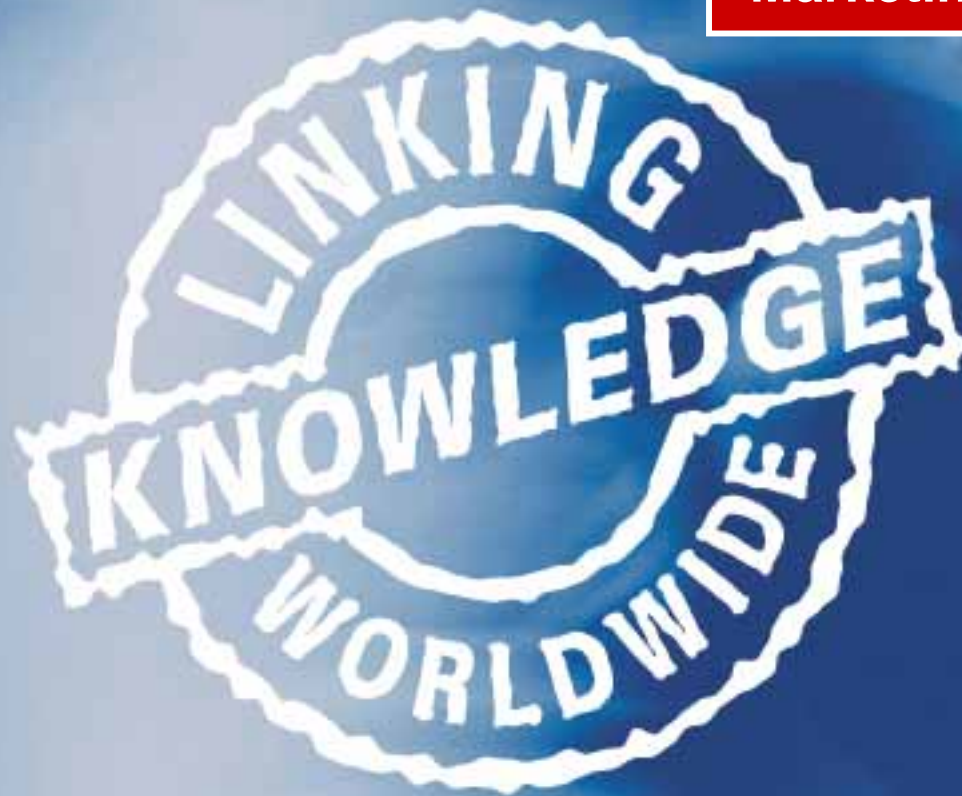


International marketing of  
Dutch higher education



Netherlands organization for international  
cooperation in higher education

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## **Our vision and our mission**

**Education plays a vital role in the enhancement of:**

- quality of living**
- mutual intercultural understanding**

**For an effective development of education  
international cooperation is necessary**

## **Nuffic's main areas of activity**

- 1. Development cooperation.**
- 2. Internationalization of higher education.**
- 3. International recognition and certification.**
- 4. Marketing of Dutch higher education.**

## **International marketing of Dutch higher education**

**The department of International Marketing develops activities to explore international markets and to service Dutch higher education institutions to promote their 'product' there.**

**International marketing of Dutch higher education is the latest addition to Nuffic's core business.**

**A strong and recognizable "brand" for the Netherlands as a knowledge-based country helps to strengthen the Netherlands' competitive position on international markets.**

**How can the Netherlands attract foreign students by appealing to their educational and social needs?**

When considering making purchases, human thought processes go through these four stages

**Awareness**

**Interest**

**Desire**

**Action**





## **Brand footprints**

**We need to think of our marketing business in terms of customers and products and bring them effectively together.**

**How can we make our potential customers more aware of our education products and services and get them interested?**

- **Create a brand footprint, which raises interest into the Netherlands and into Dutch higher education.**
- **Claim a position on the international market**

## **Brand footprint Australia**

**Means:**

**Questioning convention**

**The unthreatening choice**

**Young like me**

**Is:**

**Accessible**

**Relaxed**

**Matey**



## **Brand footprint UK**

**Means:**

**A dynamic tradition**

**The new world class**

**Being the best I can be**

**Is:**

**Responsive**

**Welcoming**

**Alive with possibilities**

## Possible brand footprints?

### The Netherlands:

**Means:**

**Non-conventional thinkers**

**Pioneers in trade**

**A royal blend of cultural inheritances**

**Is:**

**Innovative**

**Liberal**

**Safe environment**

**International**

### Germany:

**Means:**

**Powerhouse of technology**

**Heart of Europe**

**Quality beyond dispute**

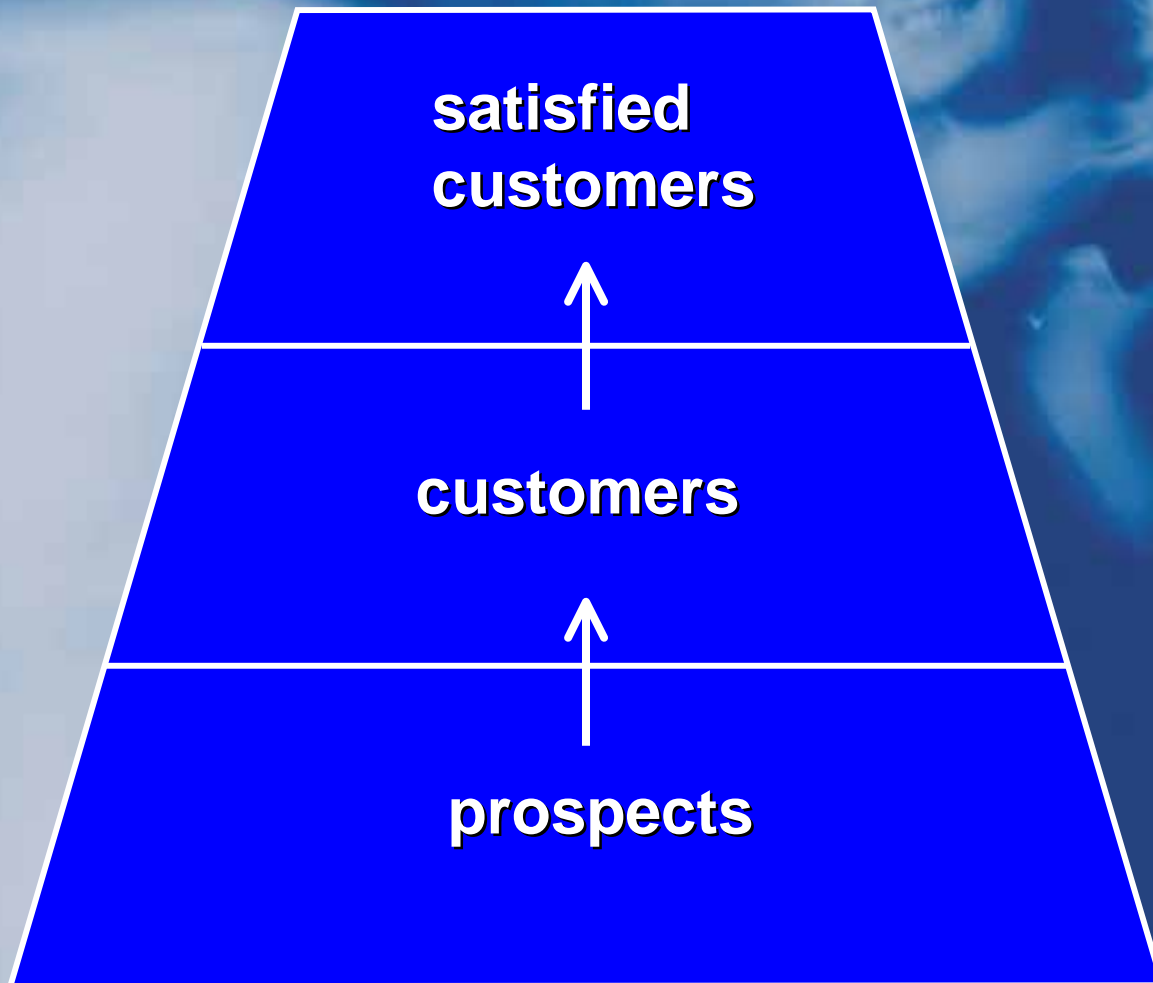
**Is:**

**Reliable**

**Disciplined**

**Inward looking (dubbed movie-versions)**

**This is what we want**



## **Market positioning: what business are we in?**

- **Who are our clients and what are their needs?**
- **Who are our competitors?**
- **What are our strengths, weaknesses? Where do we see opportunities and threats?**

## Our Dutch products:

- More than 850 International Study Programmes and courses (entirely in English, which is a second language in the Netherlands), more than 200 of them for a master's degree...
- A very broad spectrum: agriculture, arts, economics, education, law, management, medical sciences, natural sciences, services, tourism and leisure, social studies, urban studies...
- Integrated BA/MA-structure



## **We have 15 Research Universities....**

- **Four specialised universities offer programmes in engineering and natural science and agriculture**
- **Nine comprehensive universities offer programmes in general university disciplines**
- **These are high-level programmes because of independent quality assessment system**
- **Our universities hold a strong focus on international cooperation and maintaining working relations and networks with universities around the world**



## **55 Universities of Professional Education...**

- **Highly regarded for their professional education, also abroad**
- **Applying knowledge in practical ways; at least 6 month internship for every student**
- **Intensive cooperation with business community**



## **and international education institutes**

- **Special branche of Dutch higher education**
- **Problem-oriented courses and programmes of various types are offered in English in a wide range of specific fields**
- **Sound scientific reputation, highly specialised, international staff and contacts**
- **IEI's offer master's and PhD degrees in cooperation with Dutch universities**



## All information readily available

- Study in the Netherlands Magazines
- Catalogue/CD-ROM
- Video
- Website
- Leaflets
- Publications like Living in Holland



# Students enrolled in Programmes of Higher Education

Number and percentage of students enrolled in programmes of higher education

	1998-99	1999-00	2000-01	2001-02
Total no. of students	458,474	477,553	492,571	508,838
Total no. of foreign students	20,878	21,527	25,218	29,789
Foreign students as % of all students	4.55%	4.51%	5.12%	5.85%
Target for 2007:	an increase to 8%			

## **Our ambitions for the next years**

### **Foreign offices:**

- **Consolidation of current Netherlands Education Support Offices and expansion of education representation abroad by 2006**
- **Emphasize the importance of institutional cooperation and acquisition of projects for Dutch higher education institutions.**

### **Business:**

**Nuffic wants to involve the Dutch, internationally operating, business community in positioning the English-taught higher education in emerging markets**

## **Our ambitions for the next years**

### **Positioning of Nuffic:**

**The role of Nuffic as center of knowledge and expertise in the field of international marketing of higher education will be more prominent. More workshops and courses for experts at universities and other institutions.**

### **Marketing, communication and service:**

**Our promotional material will be further developed and adapted to changing needs and circumstances. Branding activities for the Dutch higher education will be started up. Complaints of foreign students will be treated with the utmost adequacy.**



## **Our ambitions for the next years**

### **European cooperation:**

**Nuffic will undertake initiatives for a joint European promotion of higher education. Together with DAAD and Edufrance European Higher Education Fairs will be organized and a joint webportal will be developed.**

## **Our stakeholders**

**In realising our ambitions we operate in close collaboration with:**

- **the various institutions of higher education (the Program Council)**
- **the Ministry of Education, Culture and Science**
- **the Ministry of Foreign Affairs**
- **the Ministry of Economic Affairs**
- **foreign representation (embassies, consulate generals)**
- **large international cooperations**
- **small and medium-sized enterprises**

Nuffic

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KNOWLEDGE  
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