use a variety of platforms to engage students. For direct communication, the most common platforms include WhatsApp, Viber, and Telegram. Zoom, Microsoft Teams, and Google Meet are frequently used for webinars.

Effective virtual and social media engagement includes alumni success stories and showcases how career trajectories were influenced by student experiences at the U.S. college or

Five Countries of Origin (with over 100 students) **with Highest Percentage Growth, International Students in the Region** (Five-Year Trend)

Country	2017/18	2022/23	% Change
Azerbaijan	489	901	84%
Georgia	574	832	45%
Armenia	328	457	39%
Ireland	1,180	1,141	22%
Montenegro	112	132	18%

84.0%

Azerbaijan has the largest percentage growth in the region over the last five years ***(with over 100 students)***

Five Countries of Origin in the Region with Highest Per Capita College-Age Student Mobility to the United States



Bermuda
College-Age Population
3,431



Iceland
College-Age Population
23,701



Cyprus
College-Age Population
65,254



Norway
College-Age Population
329,605



Albania
College-Age Population
190,855

Source: *UNESCO Institute of Statistics; Indicator: 2023 or most recent Population of the official age for tertiary education, both sexes*

university. Instagram takeovers by students studying in the United States are well received, as is information about scholarship opportunities, optional practical training (OPT), and tagging EducationUSA centers in targeted countries. With media coverage highlighting political and social debates in the United States, it is important for U.S. schools to stress how their campuses address issues of safety and security. Transparency is important to gain trust among concerned European families, especially around issues of gun control and race relations.

The EU's General Data Protection Regulation (GDPR) applies in much of the region and governs the collection and storage of personal data gathered through engagement on virtual and social media platforms. Non-EU countries also have strict privacy laws, so U.S. institutions should review these rules and requirements when engaging. Virtual and social media practices vary across the region. EducationUSA advisers can recommend the most effective platforms for reaching students and can provide instructions for sharing social media content or scheduling virtual events.

Successful Recruiting Strategies

Face-to-face engagement remains a crucial recruitment strategy across the region. Representatives from U.S. HEIs are encouraged to visit target countries whenever feasible. While EducationUSA centers in Europe typically offer guidance on school visits and priority outreach markets within a specific country, participating in preplanned international student recruitment events that cover multiple cities and countries across Europe can have significant impact. Options include EducationUSA recruitment fairs as well as third-party events targeting students interested in U.S. higher education. In countries like Sweden, many local high schools, especially those with an international profile, plan their own university fairs in October and again in February or March. When travel is not feasible or recommended, EducationUSA provides virtual programming as a viable alternative. Currently, individual outreach visits and education fairs are not feasible in Belarus, Ukraine, and Russia. EducationUSA centers in these countries have planned events where U.S. HEI representatives can meet with diaspora communities in cities across the Baltic states, Poland, and Georgia.

Student interest in PDF or hardcopy versions of "look books" and brochures is waning. Shipment costs and the logistical challenge of physical distribution also contribute to a trend toward social media content. Incorporating concise summaries, URLs, video links, and relevant hashtags will increase institutional visibility while promoting the United States as a destination of choice.

HEIs should highlight exchange programs and summer school opportunities in addition to full-degree programs. In Switzerland, for instance, fewer students pursue entire courses of study in the United States, but there is strong interest in short-term programs. Participation in exchange opportunities at the bachelor's level can foster faculty and campus connections that influence students to return to the United States for master's level coursework or doctoral programs.

Comprehensive messaging that emphasizes an institution's return on investment and the breadth of its program offerings, irrespective of duration, proves highly effective for students in the region. Additionally, U.S. institutions should showcase efforts aimed at streamlining the application process for international students, such as waiving application fees or implementing test-optional policies. U.S. HEIs should clearly communicate any flexibility in their admissions procedures, as high school students and parents have expressed concerns regarding test-optional admission policies and how applications are ultimately reviewed. Prospective students are also

Regional Student Totals Top Five Countries of Origin

Country	2021/22	% Change
United Kingdom	10,659	4%
Germany	9,751	14%
Turkey	8,657	2%
France	8,552	10%
Spain	8,548	5%

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looking for insights into how they can earn or save money while on campus, including opportunities for on-campus employment, OPT, teaching or research assistantships, fellowships, and leveraging student discounts. U.S. institutions are encouraged to promote 2+2 transfer agreements between community colleges and universities. Prior to traveling to the region, U.S. HEI representatives should collaborate with EducationUSA advisers to identify the most suitable programs to emphasize for students across the different European countries.

Institutional Partnerships

There is a growing interest throughout the region in fostering collaborations to boost educational mobility and exchange opportunities for students and faculty. Countries like Germany, Denmark, Norway, Sweden, and Luxembourg allow students to tap into national financial aid schemes to support their studies in the United States, particularly for short-term programs and exchanges. EducationUSA can help facilitate connections between U.S. and European HEIs, especially at annual conferences like the European Association for International Education (EAIE), which typically takes place in September.

The high cost of studying in the United States poses a challenge for European students, who are less accustomed to saving for higher education abroad. Socioeconomic factors can also hinder access to U.S. opportunities without substantial scholarship offers. Forging partnerships with European institutions that include agreements aimed at easing financial burdens while providing quality exchanges, dual-degree opportunities, and short-term programs could allay some financial concerns. Transparency about costs is crucial to enhance institutional engagement, efficiency, and program success rates.

Within Europe, Erasmus+ funding provides significant support for education, training, and youth activities, and the program has seen a substantial budget increase. Exchange programs within the Erasmus framework are highly successful for European students. U.S. HEIs may be eligible to receive support from the Erasmus+ program and should engage directly with EU institutional partners for additional details about opportunities.

In Sweden, a substantial portion of higher education students study abroad, primarily through exchange programs, which are often integrated into their curriculum at lower costs compared to U.S. programs. Dutch universities, particularly those focused on research, prioritize quality partnerships over quantity, though universities of applied sciences are more open to new collaborations. Housing shortages in major Dutch cities pose challenges for students. U.S. HEIs might instead seek partnerships in the east, north, and south of the country. Virtual collaboration models like Collaborative Online International Learning (COIL) are popular in countries such as Armenia, Serbia, and Ukraine. Given war-related hardships and restrictions on student and faculty mobility in Ukraine, COIL can be a highly effective practice for fostering institutional partnerships. Ukrainian universities are demonstrating readiness to further embrace this approach, actively seeking to implement virtual modules in collaboration with American partners.

Credit transfer is a key issue across Europe, with many institutions making efforts to streamline reciprocity regulations. Some countries seek transfer accords, which enable students enrolled in three-year bachelor's degree programs to complete their final year in the United States to earn a U.S. undergraduate degree. It is essential to clarify credit transfer policies up front to ensure students understand the terms and are able to evaluate if the opportunity is in their interest. Fulbright Commissions in EUR have been expanding mobility initiatives with local institutions,

emphasizing individual connections to foster long-term partnerships. Universities in Czechia are actively internationalizing with Fulbright support. In France, initiatives like the Transatlantic Mobility Program aim to support U.S. and French HEIs in developing study-abroad opportunities. The UK's Turing Scheme supports a "Global Britain," as noted by the UK government, "by providing an opportunity for UK organizations from the higher education, further education, vocational education and training and schools sectors to offer their students, learners, and pupils life-changing experiences to study or work abroad."

Consideration of overlooked institutions, including those offering professional bachelor's degrees, is vital when seeking partners. Special initiatives, like the Georgia-Bavaria higher education initiative, offer unique partnership opportunities. EducationUSA and U.S. diplomatic missions provide guidance on partnership prospects. The Foreign Commercial Service (FCS) is actively involved in education in countries like Austria, Bulgaria, France, Portugal, Spain, and Türkiye, facilitating partnerships and organizing U.S. pavilions at education fairs. Each country offers resources for partnership building, such as Germany's database of institutional partners and Poland's initiatives through the Polish National Agency for Academic Exchange (NAWA). Effective partnership management, including regular communication and gradual growth expectations, are essential for success.

Foreign Government and Private Funding

All 45 countries in the EUR region offer Fulbright awards for students and scholars. For more information, please visit each country's EducationUSA advising center website.

Erasmus+ provides a wide range of opportunities to students, educators, and administrators. Visit the Erasmus+ website to learn more. Signature initiatives include Jean Monnet Actions, Horizon 2020, and Marie Skłodowska-Curie Postdoctoral Fellowships. All EU countries have Erasmus+ program administrators that can provide additional information about how U.S. HEIs can engage with these programs.

Albania. The Albanian-American Development Foundation funds master's degrees for selected fields of study.

Azerbaijan. The Ministry of Education reopened its scholarship program for graduate-level studies at selected U.S. institutions. The Youth Foundation also provides scholarships for study at prominent universities around the world.

Armenia. More than 15 private foundations provide scholarships for Armenians to study in the United States. Details are provided on the EducationUSA Armenia website.

Austria. The Marietta Blau Grant is available for doctoral students, and the Austrian Agency for International Cooperation in Education, Science and Research offers additional support that can be accessed through a comprehensive grant database.

Baltic-American Freedom Foundation. The Baltic-American Freedom Foundation (BAFF) provides scholarships to citizens of Estonia, Latvia, and Lithuania to support participation in research and internships in the United States that are focused on economic growth and democratic processes. Awards range from USD$30,000 to USD$60,000.

Belgium. The Belgian American Educational Foundation and Fayat Beurzen offer scholarships for graduate studies, while the Fernand Lazard Foundation provides interest-free loans.

Additionally, the National Research Foundation supports doctoral studies.

Croatia. The Bepina Sabalic Kunin Endowed Scholarship Fund at Georgetown University supports graduate and professional education. The Zlatko i Joyce Baloković Scholarship Fund supports graduate education. Additional details on scholarships are available on the EducationUSA Croatia center website.

Czechia. Several private foundations offer scholarships for study abroad: Bakala Foundation, the Kellner Family Foundation University Scholarship, the Scholar Foundation, and the Krsek Foundation. Amounts vary, but programs provide as much as USD$30,000.

Denmark. The State Educational Grant and Loan Scheme supports study abroad, and Scandinavia Grants provide support to Danish students at the graduate and postgraduate levels up to USD$20,000. The American Scandinavian Foundation supports graduate and postgraduate students with awards ranging from USD$2,500 to USD$10,000.

France. The French government gives financial aid to students for exchange programs at the undergraduate and graduate levels. The Monahan Foundation – in partnership with Fulbright France – provides funding up to USD$25,000 for master's or doctoral degrees specifically in STEM fields.

Finland. The Fulbright Finland Foundation provides funding for students, scholars, teachers, artists, and other professionals.

U.S. Study Abroad

Top Five Receiving Countries in the Region

Destination	2021/22	% Change
Italy	30,610	1,296%
United Kingdom	27,503	1,606%
Spain	25,348	1,113%
France	14,397	1,305%
Germany	7,644	1,755%

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Please see the foundation's website for a comprehensive list of organizations offering funding for studies and research in the United States. The Finnish government also supports study abroad, up to USD$470 per month, including a living allowance.

Georgia. The Georgian government's Center for International Education (CIE) awards study abroad scholarships to Georgian citizens pursuing master's and doctoral studies overseas. The number of scholarships and funding levels vary from year to year. Students studying in the United States are typically eligible for scholarships in the range of USD$20,000 to USD$40,000.

Germany. The German Academic Exchange Service (DAAD) provides scholarships for non-degree programs at the undergraduate and graduate levels. The Arnold Heidsieck Scholarship covers one year of undergraduate studies in the humanities. The Foundation of German-American Clubs provides 30 scholarships each year that cover most fields of study.

The Baden-Wuerttemberg Scholarship offers assistance to students enrolled in universities within the German state of Baden-Wuerttemberg. The Fulbright program is augmented by German funding, making it one of the largest worldwide.

Greece. Greece offers scholarship support for U.S. study at the graduate level only. Additional details on scholarships are available on the EducationUSA Greece website.

Hungary. The government of Hungary offers the Stipendium Peregrinum to support undergraduate or graduate studies abroad. The Hungary Foundation provides full funding and living stipends for undergraduate and graduate students, as well as internships. The Pannónia Scholarship Program offers both short- and long-term mobility opportunities for Hungarian higher education students and staff to study, research, teach, or do traineeships abroad in almost every country, including the United States. Additional details on scholarships are available on the EducationUSA Hungary website.

Iceland. FaraBara posts general information about studying abroad. The Icelandic-American Society awards scholarships, usually ranging from USD$2,000 to USD$5,000 for graduate studies. The Leifur Eiríksson Foundation awards up to USD$25,000 for graduate studies.

Ireland. The Irish Research Council provides support to researchers across all disciplines. The George Moore Scholars Program provides comprehensive support to students pursuing master's degrees in the United States.

Italy. The Fulbright Program offers scholarships covering up to USD$50,000 for select Italian students pursuing graduate studies in the United States. In

collaboration with the Italian Fulbright Commission, the Zegna Foundation offers full scholarships to economically disadvantaged students.

Kosovo. The Kosovo American Education Fund (KAEF) is dedicated to the long-term economic development of Kosovo through the education of its people. KAEF provides up to eight graduate fellowships per year for degrees at select U.S. universities.

Lithuania. The Lithuanian government's Next 100 program (Kitas 100) provides funding to students applying to, or already studying at, select institutions around the world. Scholarships cover up to four years of study, with a maximum funding level of approximately USD$22,500 per year.

Luxembourg. The Information and Documentation Centre for Higher Education (CEDIES) has changed the name of its financial funding office to MengStudien.lu and has a new online application and processing platform. Students can apply to receive funds from the local government throughout their academic journey.

Montenegro. The Ministry of Education, Science, Culture and Sports provides scholarships for a limited number of graduate students in the fields of science and math, technology, medicine, agriculture, social sciences, and humanities. The scholarships amount to €500 per month.

North Macedonia. The Ministry of Education and Science awards academic scholarships of up to USD$40,000 per year to support study in a limited number of fields. Additional details on scholarships are available on the EducationUSA North Macedonia website.

Netherlands. The Dutch government offers low-interest loans, along with monthly stipends of up to 300 euros. Fulbright grants for graduate study cover up to USD$35,000. KHMW-Eizenga scholarships provide up to USD$50,000 for pursuing degrees in economics or a Master of Business Administration (MBA). Additionally, Nuffic's scholarship database lists 59 smaller private funds offering scholarships for studying in the United States.

Norway. Lånekassen offers need-based financial assistance to Norwegian students, combining loans and grants for full-time academic programs at the undergraduate and graduate levels. Recently, Lånekassen reduced the grant component of the basic support provided to all students. The maximum grant portion of the basic support is now 40 percent for both undergraduate and graduate students.

Poland. The National Science Centre of Poland offers funding for predoctoral and doctoral students. The Polish National Agency for Academic Exchange supports research at the doctoral, postdoctoral, and experienced researcher levels. The Kosciuszko Foundation provides support for Polish nationals to pursue research or study in the United States. The Visiting Research Graduate Traineeship Program (BioLAB) offers research traineeships to graduate students in the biomedical sciences. The Fulbright program offers grants of up to USD$47,000 for graduate study or research.

Serbia. The Ministry of Youth and Sports awards graduate scholarships and scholarships for designated performing arts schools around the world. The funding is as much as USD$11,000 per year.

Slovenia. The Ad futura Scholarship for Study Abroad offers students as much as USD$33,000 annually for the duration of their academic program. This scholarship program funds undergraduate studies in STEM fields or graduate studies in all fields except the fine and performing arts.

Slovakia. The Martin Filko Scholarship, funded by the Slovak Ministry of Education, targets graduate students intending to pursue studies in economics, mathematics, statistics, and public policy.

Spain. Banco de España, Iberdrola, Fundación Rafael del Pino, Fundación Ramón Areces, and La Caixa offer partial or full financial assistance for graduate studies. The scholarships provided by each organization may specify whether they are limited to certain fields of study or are open to applicants from all disciplines.

Sweden. The Swedish Board of Student Finance (CSN) serves as the government's academic financial aid program, offering grants and low-interest loans to cover various expenses such as tuition fees and living costs. The 2024 interest rate for student loans is 1.23 percent. Additional loans for insurance and flights are available to eligible students.

Switzerland. The Swiss Benevolent Society (SBS) of New York provides multiple scholarship opportunities including the Medicus Student Exchange Scholarship, the Sonia Streuli Maguire Outstanding Scholastic Achievement Award, and the SBS Merit Scholarship (formerly known as the Pellegrini Scholarship). Students have the option to apply for stipends and loans to facilitate semester or year-long study abroad programs.

Türkiye. The Turkish Ministry of Education offers scholarships supporting graduate-level study at select institutions around the world. The Scientific and Technological Research Council of Türkiye offers scholarship funding for doctoral-level study. The Turkish Education Foundation offers scholarships supporting master's-level study in select fields. All three of these funding sources provide transportation, health insurance, tuition, and living expenses.

United Kingdom. The Sutton Trust U.S. Programme supports economically disadvantaged students with outstanding academic qualifications who aspire to study at U.S. colleges and universities. The British Universities North America Club (BUNAC) provides support in the form of partial scholarships for British students applying to graduate programs in the United States.

Ukraine. Ukrainian Global University has funding which depends on what hosting universities can offer.

Regional Economics and Market Demands

In Europe and Eurasia, the spectrum of workforce development and employment needs reflects the dynamic nature of the region's job market, which encompasses diverse sectors and professions. There

is an emphasis on continuing studies and academic opportunities to help professionals who are already working in their fields level up with university degrees. Switzerland stands out for its robust workforce environment, attributed largely to its dual education system; however, there's a pressing demand for skilled professionals in the technology and IT sector to support burgeoning industries. IT specialists are in demand across Europe, especially in countries like Azerbaijan, Bulgaria, Germany, Greece, Italy, Lithuania, Macedonia, Moldova, and Türkiye, where there is a surge in demand for experts in software, information technology, and robotics. STEM fields like industrial and mechanical engineering, as well as software engineering, remain crucial for expanding production capacity across the region. European employers are increasingly seeking data analysts to harness big data effectively, while communication specialists play a pivotal role in connecting technical teams with stakeholders.

In the UK, political and economic challenges have impacted student mobility, particularly a cost-of-living crisis in which double-digit inflation has led to a significant drop in real income. The UK will hold a general election in 2024 that could impact the education system at both the secondary and higher education levels.

Throughout Europe, demand for healthcare professionals remains high, highlighting a need for doctors, nurses, and psychologists. Countries like Belarus, Belgium, Bulgaria, Estonia, France, Germany, Greece, Iceland, and Türkiye also seek qualified healthcare workers, including healthcare technicians.

As industries become more technologically advanced, there is a growing need for a digitally literate workforce. Proficiency in English is also crucial for international business and collaboration. Spain has focused on investing in vocational programs, while the UK is enhancing technical skills through educational reforms and new training pathways. In Albania, significant emigration has led to a rise in demand for vocational workers, prompting the government to prioritize vocational studies even at the secondary education level. Primary and secondary school educators are in high demand throughout Europe, highlighting the necessity for improved salaries and increased funding in the education sector.

The continuing conflict in Ukraine is expected to drive an increased demand for workers, especially in construction, mining, manufacturing, cybersecurity, transportation, logistics, and retail sectors, highlighting a need for skilled professionals in the post-conflict reconstruction phase. The ongoing conflict has brought cybersecurity to the forefront, particularly in northern and western Europe, and specifically in countries like Norway, Sweden, Finland, Germany, Iceland, and the UK.

Overall, these examples underscore the diverse and evolving workforce needs across Europe and Eurasia, emphasizing the importance of strategic investments in education and skill development to meet current and future market demands.

Regional EducationUSA Events, Fairs, and Conferences (in person and virtual)

Throughout the year, the EUR region offers various opportunities for U.S. HEIs to engage with prospective students. EducationUSA oversees a range of sponsored events and sometimes organizes pavilions at national fairs and select third-party functions. Upon request, EducationUSA advisers may be able to provide a list of commercial fair opportunities in their country. For details on upcoming fairs organized by EducationUSA teams in Europe, including registration information, U.S. HEIs are encouraged to visit the EducationUSA Fair Portal.

EducationUSA Western Europe Fairs comprises the EducationUSA Benelux Tour, UK College Day, and Spain Fair, and is now presented to U.S. HEIs as a collection of synchronized fair opportunities occurring in September. Strategically aligned with established third-party events in the region, these fairs offer a diverse range of opportunities for U.S. HEIs to connect with undergraduate and graduate markets. The EducationUSA Western Europe Fairs 2024 are set to occur in Luxembourg, Brussels, London, Madrid, and Utrecht, Netherlands, from September 23-30.

The EducationUSA EUR LLM Fair Tour typically takes place in November, just before the U.S. Thanksgiving holiday. This tour covers Paris, Brussels, Amsterdam, Lisbon, Madrid, and other cities. In some years, other countries such as Italy and Türkiye have participated. Focused specifically on LLM programs, the tour offers prospective students valuable insights into advanced legal studies.

EducationUSA participates in the annual European Association for International Education (EAIE) conference, which changes locations across Europe each September. In 2024, the EAIE conference is scheduled for September 17-20 in Toulouse, France. EducationUSA intends to host a private country briefing on the first day, providing valuable insights into U.S. higher education. Following this, there will be a networking event, offering U.S. HEIs the opportunity to foster partnerships and collaborative initiatives with European counterparts.

The EducationUSA Southeastern Europe Tour (SEE Tour) is usually scheduled in the spring. This tour typically encompasses student recruitment fairs in Albania, Bosnia and Herzegovina, Croatia, Kosovo, Montenegro, North Macedonia, Serbia, and Slovenia.

U.S. Study Abroad in the Region

The EUR region has seen a remarkable increase in U.S. study abroad mobility, as evidenced by the 1,330 percent surge reported in the latest Open Doors data. The number of U.S. students studying in Europe and Eurasia rose from 9,647 in AY 2020-2021 to 138,007 in AY 2021-2022. Out of the top 25 destinations for U.S. study abroad students in AY 2021-2022, 14 were in Europe. This large increase can be attributed to renewed student enthusiasm in post-pandemic study abroad and the reinstatement of suspended study abroad programs. Among study abroad destinations in Europe, Italy, the UK, Spain, France, Germany, Ireland, Greece, and Denmark emerged as the top host countries, receiving over 120,000 of the almost 138,000 U.S. students in the region. Italy was the top choice globally for U.S. students studying abroad with 30,610 students. Overall, Europe hosts 73.1 percent of all U.S. study abroad students.

The State Department's USA Study Abroad branch is collaborating with government and higher education stakeholders throughout the region to build capacity for U.S. study abroad



programming. USA Study Abroad's Increase and Diversify Education Abroad for U.S. Students (IDEAS) Program awarded 37 grants to U.S. colleges and universities in 2024 to develop study abroad programs across the world focusing on various foreign policy themes, including economic development and entrepreneurship, global health, and technology and innovation. Ten U.S. colleges and universities are using 2024 IDEAS grants to expand their higher education partnerships and study abroad programming in ten countries across Europe and Eurasia. USA Study Abroad also provided funding to 14 U.S. embassies, consulates, and binational Fulbright Commissions in the region in 2024 to implement U.S. Study Abroad Engagement Grant projects that will build foreign higher education institutions' capacity to partner with U.S. colleges and universities and host more U.S. study abroad students.

U.S. study abroad students are invited to join EducationUSA programming activities throughout the region. U.S. institutions are encouraged to provide information and resources to study abroad participants prior to their departure from the United States so that they can promote the institution to local audiences. In the past, U.S. students have delivered general presentations about their institutions, joined conversation groups, assisted with mock admissions interviews, and participated in alumni fairs and other events that allowed them to engage with local high school and university students. In addition, Virtual Student Federal Service (VSFS) interns can aid advisers in Europe and Eurasia with virtual programs. Over 20 countries in the region collaborate with U.S. VSFS interns to enhance and diversify their advising services.

Best and Worst Times of the Year to Interact with Students (in person and virtual)

Typically, the optimal periods for engaging with students are from September to November and from February to May. U.S. HEIs are advised to avoid recruitment travel or virtual programming during July and August, as well as over the Christmas, New Year, and Easter holidays. Christmas and Easter dates may vary across countries due to differences in observance according to the Roman and Eastern Orthodox calendars. Local advisers can provide insights into national holidays and other factors like examination schedules that might impact students' availability. As a best practice, institutions should consult with EducationUSA advisers in their target countries before finalizing any travel or virtual outreach arrangements.