

Maximizing Recruitment in Central and Southern Europe's Emerging Markets

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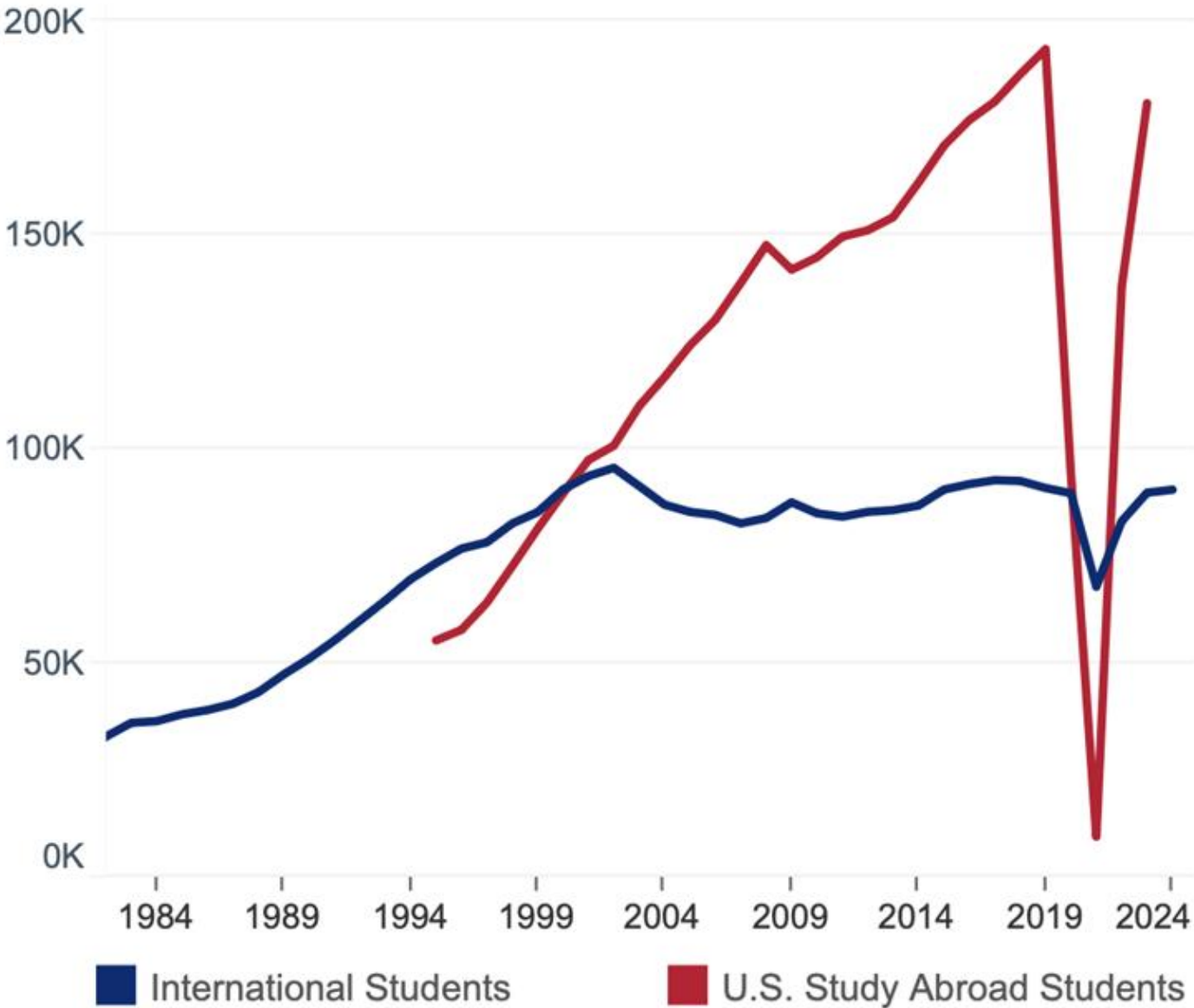
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Europe and Eurasia - United States Student Mobility

Regions Facts and Figures 2024

EUROPE

REGIONAL TRENDS



90,600

International Students
in 2023/24



0.8

% Change from
Previous Year



180,778

U.S. Study Abroad
Students in 2022/23



31.0

% Change from
Previous Year



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Source: 2024 Open Doors Report on International Educational Exchange

Undergraduate Trends – Open Doors 2023/24

- 37,440 total undergraduate students from EUR
- 41.3% of the total number
- 0.7% decrease over the last five years - stable numbers

Central and Southern Europe:

- 18,591 total undergraduate students from the sub-region (25 countries)
- 50% of the total number
- 3.3% increase over the last 5 years

*2024 Country and Area Fact Sheets for U.S. Student Mobility
IIE Open Doors Data*

Countries in the Spotlight: Albania and Hungary



ALBANIA

- 1,100 Albanian students studying in the U.S., 2023/24
- Highest U.S. Student Mobility from the Balkans
- Graduate students in the U.S. have increased by 42% over the past 5 years
- 20% of students study at a U.S. community college
- A large and supportive Albanian diaspora community



HUNGARY

- 760 Hungarian students studying in the U.S., 2023/24
- Undergraduate students in the U.S. have increased by 29% over the past 5 years: highest UND. growth rate in Central Europe
- Government and private foundations funding
- National CCC program run in 5 cities: Budapest, Pecs, Debrecen Veszprem, Seged
- 80% of our group advising (CCC) students apply to U.S. colleges and universities



Europe and Eurasia Competitive College Club (CCC) Programs

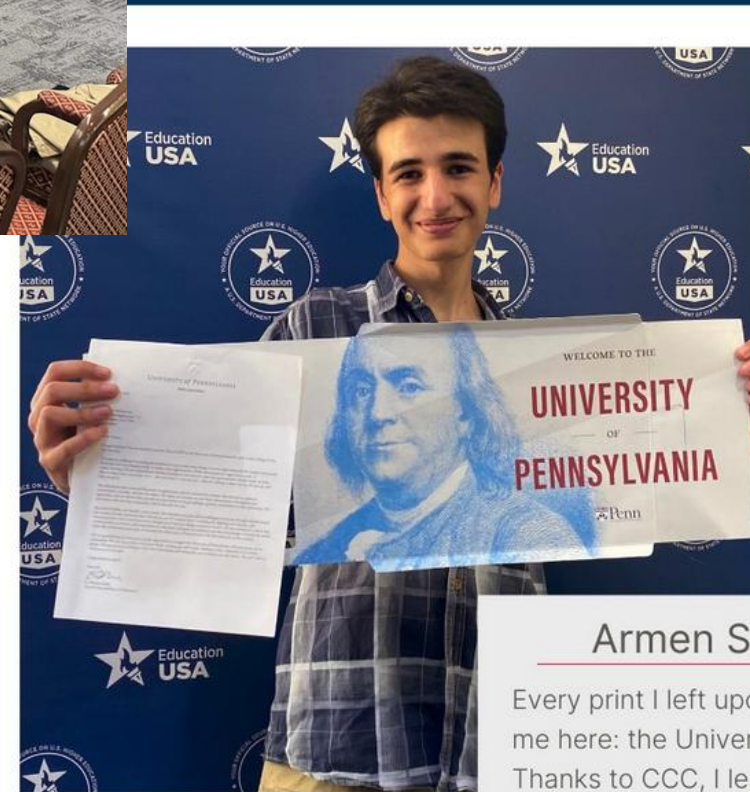


CCC Participating Countries

Albania	Latvia
Armenia	Lithuania
Azerbaijan	Moldova
Belarus	Montenegro
Bosnia and Herzegovina	North Macedonia
Estonia	Portugal
France	Serbia
Georgia	Spain
Hungary	Türkiye
Kosovo	Ukraine

RESULTS-ORIENTED, INTENSIVE GROUP ADVISING

EducationUSA Competitive College Clubs (CCC) are **cohort-based advising programs** that help the **best and brightest students** apply to competitive U.S. colleges and universities. CCC advisers **work intensively** to prepare students for the application process. CCCs are open to students in **grades 8-11** who are in the **top 10% of their class**.



SUCCESS STORY

Armen Shahumyan

Every print I left upon the track has led me here: the University of Pennsylvania. Thanks to CCC, I learned to trust my journey and pursue my goals with confidence. With the support and resources from EducationUSA Armenia, success became within reach. I'm grateful for every step that brought me to this moment.


From
CCC'25
To
UPenn '29

Over 700 EUR
students actively
participate in the
CCC program every
year

EducationUSA Europe and Eurasia Fairs

2025 EDUCATIONUSA SOUTHEASTERN EUROPE TOUR



Save the Date

May 5 Skopje, North Macedonia	May 10 Sarajevo, Bosnia and Herzegovina
May 6 Pristina, Kosovo	May 12 Zagreb, Croatia
May 7 Tirana, Albania	May 13 Ljubljana, Slovenia
May 8 Podgorica, Montenegro	May 15 Belgrade, Serbia

<https://www.educationusafairs.org/>



EducationUSA Western & Central Europe Fairs Fall 2025

Friday & Saturday, 26-27 September

EducationUSA Fair in London

Monday, 29 September

EducationUSA Fair in Madrid

Tuesday, 30 September

EducationUSA Fair in Brussels

Wednesday, 01 October

EducationUSA Fair in Utrecht

Thursday, 02 October

EducationUSA Fair in Luxembourg

Saturday, 04 October

EducationUSA Fair in Prague

Your Official Source on U.S. Higher Education

EducationUSA is a U.S. Department of State network of over 430 international student advising centers in more than 175 countries and territories.



Register Now

Registration opens May 1, 2025 12:00 p.m. ET

<https://www.educationusafairs.org/>



EducationUSA Europe LL.M Fair Tour Fall 2025

Sunday, 2 November

EducationUSA Fair in Istanbul

Monday, 3 November

EducationUSA Fair in Amsterdam

Tuesday, 4 November

EducationUSA Fair in Brussels

Wednesday, 5 November

EducationUSA Fair in Paris

Thursday, 6 November

EducationUSA Fair in Madrid

Saturday, 8 November

EducationUSA Fair in Lisbon

Monday, 10 November

EducationUSA Fair in Rome

Tuesday, 11 November

EducationUSA Fair in Budapest - NEW STOP

Thursday, 13 November

EducationUSA Fair in Warsaw - NEW STOP



REGISTRATION OPENS
JUNE 17, 12:00 P.M. ET

<https://www.educationusafairs.org/>



Recruiting in Eurasia (and Central Asia)



Connect with students from Eurasia and Central Asia

Scan the QR code to learn more about EducationUSA Regional for Eurasia and Central Asia



Would you like us to get in touch with you?

Scan the QR code and fill out the form if you want our regional adviser to contact you and share more details about EducationUSA Regional for Eurasia and Central Asia.



Would you like to see the results of our work?

Scan the QR code and fill out the form to learn how we collaborate with partners and organize webinars for Eurasia and Central Asia, reaching over 30,000 people every month.



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EducationUSA EUR Website



Europe and Eurasia 2025 Pre-departure Orientations

Do you have any prospective students in our region? If so, please find and share the list of pre-departure Orientations organized by the Europe Countries advising team [HERE](#).



EUROPE AND EURASIA 2025 PRE-DEPARTURE ORIENTATIONS

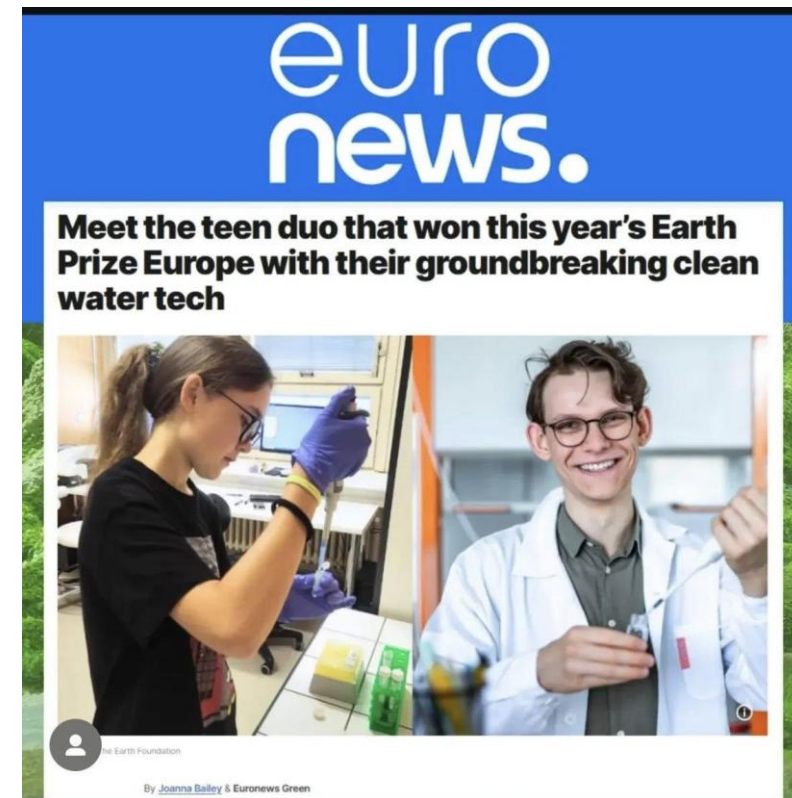
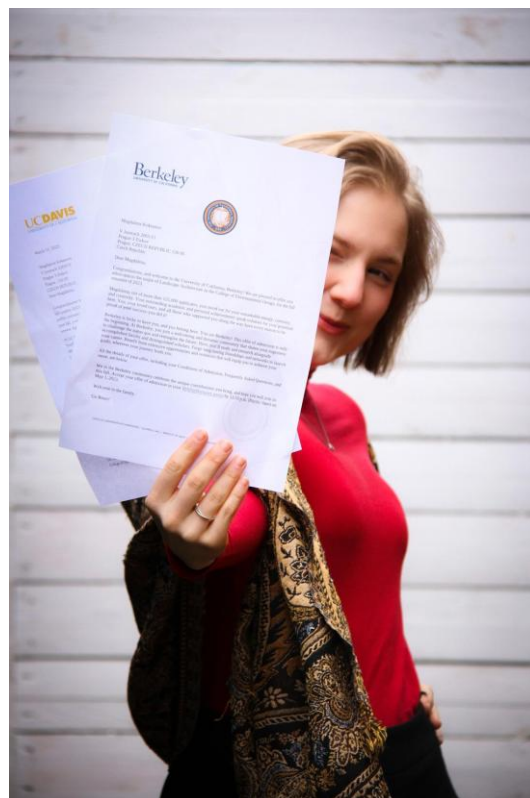
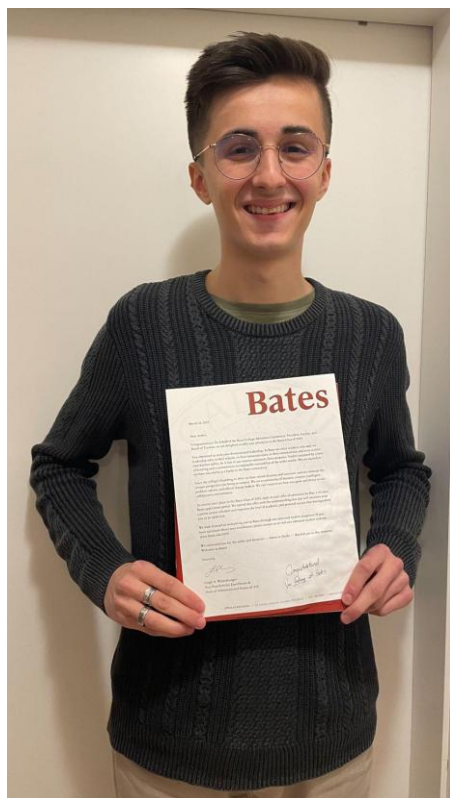


CZECH REPUBLIC

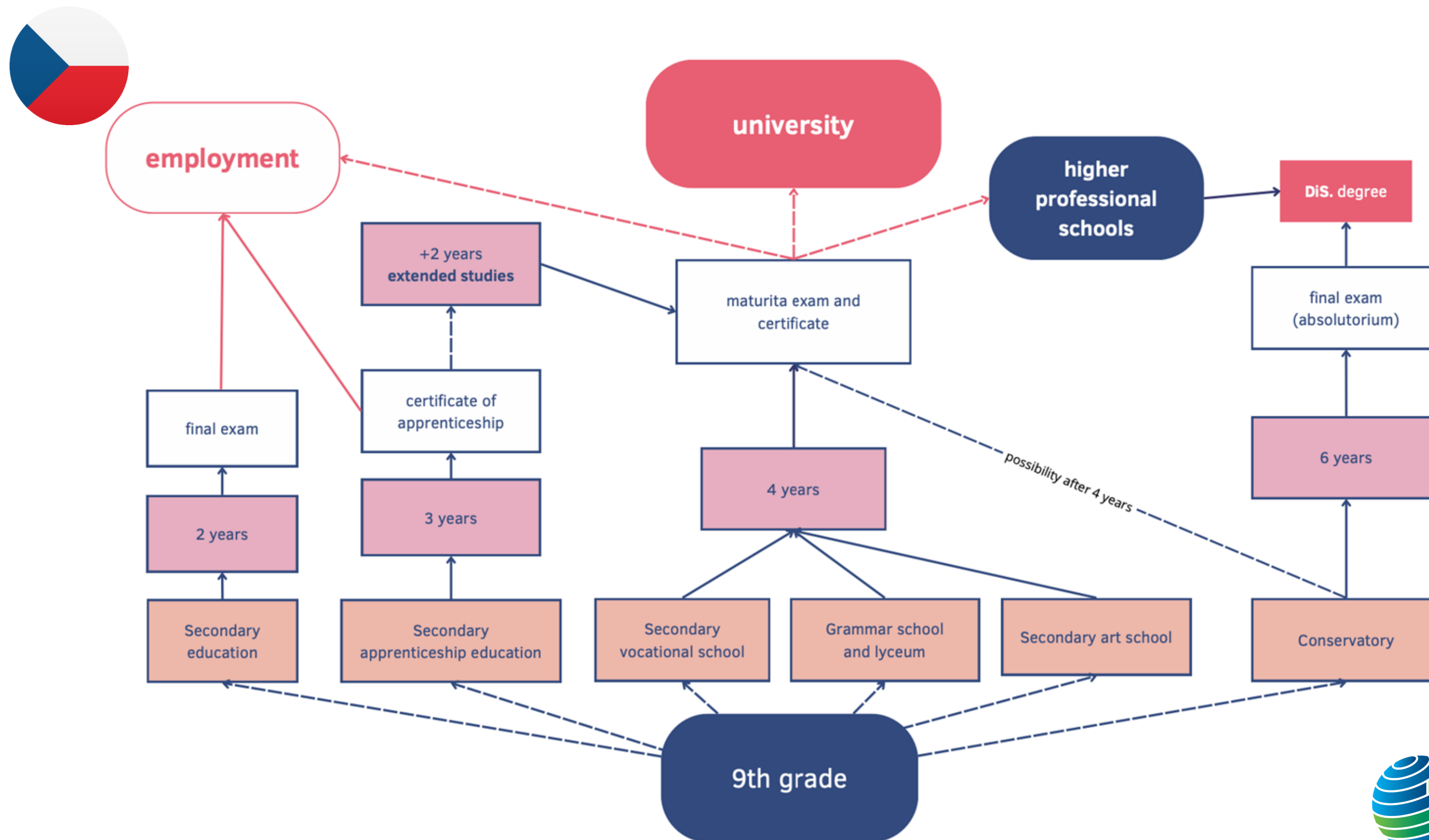
The Czech Republic - A Promising Market *with Student-Athlete Potential*

Quick Overview:

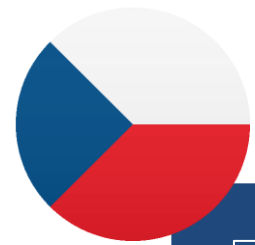
- Population: ~10.5M with high English proficiency and strong STEM + sports culture
- 802 students went to the U.S. last year — many are student-athletes
- Approximately 8,000 Czech university students participate annually in the Erasmus+ exchange program, which typically involves short-term study periods abroad rather than full degree programmes (Netherlands, Austria, UK, Switzerland, Spain, Portugal)



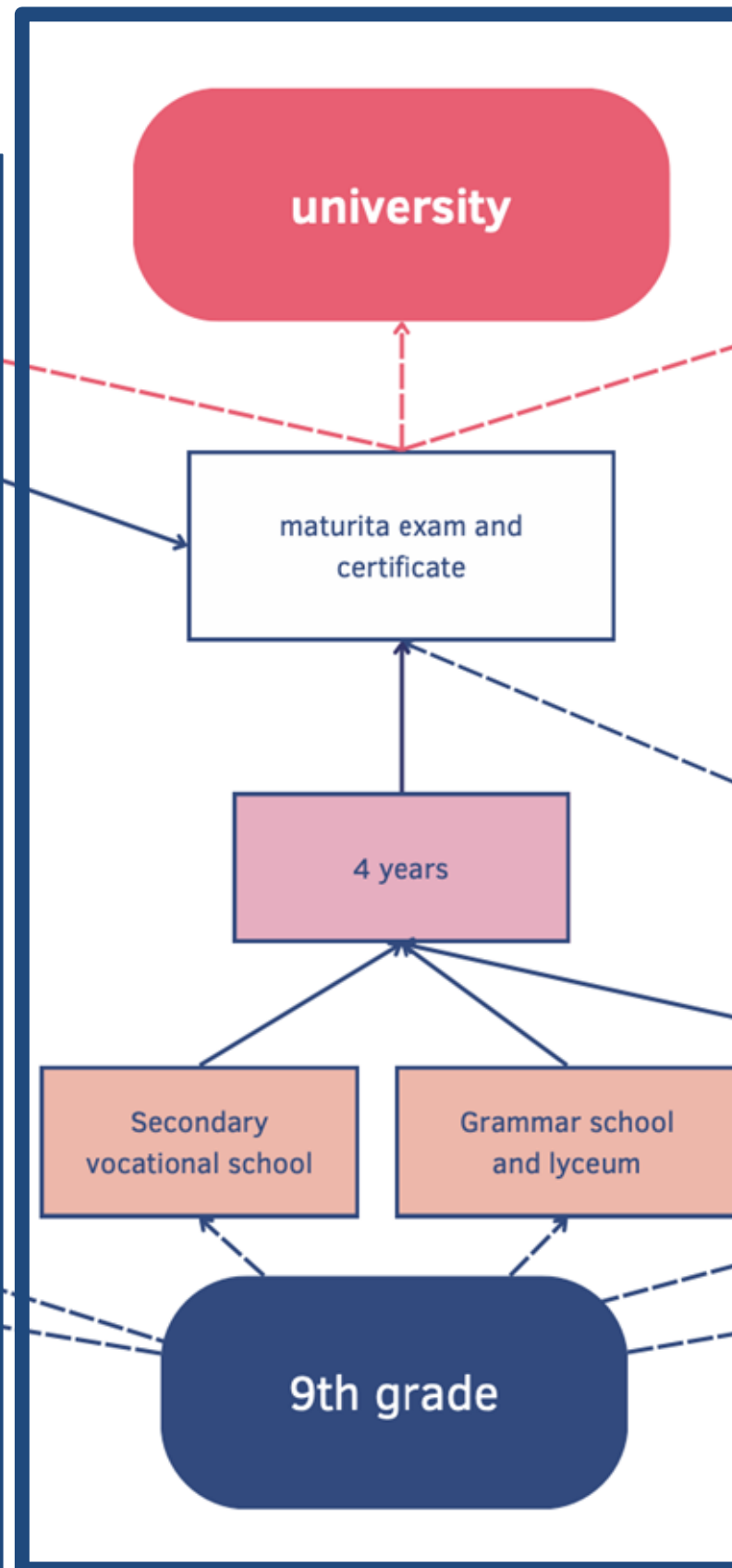
Education system in the Czech Republic



Education system in the Czech Republic

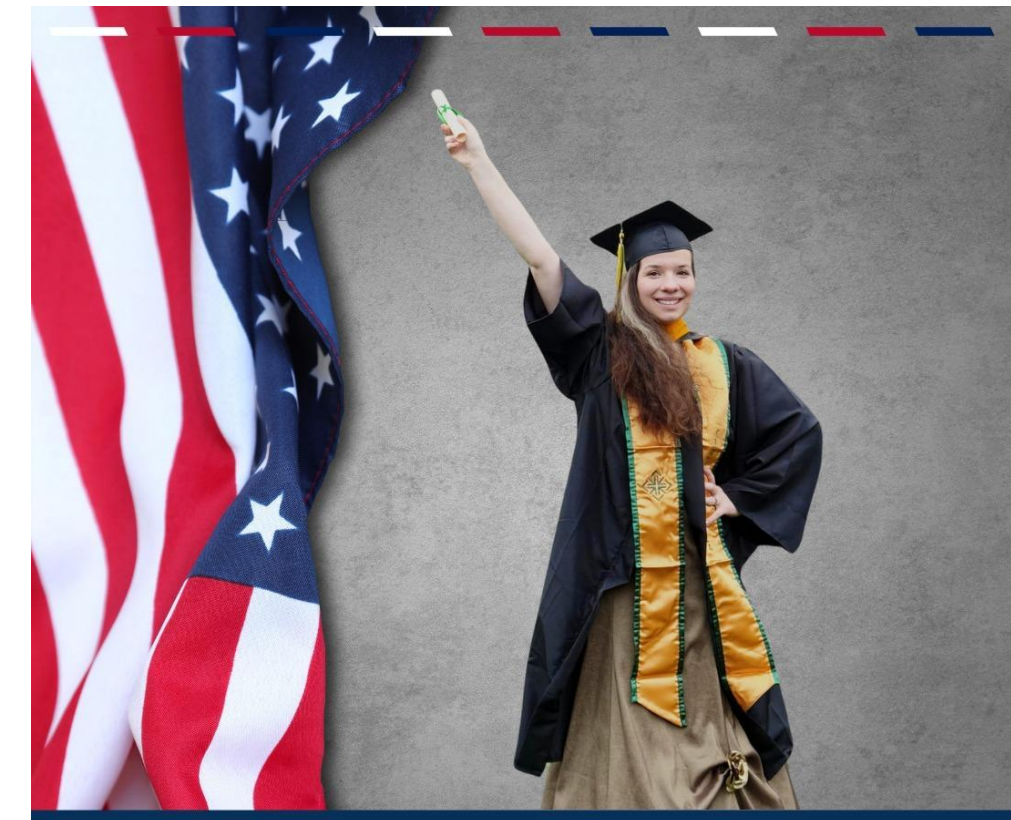


- 10 years of compulsory education
- The instruction language in state schools is Czech (many high schools offer international certifications)
- The state schools are free of charge



- Czech students typically start learning English at age 6, and many are fluent by high school graduation
- Maturita = equivalent to A-levels/SATs, showing university readiness

Czech Student Presence Across U.S. Campuses



Do you have Czech students at your school and don't see your dot on the map?
Let us know.



Effective Recruitment Strategies

Focus on two key groups of current students and alumni:

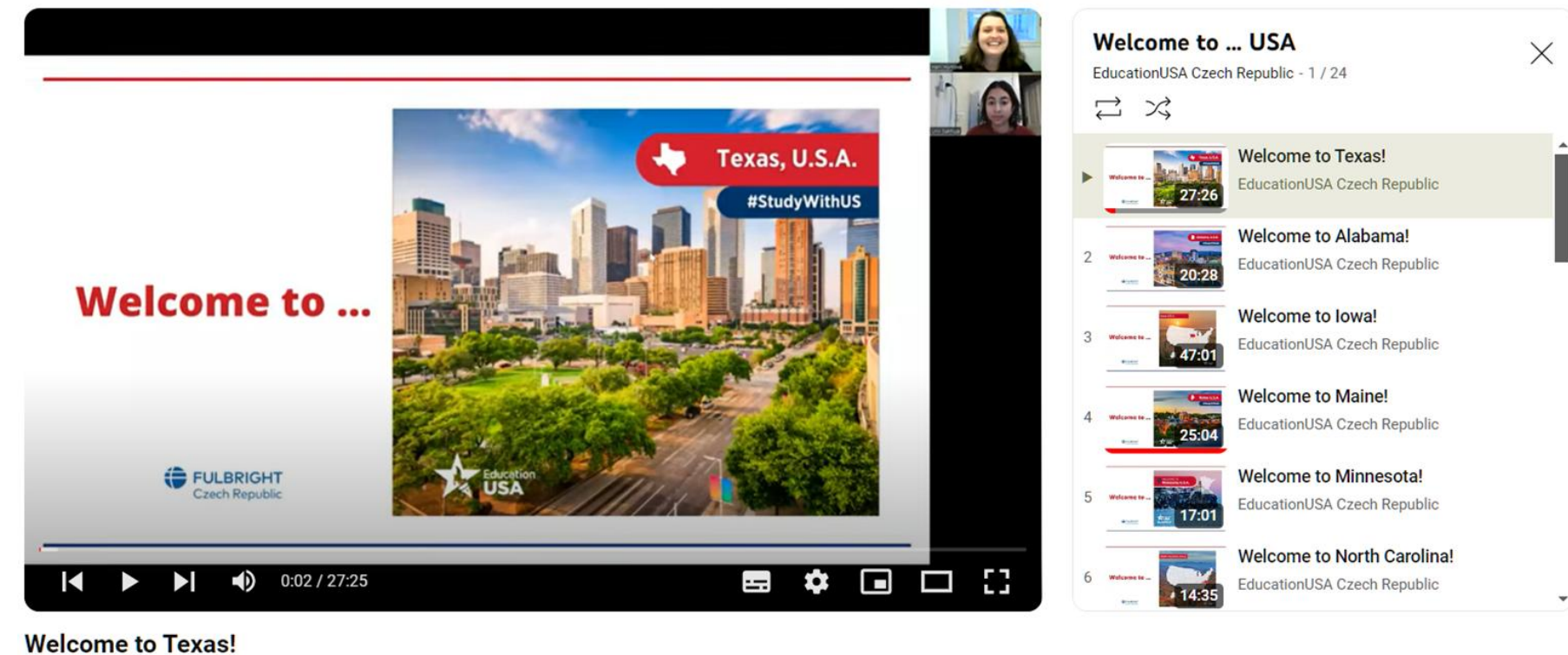
- International students (students from the CR in your country)
- Study abroad students (Your students in the CR and beyond)



Call to Action

What Works and Students Appreciate it:

- Transparent scholarship/financial aid information
 - Info on sports eligibility requirements
 - Clear admissions criteria and personal support
 - Practical career outcomes (OPT, internships)
 - Stories from current Czech or European students and athletes
-
- Encourage applicants from the Czech Republic to get in touch with the EducationUSA center



How HEIs Can Attract Czech Students

- Promote affordable pathways (2+2, community colleges with transfer)
- Offer virtual info sessions & personalized guidance
- Highlight alumni stories and outcomes from Czech students
- Collaborate with EducationUSA for:
 - Live Q&A sessions
 - Hybrid/virtual college fairs
 - School outreach programs
 - Webinars with coaches + athletes
- Host sport-specific virtual sessions (e.g., for tennis, basketball, ... recruits)
- Be transparent about training expectations, scholarship levels, and campus life
- Emphasize academic flexibility for athletes and post-grad opportunities (e.g., OPT)



EducationUSA Czech Republic – Your Local Partner

What We Offer:

- In-depth knowledge of local school system and student needs
- 1:1 expert advising with students and families
- Connections with schools, athletic programs
- Promotion of your program through live-streamed sessions
- Experience in engaging your study abroad students
 - Participation in live streams and webinars
 - Essay Buddies and College Buddies / Mentors
 - Collaboration with American Centers in the Czech Republic



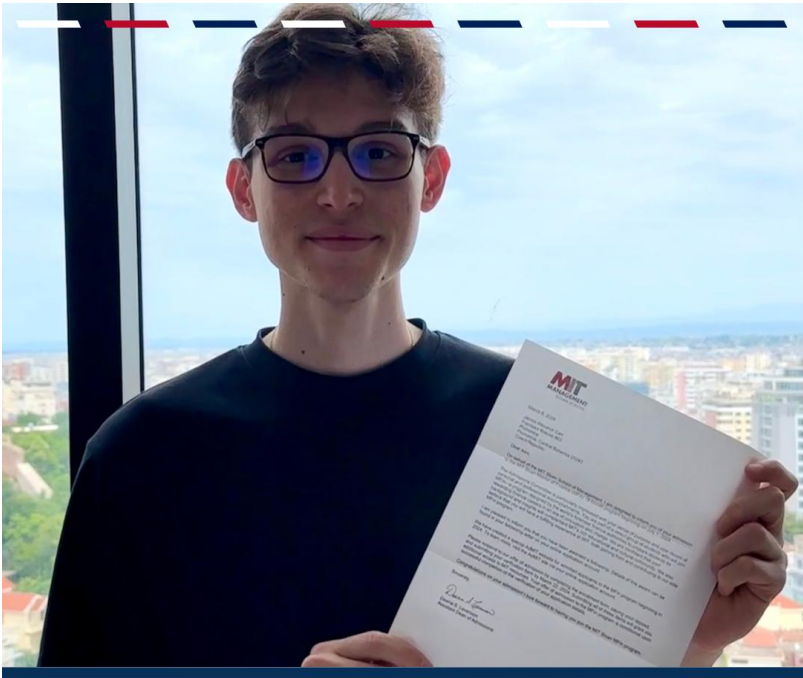
Expanding Access: Czech Foundations Supporting U.S.-Bound Students

- Bakala Foundation & Kellner Family Foundation
Offer merit-based scholarships for top Czech students to study abroad
- *These foundations often co-fund students considering U.S. education - an opportunity for HEIs to align with trusted local partners.*



Student Success + Strategic Partnerships = Impact

Let's tell their stories together



 Student Success Stories

 Student Success Stories

 Student Success Stories

 Student Success Stories



HUNGARY

Trends in Hungarian Secondary Education and University Studies Abroad



HUNGARIAN SECONDARY SCHOOLS - DATA



142,000

Students graduating in
2025



46,700

Students taking
English graduation
exam in 2025



30

Students per class



10:1

Teacher to student
ratio



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STATUS QUO OF PUBLIC EDUCATION

Advanced Classes

Quality and diversity of classes largely depends on the school however, Math curriculum is generally strong

Extra Curriculars

Limited availability in school - but outside of school music and several water sports, handball, and fencing are strongly supported by government funding, and high quality

University Choice Counselling

Not available in the public school system only in private schools - approx. 6 percent of all high school students (25% religious schools, 74% state-funded schools)



ÉRETTSÉGI SYSTEM: LIMITATIONS AND BENEFITS

Compulsory

Students need to do at least 5 subjects, available both on Standard and Advanced levels (more than 3 Advanced is rare)

- Math
- Hungarian Literature and Grammar
- Hungarian and World History
- One Language (English, German, French, Spanish)
- Elective
- Biology
- Physics
- Geology-Geography
- Chemistry
- Economics
- Informatics/Digital Culture
- Visual Culture (...)

Elective

Advantages:

- Advanced Math and strong general knowledge across disciplines
- High academic resilience and workload tolerance

Limitations:

- Limited project-based and interdisciplinary experience
- Accustomed to passive, lecture-style learning

IN PLACE OF UNIVERSITY COUNSELLING - FILLING THE GAPS OF THE EDUCATION SYSTEM



MILESTONE

INSTITUTE



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FINANCIAL ASPECT of APPLICATION

01

Hungarian family finances

- Gross median income per family: 3000 EUR/month
- Net income considered necessary for good standard of living in households with children for one adult: 1065 EUR/month

02

Nationally available scholarship

- Pannónia Scholarship: Excellence Programme grants range from 1100 EUR to 1230 EUR/month, depending on the country of destination. Scholarship holders can apply for additional allowances to cover tuition, travel, and accommodation fees.



AY 2024/25 University Application Statistics in Milestone

111

Senior students

691

University
applications
submitted and
planned

21

Countries

204

Universities

NOTEWORTHY TRENDS IN MILESTONE

01

UK still more popular than
US but only by a margin

- UK applications slightly surpass the US applications but they are steadily increasing year by year
- Number of US applications for the first time is higher than the Netherlands applications
- 33% (6 out of 18) of the most popular universities are in the UK

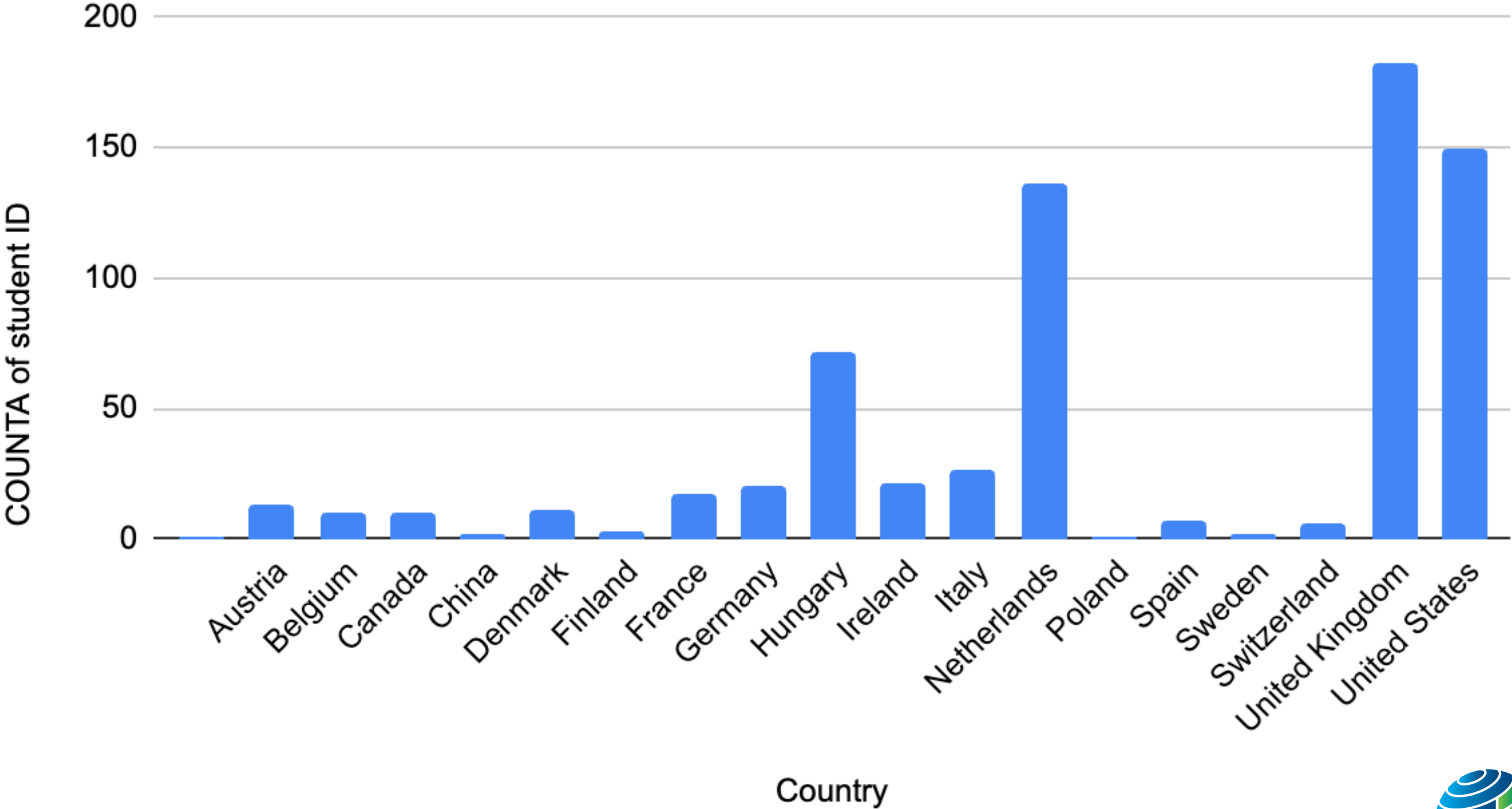
02

Applying to specific
universities rather than
countries is on the rise

- Especially within the EU, students look for courses / unis, not so much countries
- In the UK and US they are very selective about which unis “are worth it”

POPULAR COUNTRIES

Application per country 2024/25



SERBIA

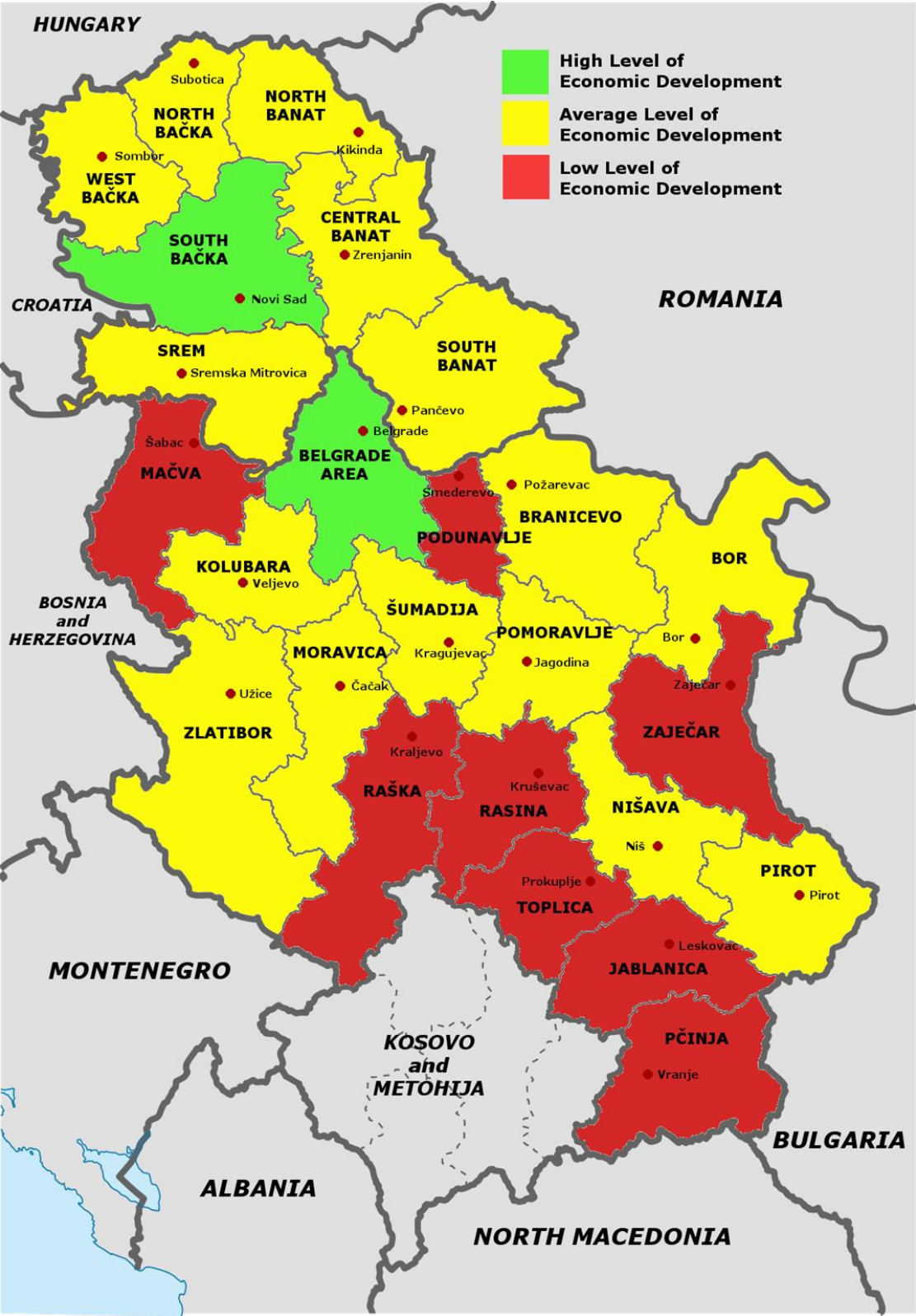
Serbia: A Unique Emerging Market



The First U.S. Recruiter?



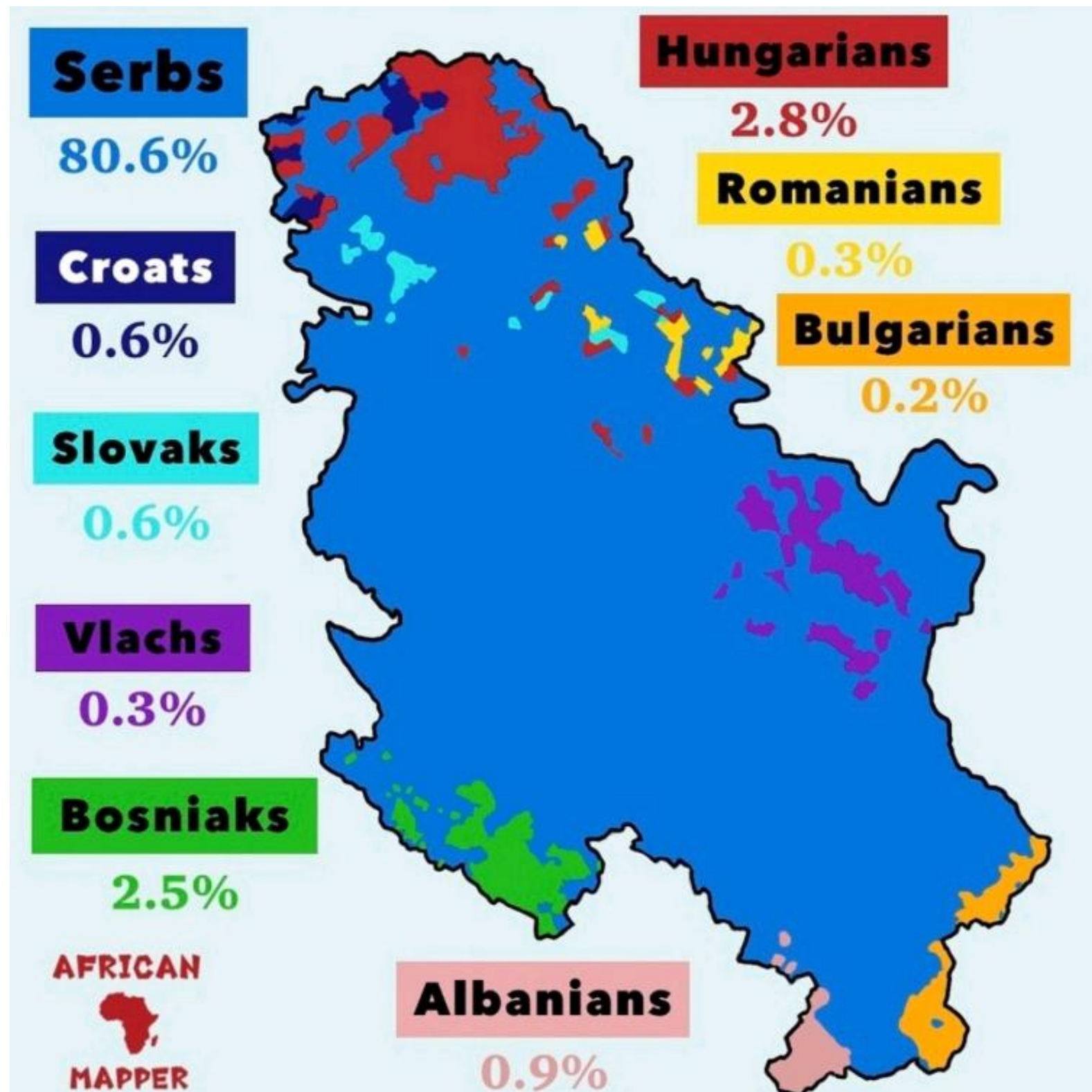
Today's Official Economic Overview



Today's Unofficial Economic View



Linguistic and Ethnic Groups



Currently in addition to Secondary Schools with Serbian as the language of instruction, there are 54 other Secondary schools that teach in other languages: Albanian, Bosnian, Bulgarian, Hungarian, Romanian, Russian, Slovakian, and Croatian.

The 2022 data shows the country is majority Serbian (81%), there are other ethnic groups: Hungarian 2.77%, Roma 1.98%, Bosniak 2.31%, other 5.7%, undeclared or unknown 2.05% and 4.84%, respectively, there are many small and scattered ethnic groups. Also Roma populations are usually underestimated in official statistics and may represent 5–11% of Serbia's population.

Number of Students in Secondary Schools in Serbia



Secondary School Facts

Type of School	Duration	Number of Schools
Vocational Schools	3 to 4 years	317
Combined Schools w/Gimnazija	3 to 4 years	42
Gimnazija	4 years	107
International Schools IB, Cambridge International Exams, U of Nebraska, French School, German School, AITA (Novi Sad)	Varies	Fluid



Graduate Studies – Student Views

- Our anecdotal experience senses a change in that students – typically those who did not require financial aid - are often eager to combine a Bachelors in the US with a masters in Europe or visa versa.
- Internships are usually highly desired as students crave experience outside of their country – since Serbia remains transitional – so placement data is often welcome as well as information about the career center.
- The United States is still highly attractive for PhD students, where as the Erasmus+ programs low fees make the European masters especially attractive. FB Group Conversation from Graduate Student
- Students from Serbia often worry about their GPA and their GRE or GMAT scores. They show great appreciation for programs that make it clear what GPA and test score they need to fit with the program.

My Personal Experience: Recruiting Tips for Serbia & the Region

- Getting Your Foot into the Door along with Your Reputation
- Public vs. Private
- Most Belgrade high schools hold classes in shifts – this also happens in other areas as well
- Word of Mouth
- Techniques & Assets: Interviews; Work with Alums; Current Students; Parents
- Collaborate on Our Video Hub
- Two Spring Tours: EducationUSA SEE Tour & SRT

Students Coming to Serbia

- The reputation of the region as part of the Non-Aligned Movement maintained its attraction to students even throughout the turbulent times. To this day, international offices at universities in Serbia remain busy; students from other non-aligned countries still consider Serbia an excellent study location. Expanding its international student population has been slow, but Serbian higher education is currently gathering steam with the StudyInSerbia.rs Website – probably the most impressive effort we have seen in terms of concrete work to interest students in Serbia.
- Overall, Serbia with its many neighbors on its numerous borders offers students a safe and exciting place to study – an unforgettable piece of a life journey. Generally studies are not expensive and provide student with a great “HQ” from which to explore the rest of Europe.

International Academic Center Service

IAC Services

- Educational Planning for Programs Worldwide
- Test Preparation
- Prometric Testing Center
- SAT, ACT, GRE, & TOEFL
- Exam Proctoring

EducationUSA Services

- Free Group Advising Online
- Free Outreach Events in Serbia
- SEE Tour

NORTH MACEDONIA



NORTH MACEDONIA Overview of the education system

- Ministry of Education and Science
- Educational system -mandatory secondary education
- Macedonian, Albanian and Turkish as language of instructions
- State matura-national school leaving examination



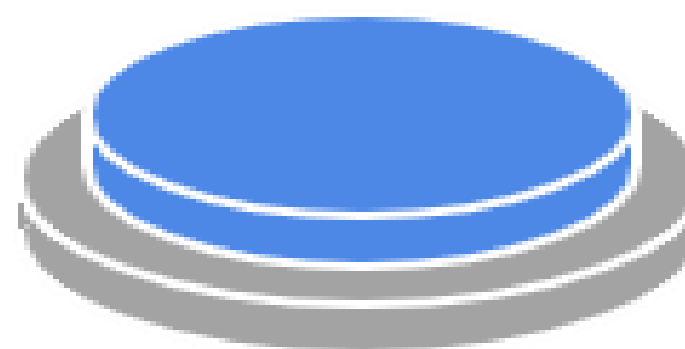


Student Enrollment Changes in 2024/2025

Primary and Lower Secondary

Decrease in student numbers

-0.8%



Upper Secondary

Slight decrease in student numbers

-0.2%



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Public vs. Private High School institutions

Private Schools

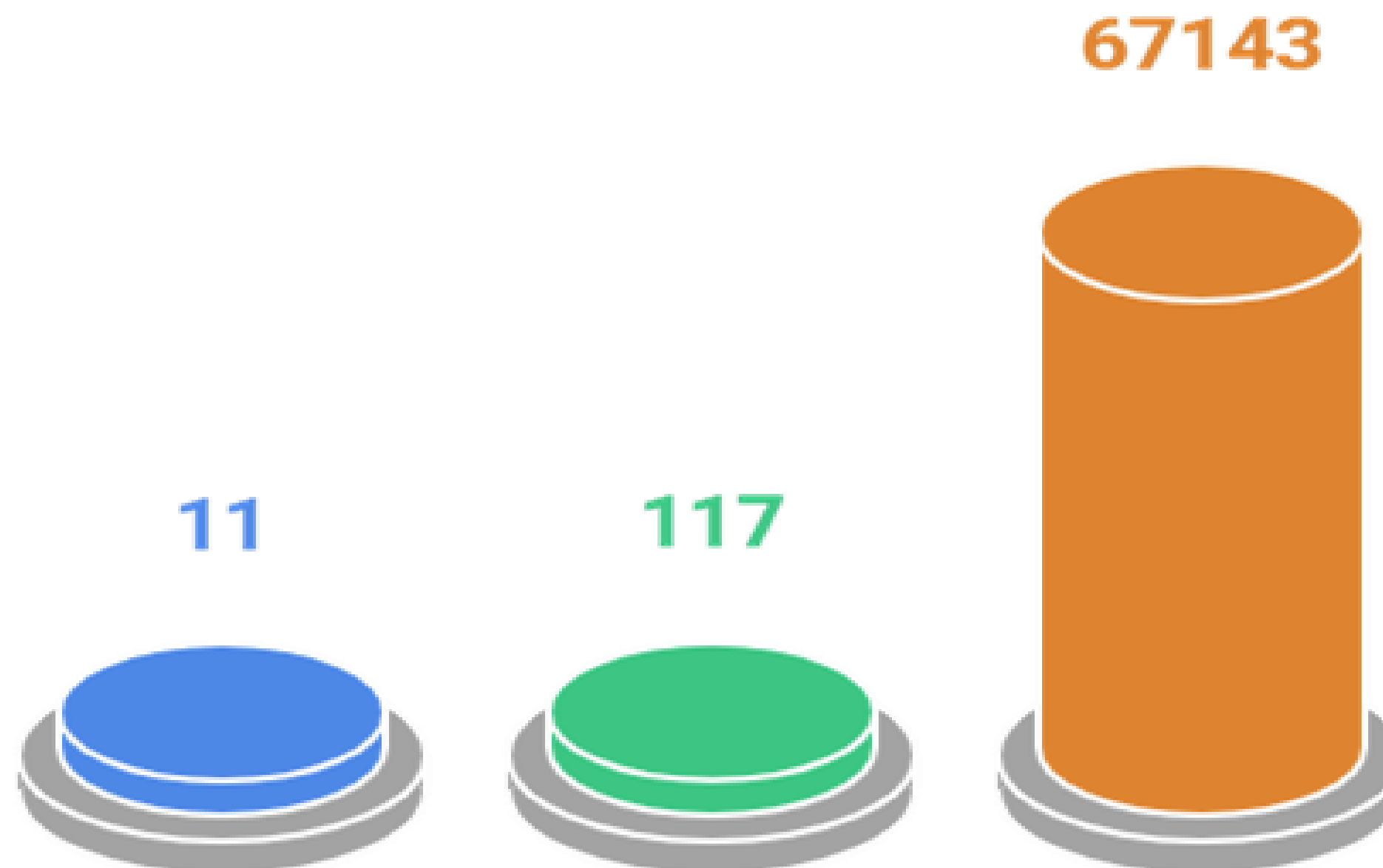
Independent educational institutions

State Schools

Government-funded public schools

Total Students

Enrollment in upper secondary schools





Public vs. Private High School institutions



State or School
Matura



School
Psychologist
Support



Diverse Subject
Selection



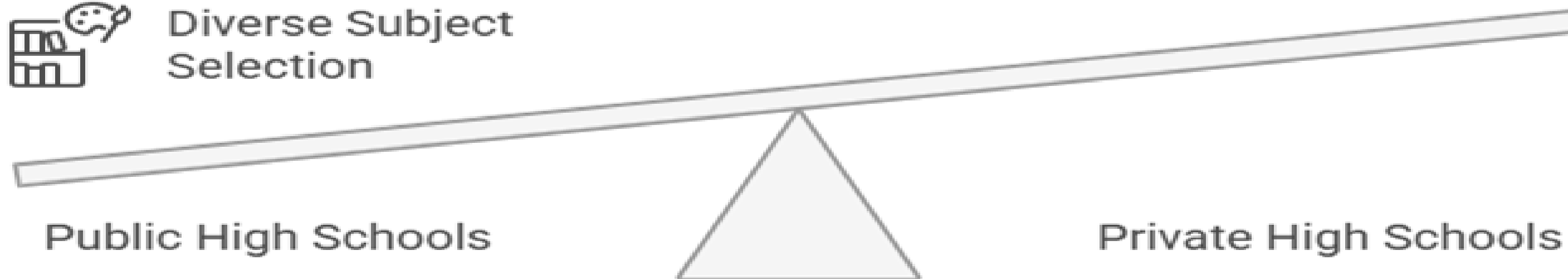
IBDP, SAT, AP
Options



SEL and College
Counselors



Limited Subject
Choices



Public High Schools

Private High Schools



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Grading system and language

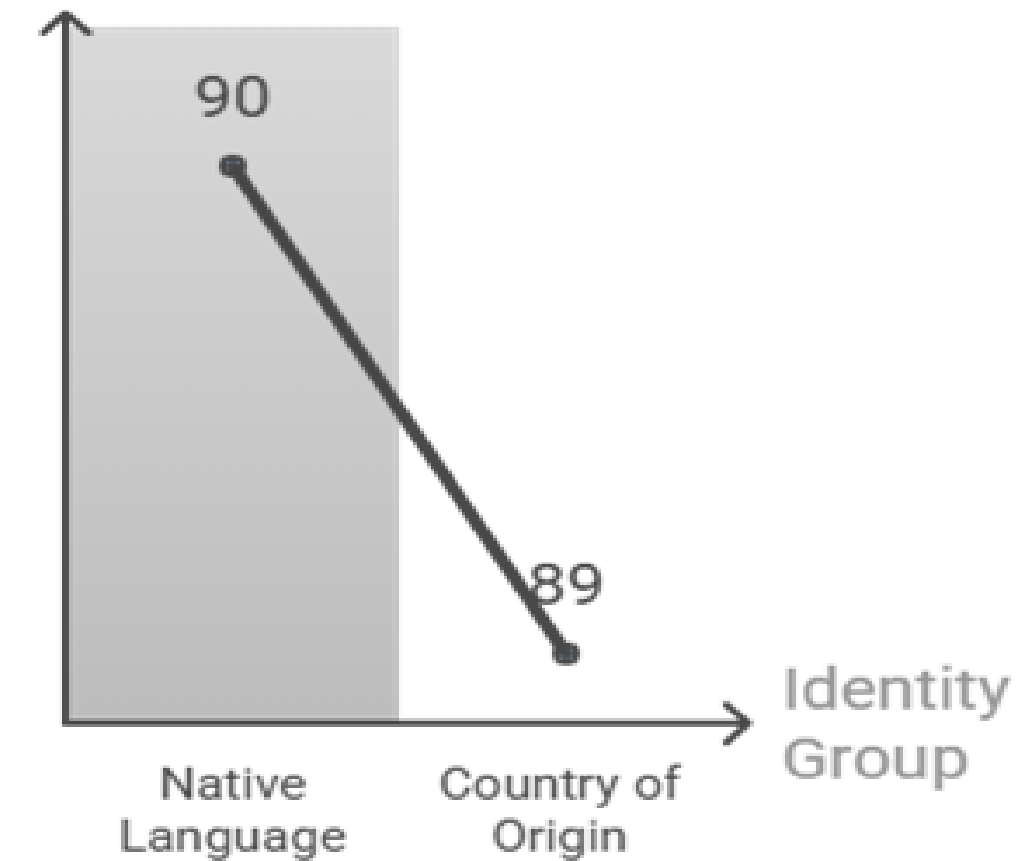
Marks from 1 to 5

- 5-excellent
- 4-very good
- 3-good
- 2-sufficient or passing
- 1-poor-non-passing

FL taught in schools

- English taught since 1st grade
- French and German taught in middle school

Average TOEFL Score





Secondary school leaving examination

State Matura

- 4 mandatory exams and 1 project assignment
- 2 external ones (Native Languages and FL and/or Math
- 2 internal subjects
- Grading Mark 1-5
- Results -1 month after the final exam (late June or early July)

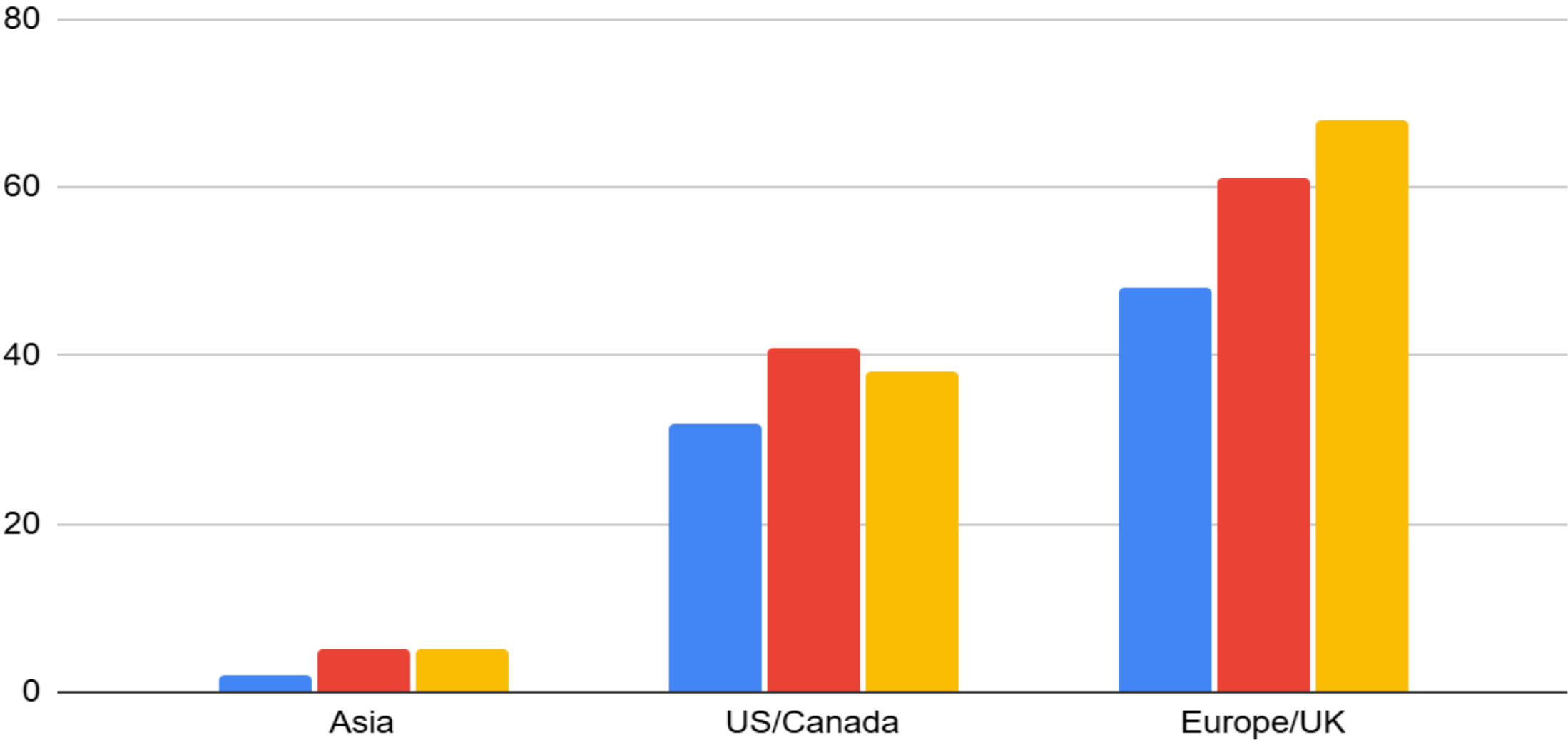
IBDP

- 6 exams in all subject categories and points for core components EE/TOK and CAS
- 21 points minimum for obtaining the DP and 45 is maximum
- Results -July 5th

NOVA International School Skopje

Matriculations-NOVA International School Skopje

2018-2022 2019-2023 2020-2024



NOVA International School Skopje
DIVERSITY, EMPATHY, INTEGRITY, BALANCE, COLLABORATION

[School profile](#)
[Academic calendar for 2025-2026](#)



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Good to know

- Popular majors of interest;
STEM, Business, Psychology, Medicine (International relations on the rise)
- University application support;
private schools, community based organizations, agents
- Financial awareness;
most students apply for need blind or need based financial aid;
lack of understanding in “ want” vs. “ need” to pay for college education;
- Macedonian government scholarship (binding) up to 40K per year and living expenses for 100 universities ranked on the Shanghai list for the following list of disciplines:
STEM
Economics and finance
International law



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Recruitment That Works

- Connect with counselors or administrator (regional representative)
- MOCK admission or case studies
- School visits
- Virtual webinars or presentations
- University fairs
- Summer schools info
- Reverse admission platforms like Meto

QUESTIONS?

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