

# Market information and analysis

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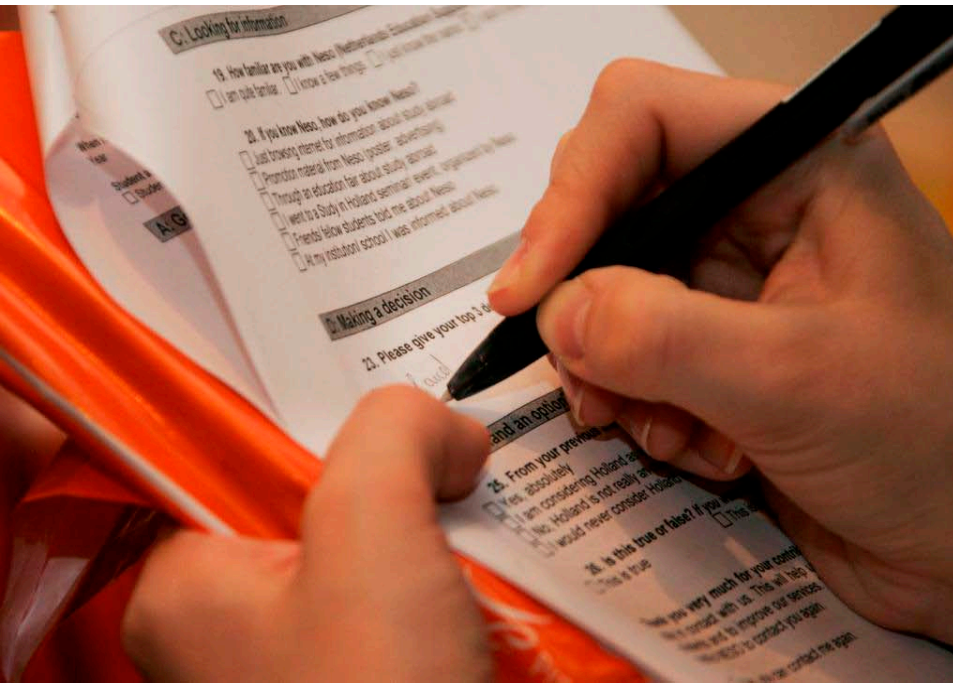
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Netherlands organization  
for international cooperation  
in higher education

# Nuffic Neso key activity 3: Market information and –analysis

- Market information website: [www.nuffic.nl/marketinformation](http://www.nuffic.nl/marketinformation) (login)
- Neso e-Newsletter (as of January 2012 Nuffic newsletter)



# Login market information website

- Total 258
- Staff
  - Marketing/Communications
  - International Relations
  - Policy/management
  - Teaching
  - Supporting staff (i.e. student counsellors)

# Login market information website

▪ Maastricht University	11
▪ NHTV Breda University of Applied Sciences	9
▪ Tilburg University	8
▪ University of Groningen	8
▪ Amsterdam University of Applied Sciences	8
▪ VU University	7
▪ Maastricht School of Management	6
▪ Christelijke Hogeschool Windesheim Zwolle	6
▪ Hanze University of Applied Sciences, Groningen	6
▪ Fontys Hogescholen Tilburg	6
▪ Technische Universiteit Eindhoven	5
▪ Rotterdam Business School	5
▪ TiasNimbas	3
▪ Christelijke Agrarische Hogeschool	2

# www.nuffic.nl/marketinformation



Nederlandse organisatie voor internationale samenwerking in het hoger onderwijs

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+ Kwaliteitszorg en internationalisering

- Onderwijspromotie

+ Branding Nederlands hoger onderwijs

International study programmes (ISPAC)

Internationale onderwijsfairs

- **Marktinformatie**

+ Landen (log in)

Nuffic Netherlands Education Support Offices (Nuffic Nesos)

WilVeg-activiteiten

## Marktinformatie

24-01-2011

**Om succesvol te concurreren op de internationale onderwijsmarkt is het belangrijk voor Nederlandse hogeroponderwijsinstellingen om marktonderzoek te gebruiken bij het selecteren en bewerken van markten.**

Een kerntaak van de Nuffic Neso-kantoren is het vergaren en analyseren van informatie over de lokale onderwijsmarkt. Dit marktonderzoek kan belangrijk zijn voor Nederlandse hogeroponderwijsinstellingen. Het kan u helpen bij uw positionering op de markt en bij uw strategie voor het werven van buitenlandse studenten en het aangaan van institutionele samenwerking.

Het marktonderzoek per land, uitgewerkt in onder andere *student survey reports* en *education market information factsheets*, wordt op dit gedeelte van de Nuffic-website gepubliceerd.

### Login

Voor dit onderdeel van de Nuffic-website is een login vereist. Het is uitsluitend toegankelijk voor Nederlandse hogeroponderwijsinstellingen die de [Code of Conduct](#) hebben ondertekend.

### Inloggen

Log in om de marktinformatie te bekijken →



Nog geen login?

→ Meld u aan als gebruiker van de marktinformatie

Neso e-Newsletter



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## Subscribe to the Market information website

**Email address** (Verplicht)

**First name** (Verplicht)

**Last name** (Verplicht)

**Gender** (Verplicht)

Male

Female

**Organization** (Verplicht)


**Your position** (Verplicht)

**How did you find out about the Nuffic market information website?**  
(Verplicht)

Neso e-Newsletter ▾

**Disclaimer**

I have read the disclaimer and agree to be bound by its terms.  
(Verplicht)

 [General terms and conditions \(PDF, 27 kB\)](#)

I have read the general terms and conditions and agree to be bound by its terms. By subscribing to the Nuffic market information website I allow Nuffic to send me information on updates for market information.  
(Verplicht)

**Submit**

 Share |     

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- + Capacity Building
- + Consultancy & Cursussen
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- + Toelating, verblijf en werk
- + Kwaliteitszorg en internationalisering
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- + Branding Nederlands hoger onderwijs
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- India
- Indonesia**
- Korea
- Mexico
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- Nuffic Netherlands Education Support Offices (Nuffic Neso's)
- WiiWeg-activiteiten

## Indonesia

18-10-2011

**The Netherlands and Indonesia have a long-standing relationship. In terms of student mobility, this relationship has resulted in many Indonesian students studying in the Netherlands. Because of this, the Dutch institutions have a large alumni base which they can utilize.**

The Indonesian government maintains a strong focus on education and encourages young people to spend time abroad. Dutch institutions can use this to their advantage and benefit from the high willingness among Indonesian students to study abroad.

In 1996 Nuffic established the Netherlands Education Centre (NEC) in Jakarta and a smaller branch office in Surabaya to promote Dutch higher education in Indonesia. NEC was re-branded in 2007 as the <sup>L2</sup> Nuffic Netherlands Education Support Office Indonesia (Nuffic Neso Indonesia).

Downloads*	Date
<a href="#">Indonesia pre-departure survey</a> (306 kB)	October 2011
<a href="#">Opportunities in Indonesia for universities of applied sciences</a> (119 kB)	June 2011
<a href="#">Online behaviour in Indonesia</a> (58 kB)	April 2011
<a href="#">Agents in Indonesia</a> (147 kB)	April 2011
<a href="#">Trends and developments report</a> (77 kB)	March 2011
<a href="#">Fairs report</a> (50 kB)	March 2011
<a href="#">Indonesia Education Market Information Factsheet</a> (317 kB)	December 2010
<a href="#">Nuffic Neso Indonesia annual student survey report 2010</a> (127 kB)	October 2010
<a href="#">Nuffic Neso Indonesia annual student survey report 2009</a> (332 kB)	June 2009
<a href="#">Country Education Profile Indonesia</a> (656 kB)	October 2008



### Indonesia higher education news

- 10-11-2011  
→ The Australian - Training up 'Asia advocates'
- 08-11-2011  
→ Taiwan Today - Ma touts rewards of overseas student education
- 08-11-2011  
→ University World News - GLOBAL: Which students use agents? - British Council
- 08-11-2011  
→ The Jakarta Globe - EU Crisis Impact Felt in College Scholarships
- 02-11-2011  
→ NY Times - Asean Nations Put Education Front and Center

Meer... →

# Market information publications

## General

- Prepare students for educational differences

## All Nuffic Nesos

- Education Market Information Factsheets
- Fairs
- Agents
- Online promotion
- Opportunities for UAS
- (prospective / pre-departure / alumni) student surveys
- Rankings



# Market information publications

## Extra:

- **Russia:** applied bachelor experiments, translation guide
- **Brazil:** evaluation of higher education
- **Mexico:** higher education rankings, market for bachelor programmes, grading system in the Netherlands and Mexico, quality of higher education in Mexico, recognition of Dutch degrees in Mexico
- **Thailand:** student survey EHEF
- **Vietnam:** student survey HEF, interviews with higher education experts

## Some statistics

▪ Visits	1.542
▪ Pageviews	6.326
▪ Most popular downloads	
1. <i>Russia: online promotion</i>	61
2. <i>Russia: trends and developments</i>	57
3. <i>Holland alumni survey</i>	49
4. <i>Russia: Education Market Information Factsheet</i>	47
5. <i>China: online promotion</i>	45
6. <i>Russia: fairs</i>	43
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8. <i>China: trends and developments</i>	41
9. <i>China: agents</i>	40
10. <i>Indonesia: Education Market Information Factsheet</i>	30

# Key performance indicator for KA3

- 10 Education Market Information Factsheets
- Satisfaction with market information



## 2012: measure satisfaction and get new input

- General feedback Nuffic feedback group: are you satisfied?
- February 2012 Nuffic Client Satisfaction Survey
- Updates of existing reports?
- Topics for new reports?

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