



SUOMI
FINLAND

PRESENTING FINNISH EDUCATION

Embassy training 2024

11.11.2024

EMBASSY TRAINING

EDUCATION
FINLAND

STUDY IN
FINLAND

EDUCATION
FINLAND

Supporting Finnish education service and solution providers in international markets

11.11.2024

EMBASSY TRAINING



Education Finland programme

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- A governmental cluster programme, with members offering Finnish educational know-how and learning solutions globally
- Funded by the Ministry of Education and Culture
- Coordinated by the Finnish National Agency for Education
- Guided by a programme document for 2024-27
- In 2024 ca 130 members + 25 companies starting edu export (membership criteria not yet reached)
- The programme supports its members by facilitating linkages and offering visibility, information and capacity building services



Education Finland members

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- Based on Finnish education expertise, our members are able to provide services, products, solutions and know-how when it comes to teaching and learning.
- Members represent both educational institutions and private companies
- Key membership criteria: financial standing stable, Finnish ownership, min 2 yrs edu export experience
- Members commit to a code of conduct + are entitled to use a membership logo





Members' services

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- Covering all levels of education (from ECEC to higher education)
- Varying from online solutions for individual learners to wide system-level consultancy services to governments





We would like to hear from you, when

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- You are planning to incorporate 'education' into your Team Finland plans (the sooner, the better).
- You have identified an event where Finnish education expertise and export could be promoted
- You wish to co-coordinate an educational delegation trip from Finland
- You have a high-level entity, who is going to visit Finland and is interested in education



Key resources online

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- Education Finland website
- Information on the programme and membership criteria (in Finnish)



- EF AR experience (NB! Will be taken down)

- Summary of services to Team Finland network + contact info
- Thematic campaign sites for
 - Teacher training
 - School meals
 - Finnish school concept
 - Education for development



Follow us on LinkedIn!
[@educationfinland](#)

STUDY IN FINLAND



Finnish National Agency for Education



Study in Finland

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- Promotes Finland as a study destination and supports Finnish HEIs to recruit intl' students
- There are no official national target countries for student attraction
- Team Finland Knowledge Specialist Network (TFK) promotes Finnish higher education and science abroad
- Eight specialists are based in India, China, South-East Asia (Singapore), Brazil (São Paulo), USA and Canada (Los Angeles and Washington), South Africa (Pretoria), and UK
- Study in Finland and HEIs cooperate with Business Finland and Finnish embassies in the Talent Boost priority countries
- National and international cooperation (Talent Boost, Migri, Study in Europe network)





Information support

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- HE insights and advice
 - English-taught programmes, admissions, fees & scholarships
 - Agent cooperation
- HE recruiter network
- Marketing intelligence
 - Global HE trends
 - Market studies



Events & promotions

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- On-site events & webinars
 - Brand awareness & applicant webinars
 - Roadshows with HEIs
 - Offer holder events
 - Study in Europe events (online & on-site)
- Digital promotion & campaigns
 - Study in Finland website & social media
 - Student ambassadors programme
 - Education portals
 - Advising services for prospective students



Materials

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- Study in Finland fair concept
- Roll ups
- Brochure & business card (available at the MFA webshop)
- FAQ sheet
- Videos
- Study in Finland ppt-presentation



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AND
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What's next?

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- If you want to learn more about the HE in Finland, book an orientation meeting with SiF (esp. new staff members)
- If you are planning to attend student fairs & events, let us know asap and book a meeting
- Contact: studyinfinland_marketing@oph.fi
- Learn more:
 - www.studyinfinland.fi
 - www.studyinfo.fi

THANK YOU!



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Finnish National Agency for Education (EDUFI)



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Q&A