

# Post-Exhibition Report

Bachelor Degree

Master Degree

Studying Abroad

Internships

Scholarships

Focus:  
Studying in France

**STUDY  
WORLD**  
6<sup>th</sup> International Fair for  
Higher and Continuing Education  
**2011**

**MAY 20 – 21, 2011 IN BERLIN**

**Russisches Haus der Wissenschaft und Kultur  
Berlin-Mitte, Germany**

**[www.studyworld2011.com](http://www.studyworld2011.com)**

Organisers



Under the Patronage of  
Prof. Dr. Annette Schavan



Under the Patronage of  
Prof. Dr. Max G. Huber

**DAAD** Deutscher Akademischer Austausch Dienst  
German Academic Exchange Service

Schwerpunkt Frankreich in Kooperation mit



Mediapartners

**DER TAGESSPIEGEL**

**tip** Berlin

**International Herald Tribune**  
THE GLOBAL EDITION OF THE NEW YORK TIMES

**Deutschlandfunk**

**écoute**

## About StudyWorld 2011



StudyWorld 2011, the 6th International Fair for Higher and Continuing Education, took place from May 20 - 21, 2011. The two-day event welcomed over **8600 visitors** to Berlin's Russisches Haus der Wissenschaft und Kultur. This year, 175 universities and providers of continuing education from **25 countries** presented their programmes and services.

Moreover, StudyWorld exhibitors and trade visitors took advantage of an ideal occasion to enhance their international networking opportunities.

The fair was organised by ICWE GmbH in cooperation with the German Federal Ministry for Education and Research (BMBF) and the German Academic Exchange Service (DAAD) and took place under the patronage of Prof Dr Annette Schavan, Federal Minister of Education and Research, Germany, as well as Prof Dr Max G. Huber, Vice President of the German Academic Exchange Service.

## Visitor Profile

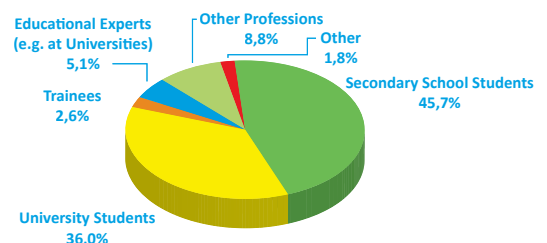
StudyWorld welcomed a **total of 8629 visitors**, representing a considerable increase against last year's 7584 visitors.

Attendees of StudyWorld 2011 comprised 45.7% high school students, most of them in their final year. More than a third of attendees (36.0%) were university students. Additionally, a significant number of educational experts (5.1%) and other professionals interested in continuing education (8.8%) attended the fair.

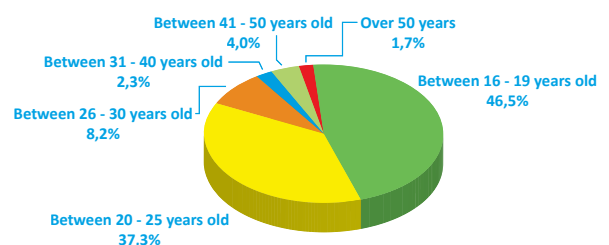
The age statistics show considerable interest among young people for StudyWorld and its themes. Almost half of the visitors (46.5%) were aged between 16 and 19 years, while 37.3% were between 20 and 25. Many attendees came from Berlin (62%) while over a third came from all over Germany.



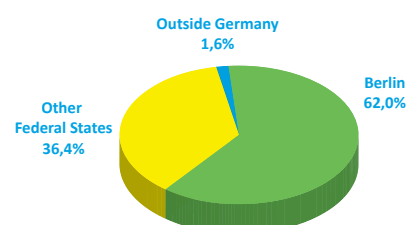
Visitors to StudyWorld 2011 - Profession



Visitors to StudyWorld 2011 - Age

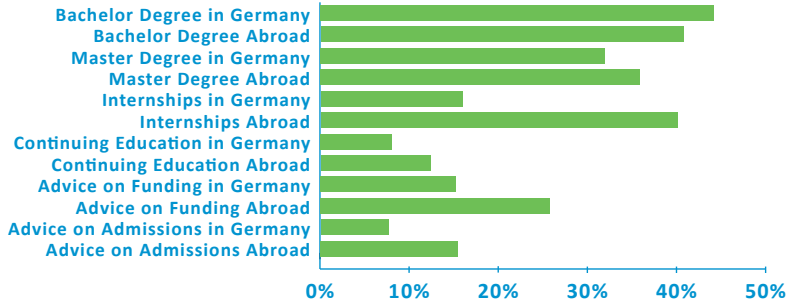


Visitors to StudyWorld 2011 - Place of Residence



## Visitor Profile

**Visitors to StudyWorld 2011 - Specific Interest**  
(Multiple answers were possible)



Visitors' main interests were in bachelor's and master's degree programmes both in Germany (bachelor's 44.1%; master's 31.9%) and abroad (bachelor's 40.7%; master's 35.8%), as well as in internships abroad (40%) and in Germany (15.9%). There was also a strong interest in advice on funding and admissions.



**Visitors to StudyWorld 2011 - Countries / Regions of Interest**  
(Multiple answers were possible)

**Studying**

1. USA
2. Germany
3. France
4. United Kingdom
5. Australia
6. Canada
7. Spain
8. Italy
9. Scandinavia
10. New Zealand



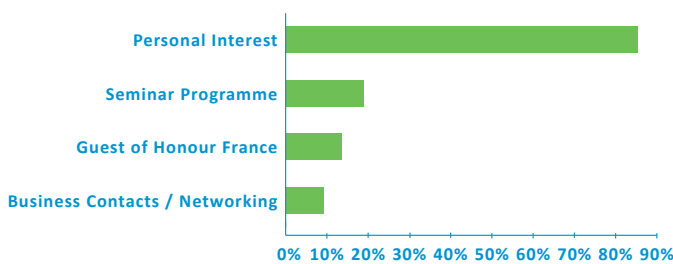
**Internships**

1. USA
2. France
3. United Kingdom
4. Germany
5. Spain
6. Australia
7. Africa
8. Canada
9. Italy
10. Asia

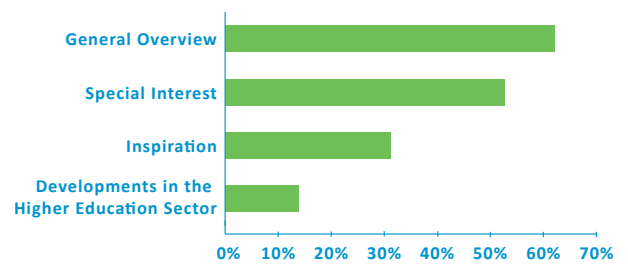
The most popular location for studying was the USA, followed by Germany and this year's special focus, France. The list of most popular destinations for internships was also topped by the United States, followed by France and the United Kingdom.

When asked about their reasons for attending the event, most visitors said they were looking for a general overview of higher and continuing education (62.1%), but at the same time were searching for specific information on degrees and study programmes (52.7%). Visitors were frequently described by the exhibitors as highly motivated, well prepared for the event and eager to find out more about their career and studying opportunities worldwide.

**Visitors to StudyWorld 2011 - Motivation for Visit**  
(Multiple answers were possible)



**Visitors to StudyWorld 2011 - Aim of Visit**  
(Multiple answers were possible)



## Exhibitors



In 2011, **175 exhibitors from 25 countries** took advantage of Germany's only fair to focus on higher and continuing education worldwide to present their products and services. Among them were higher education institutions, scholarship providers, higher education consulting services, institutions offering continuing education as well as internship placement and exchange organisations.

Alongside 76 institutions from Germany, 99 exhibitors from the following countries were represented at the fair: Australia, Austria, Canada, Egypt, Belgium, China, Denmark, Finland, France, Hungary, Indonesia, Ireland, Israel, Latvia, New Zealand, The Netherlands, Norway, Russia, Spain, Switzerland, Turkey, United Arab Emirates, United Kingdom and the USA.

- A**
- Aalborg University, Denmark
  - ACADEMIA-PRESS / STUDENTEN-PRESSE, Germany
  - ADDISCO, Germany
  - AIIESEC an der TU Berlin, Germany
  - Akademie Deutsche POP, Germany
  - Aix-Marseille Université, France
  - Alsace Tech, France
  - American College Dublin, Ireland
  - Arbeiterkind.de, Germany
  - Australian International School of Hotel Management, Australia
- B**
- Bahcesehir University, Turkey
  - BDAE Gruppe, Germany
  - Bayerisch-Französisches Hochschulzentrum, Germany / France
  - Ben-Gurion University of the Negev, Israel
  - BerlinPoche, Germany
  - BEST - Sabel - Hochschule Berlin, Germany
  - Beuth Hochschule für Technik Berlin, Germany
  - Blue Mountains International Hotel Management School, Australia
  - Bordeaux Institute of Technology, France
  - Botschaft der Republik Indonesien, Germany / Indonesia
  - Bundeswehr - Zentrum für Nachwuchsgewinnung OST, Germany
- C**
- Centre international d'études pédagogiques (CIEP), France
  - Centre international de formation européenne - CIFE, France
  - CPIT – Christchurch Institute of Technology, New Zealand
  - CUEF / Université De Perpignan, France
- D**
- Der Tagesspiegel, Germany
  - Deutsch-Französische Hochschule, Germany / France
  - Deutsch-Französisches Jugendwerk (DFJW), France / Germany
  - Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ), Germany
  - Deutsche UNESCO-Kommission e.V., Germany
  - Deutscher Akademischer Austauschdienst (DAAD), Germany
  - Deutsch-Französische Außenstelle ABG-DFH, Germany / France
  - Deutschlandfunk, Germany
  - Documenta, Germany
- E**
- EAC, l'école des métiers de la culture et du luxe, France
  - EBC Hochschule, Germany
- F**
- Fachhochschule Brandenburg, Germany
  - Fachhochschule Jena - Servicestelle Masterstudium, Germany
  - Fachhochschule Wedel, Germany
  - FernUniversität in Hagen, Germany
  - ffl-Berufsberatung, Germany
  - FH Jena, Germany
  - FH Joanneum University of Applied Sciences, Austria
  - FOM Hochschule für Ökonomie & Management, Germany
  - Foro Europeo, Spain
  - Freie Universität Berlin, Germany / France
  - Friedrich-Naumann-Stiftung für die Freiheit, Germany
- G**
- Glion Institute of Higher Education, Switzerland
  - Groupe des Ecoles Centrales, France
- H**
- Haifa University, Israel
  - Hawai'i Pacific University, USA
  - Hebrew University, Israel
  - Hertie School of Governance, Germany
  - HFH Hamburger Fern-Hochschule, Germany
  - Hochschule der populären Künste FH, Germany
  - Hochschule Magdeburg - Stendal Cross Media, Fachbereich Kommunikation & Medien, Germany
  - Hochschule München, Germany
  - Hochschule Offenburg, Germany
  - Howest University College - Digital Arts and Entertainment, Belgium
  - HUMANA People to People Deutschland e.V., Germany
- I**
- IAESTE, Germany
  - IESA Institut d'Etudes Supérieures des Arts, France
  - IESEG School of Management, Lille - Paris, France
  - IJAB - Fachstelle für Internationale Jugendarbeit der Bundesrepublik, Germany
  - IMBC GmbH, Germany
  - Institut d'Etudes Politiques de Lille, France
  - Institut d'études politiques de Paris (IEP) – Sciences Po, France
  - Institut für Politikwissenschaft der Westfälischen Wilhelms-Universität, Germany / France
  - Institut Ranke-Heinemann / Australisch-Neuseeländischer Hochschulbund, Germany / Australia / New Zealand
  - International Business School - Budapest, Hungary
  - Israel University Consortium, Israel
- J**
- Jadavpur University, India
- K**
- Kadir Has University, Turkey
  - Kajaani University of Applied Sciences, Finland
  - Katholische Universität Eichstätt-Ingolstadt (KU), Germany / France
  - Kendall College, USA
  - Koç University, Turkey
  - Konrad-Adenauer-Stiftung e.V., Germany
- L**
- Landesjugendring Berlin e.V., Germany
  - L'Institut National de Gemnologie, France
- M**
- Maltepe University, Turkey
  - Martin-Luther-Universität Halle, Germany
  - MHMK Macromedia Hochschule für Medien und Kommunikation, Germany
  - MLP Finanzdienstleistung AG, Germany
  - MOD' ART International, France
  - Moscow State University, Russia
- N**
- Norwegian University of Applied Sciences, Norway
- O**
- Oasis International School, Egypt
  - Okan University, Turkey
  - Otago Polytechnic, New Zealand
- P**
- ParisBerlin, Germany
  - PCPM Executive Education - Universität Potsdam, Germany
  - PFH Private Hochschule Göttingen, Germany
  - planet-bpm.com, Spain
  - PractiGo GmbH, Germany
- R**
- Radboud Universiteit Nijmegen, The Netherlands
  - Regio Chimica Mulhouse – Freiburg, France / Germany
  - Riga Stradins University, Latvia
  - Russisches Haus der Wissenschaft und Kultur, Russia
- S**
- Saint Petersburg State University, Russia
  - Schul- und Studienberatung Hauser, Germany
  - Sciences Po Rennes, France
  - SKEMA Business School, France
  - SIT – Southern Institute of Technology, New Zealand
  - Sorbonne Paris Cité, France
  - Sprachzeitungen, Carl Ed. Schünemann KG, Germany
  - SRH Hochschule Berlin, Germany
  - Stiftung der Deutschen Wirtschaft, Germany
  - Studieren in Frankreich / Campus France, Germany / France
  - Study in Norway, Norway
- T**
- Technische Hochschule Wildau, Germany
  - Tel-Aviv University, Israel
  - The Emirates Academy of Hospitality Management, United Arab Emirates
  - The Technion, Israel
  - Thomson Rivers University (TRU), Canada
  - Tomsk Polytechnic University, Russia
  - Touro College Berlin, Germany
  - Trent University Trent-ESL, Canada
  - Tula State Lev Tolstoy Pedagogical University, Russia
- U**
- U.S. Embassy Berlin, Germany / USA
  - Universität Internacional de Catalunya, Spain
  - Universität Paderborn, Germany
  - Universität Passau, Germany
  - Université D'Artois, France
  - Université de Nice - IAE, France
  - Université de Reims Champagne-Ardenne, France
  - Université de Strasbourg, France
  - Université Joseph Fourier Grenoble I, France
  - Université Paris1 Panthéon-Sorbonne, France
  - Université Paris13 - Nord, France
  - Université Paris Descartes, France
  - Université du Maine, France
  - University of Bolton, United Kingdom
  - University of Nordland, Norway
  - University of Southampton, United Kingdom
  - University of Stavanger, Norway
  - University of Szeged, Hungary
  - University of the Fraser Valley, Canada
- V**
- Verband Deutscher Wirtschaftsingenieure e.V., Germany
  - VoiceCash Services GmbH & Co. KG, Germany
  - VPS Verkehrspilotenschule, Germany
- W**
- Wesford, France
  - WHU - Otto Beisheim School of Management, Germany
  - Wildau Institute of Technology an der TH Wildau e. V. (WIT), Germany
- Z**
- ZAV Auslandsvermittlung Berlin, Germany

## Exhibition Impressions



## Seminar Programme



The seminar programme comprised **60 presentations** and provided information to a total of **2492 visitors** on internships, education and careers. The seminars presented topics such as study opportunities and internships in Egypt, Belgium, France, Great Britain, Indonesia, Turkey and the USA.

As part of the seminar programme, expert speakers also provided information about the EU's ERASMUS programme, explained the system for recognising international degrees and grades and gave advice on financing a stay overseas.

## Special Focus: "Studying in France"



This year's special focus was "Studying in France". **Over 50 French universities, écoles, specialist colleges and further education institutions** from all over the country presented their study programmes and services at StudyWorld. The Studying in France / Campus France information service from the French Embassy in Germany and the Franco-German University were partners of the core theme and answered questions on study opportunities, Franco-German study programmes as well as scholarship and funding options.

## Press Coverage



StudyWorld 2011 was once again covered extensively by local and national newspapers, magazines and radio stations as well as online media. One of Germany's leading daily newspapers, *Der Tagesspiegel*, presented a special feature about StudyWorld and this year's guest of honour prior to the event. The national radio station *Deutschlandfunk* broadcasted live from StudyWorld on both days of the fair, interviewing experts and students for their weekly radio shows *Campus und Karriere* and *Pisa plus*.

The complete press review for the 2011 fair is available upon request.

## Symposium

The 5th Symposium on the International Mobility of German Students, "go out! studieren weltweit", took place in the run-up to StudyWorld on May 19 - 20, 2011. The event was organised by the Federal Ministry of Education and Research (BMBF) and the German Academic Exchange Service (DAAD) in co-operation with ICWE GmbH.

The Symposium themes were directly linked to the topics covered by the fair and the programme featured presentations of 'Study Abroad Concepts for University Students and Graduates'. Participants included university staff working in the fields of administration, international exchange and public relations, representatives from different faculties and institutes, as well as exhibitors from StudyWorld 2011.



## Mark your Calendar: StudyWorld 2012

**StudyWorld 2012**, the 7th International Fair for Higher and Continuing Education, is scheduled to take place from **May 11 - 12, 2012**, at Berlin's Russisches Haus der Wissenschaft und Kultur. Once again, more than 170 exhibitors from 25 countries and around 9000 visitors are expected to participate.

Please contact us if you are interested in exhibiting at StudyWorld or sponsoring the event. We are happy to assist you with any queries you may have regarding the fair.

### For further information, please contact:

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