



## PROMOTING THE HIGHER EDUCATION INSTITUTIONS OF OULU INTERNATIONALLY

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Project Coordinator



- **Duration:** 1.3.2008 -31.7.2009, 17 months
- **Budget:** 181 300€
- **Funded by:** European Union Structural Funds, Oulu University of Applied Sciences, City of Oulu
- **Partners:** Oulu University of Applied Sciences, University of Oulu, City of Oulu
- **Coordinator:** Oulu University of Applied Sciences

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## Main objective and actions

- To promote the higher education institutions of Oulu and their international degree education supply internationally:
  - a common marketing plan for Oulu higher education area
  - a common marketing image of Oulu area as a high quality and student friendly higher education destination with versatile study opportunities
  - common marketing actions and materials

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## Education fair visits:

- Saint Petersburg: Education and Career 21.-22.11.08
- Budapest: Educatio 23.-24.1.09
- Peking, APAIE conference: 15.-17.4.09
- A possible university visit to North-West Russia

