



CZECHIA AS #SMARTCHOICE

Promotion of Czech higher education abroad

Study in
Czechia



Czechia
Alumni



01

Why is Czechia #SMARTCHOICE





Czechia in the centre of the EU

Over 1,000
programmes in English

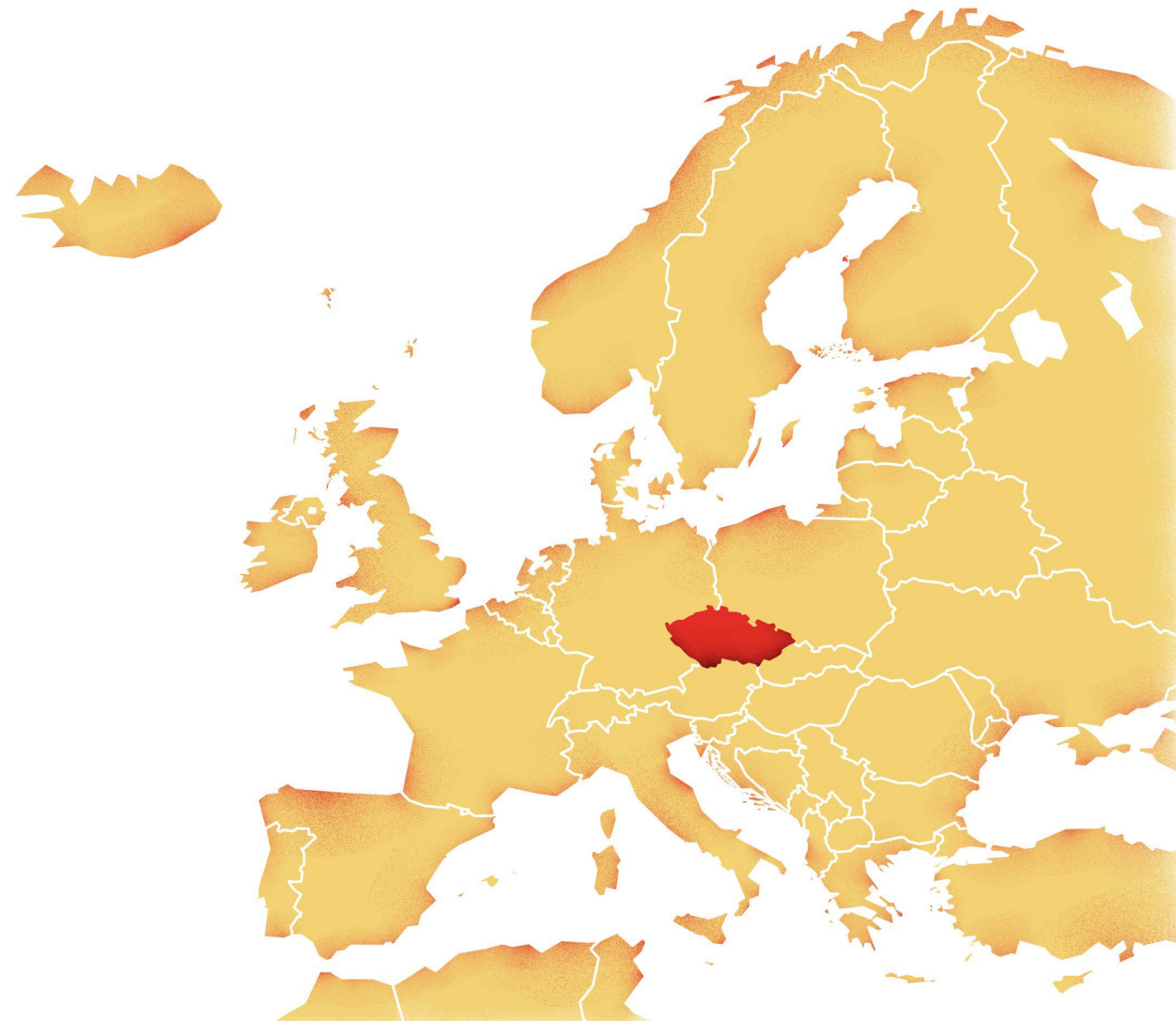
TOP 12 most peaceful
countries in the world

3rd most affordable
country in Europe

Strategic location
in the centre of Europe

Possibility to work
during studies

National alumni programme
for all international students and
graduates





Study. Travel. Work. Live.

The perfect balance.

HOUSING PRICES



190 EUR per month for a student dorm

290 EUR per month for a room in a shared flat

FREE ENTRY INTO THE LABOUR MARKET



Possibility to stay for up to 9 months after graduation to find a job or start a business

FOOD AND DRINKS PRICES



4 EUR lunch in a student canteen

8 EUR lunch in a restaurant

3 EUR cup of coffee in a café

POSSIBILITY TO WORK



while studying

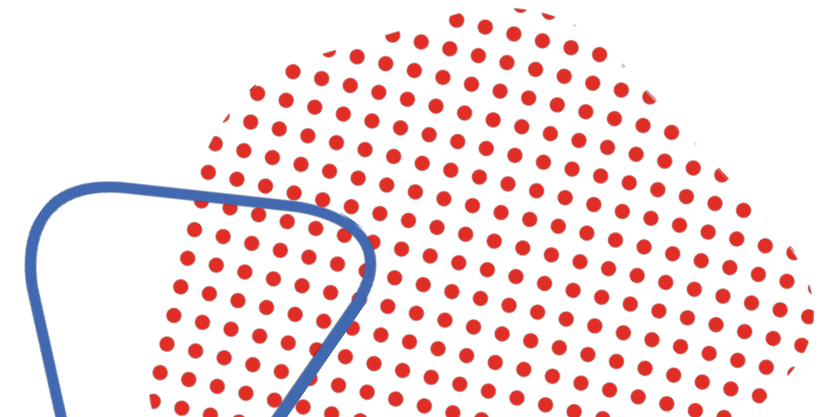
PUBLIC TRANSPORT PRICES



1 EUR one-way ticket

8 EUR monthly student ticket

Discounts at restaurants, cafés, gyms or on travel with a **student card!**





9 OUT OF 10

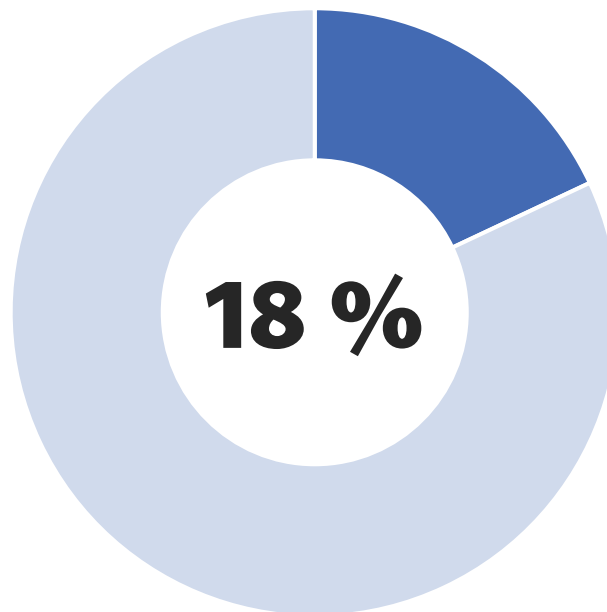
STUDENTS CONSIDER THEIR
CZECH ACADEMIC PROGRAMME
TO BE OF **HIGH QUALITY**.



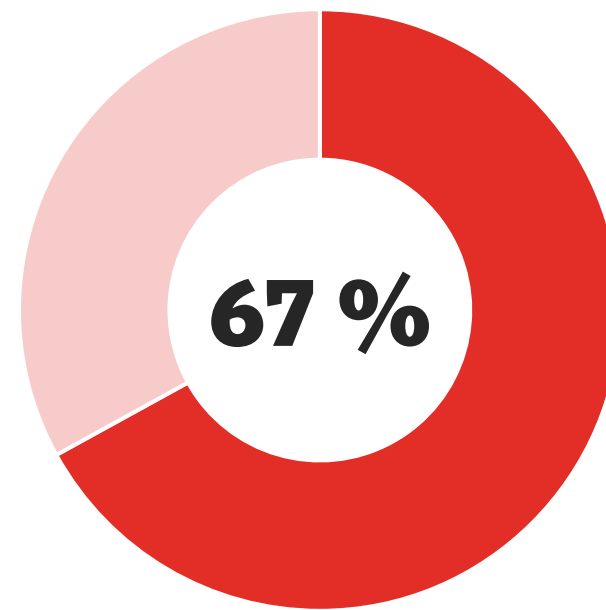
Community of international students

314 850

TOTAL NUMBER OF
UNIVERSITY STUDENTS IN
CZECHIA



Ratio of international
students (**55 996**).

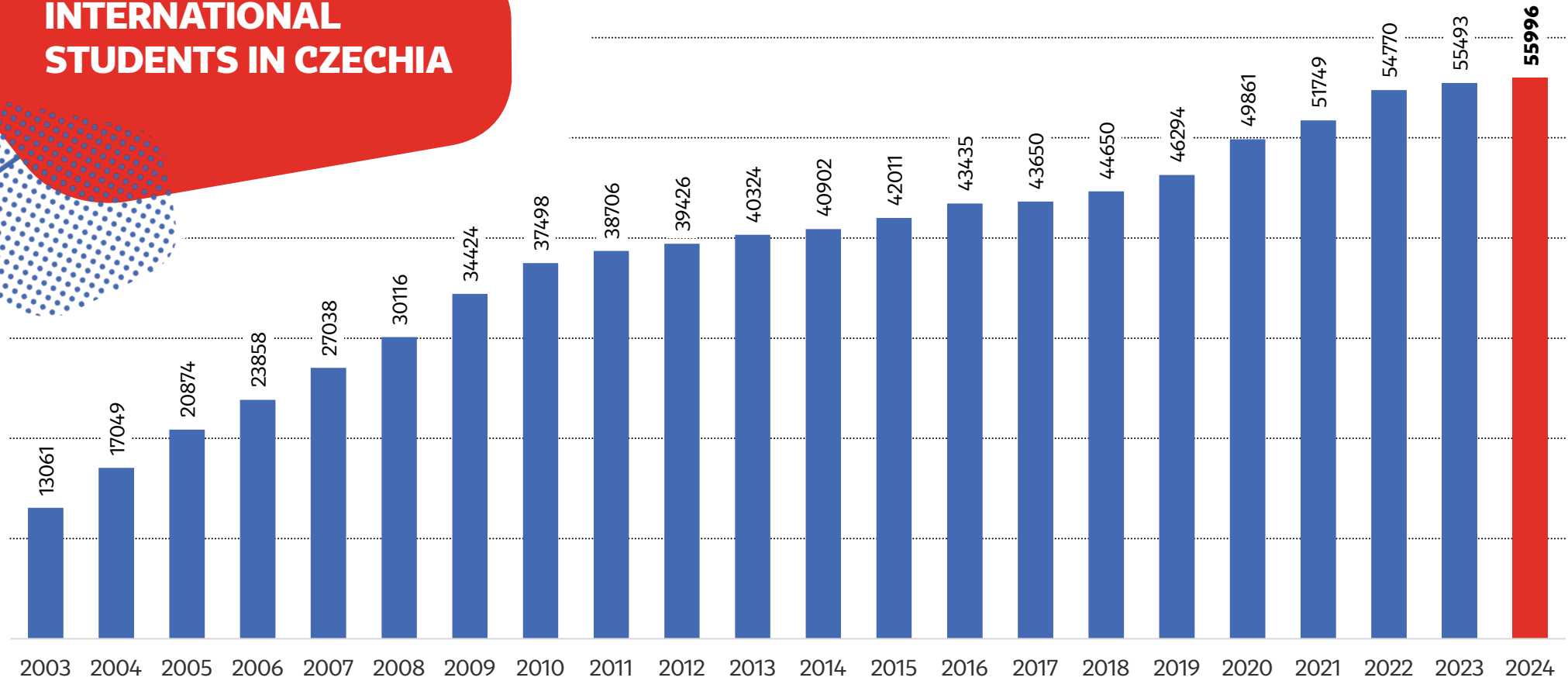


International students
studying in Czech.

Source: SIMS, data valid as
of 01/22/2024



INTERNATIONAL STUDENTS IN CZECHIA





8 OUT OF 10

INTERNATIONAL STUDENTS
FEEL INTEGRATED AMONG
OTHER INTERNATIONAL
STUDENTS.



02

Study in Czechia

GUIDE FOR INTERNATIONAL
EDUCATION





Study in Czechia

TARGET GROUP: **University staff**

Supporting Czech universities in internationalisation and creating partnerships



Managing a **contact network** of university professionals in internationalisation



Organising Czech participation at **professional higher education conferences & fairs**



Helping to develop skills of university staff in the field of internationalisation



Disseminating information on the possibilities of international promotion



Cooperating with **Czech embassies** and **Czech Centres** abroad



Facilitating cooperation offers

Study in
Czechia





Study in Czechia

TARGET GROUP: **International students**

Promotion of studies at Czech universities



Studyin.cz website
with an interactive
portal.studyin.cz of study
programmes



Promotion via social media:
**Facebook, Instagram,
YouTube**



Online campaigns to
support universities and
embassies in their promotion
activities



Active cooperation with
international students
within the **STUDY IN
ambassador programme**



Representation of Czechia
at online and in-person fairs
(and webinars)



Answering questions
from prospective
students and high
school counsellors

Study in
Czechia



Study in Czechia

WEBSITE

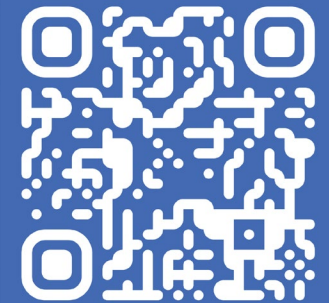
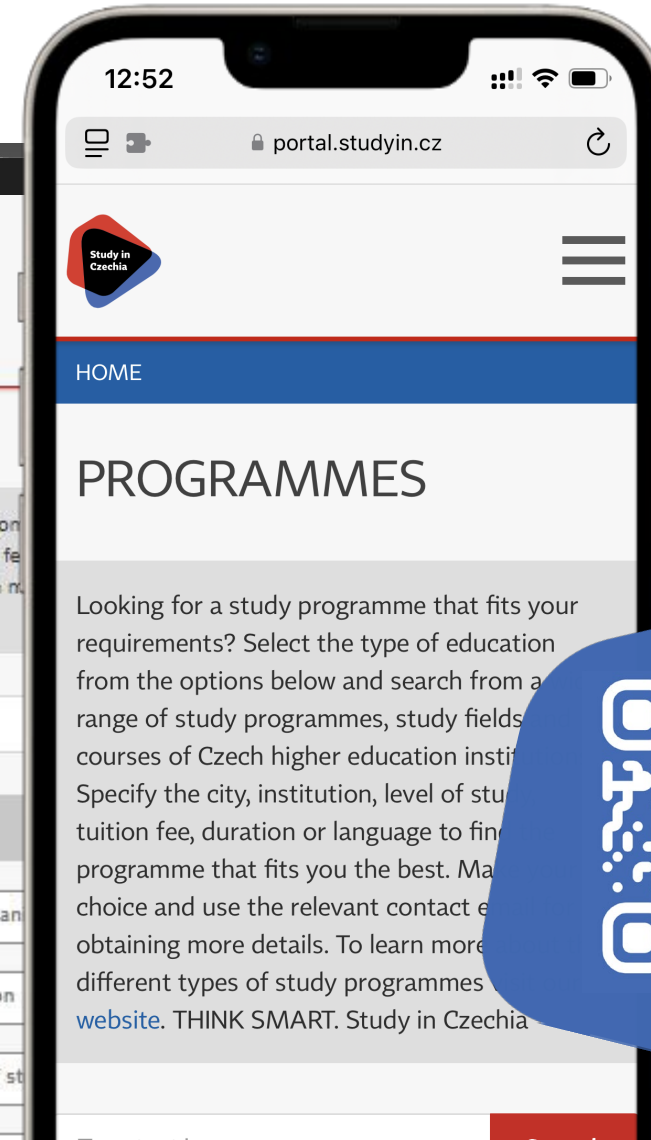
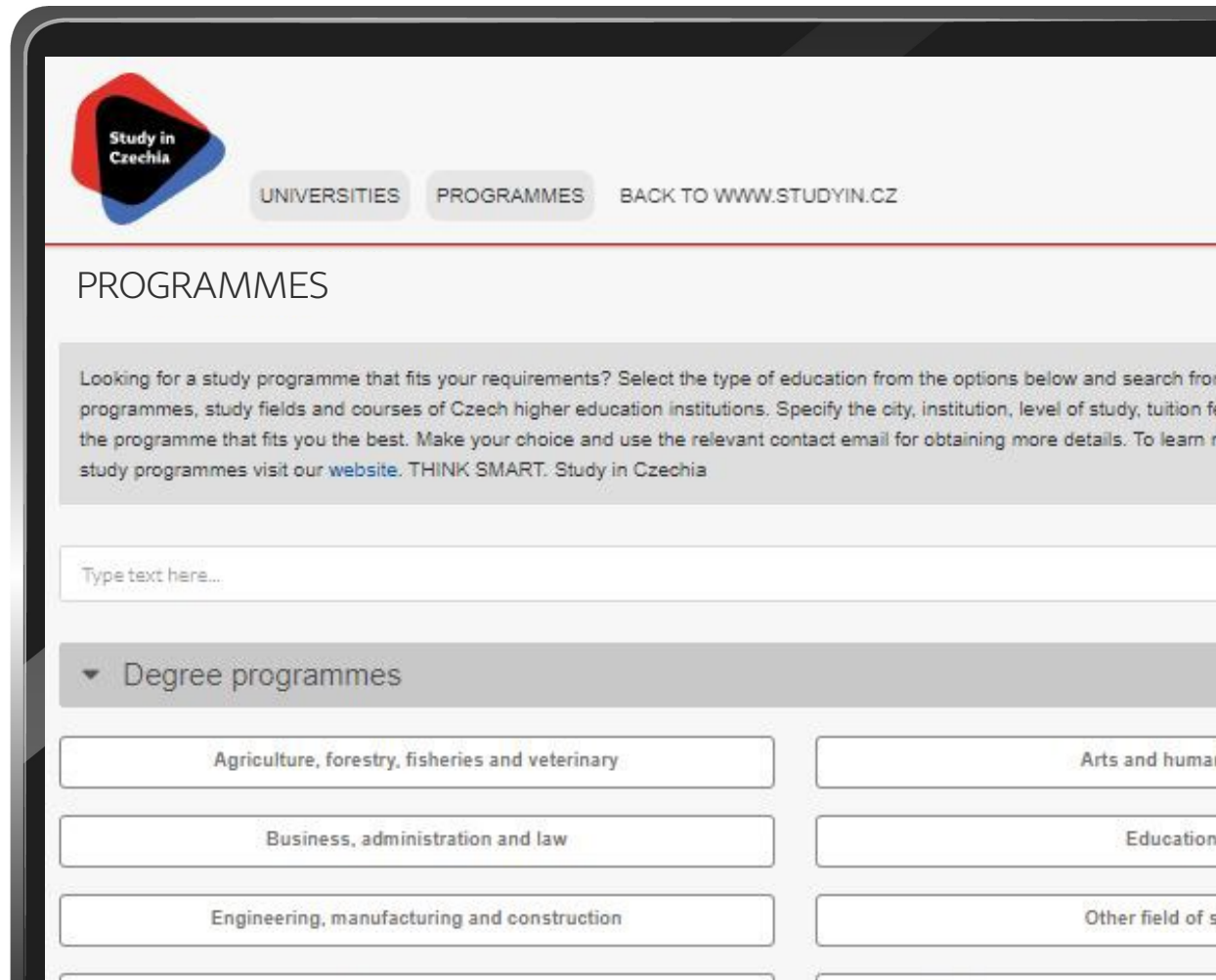
- Info for newcomers
- Visa and arrival
- Language courses
- Scholarships
- Living costs
- Accommodation
- Work while and after studying
- Medical care and insurance

www.studyin.cz



Study in Czechia

PORTAL



Study in Czechia

PUBLICATIONS



Czech Higher Education

This brochure is a great tool for professionals as well as international students. You will learn how the Czech higher education system works,...

[READ MORE >](#)



Map of Czech universities

Czech universities offer over 1,000 programmes in English. Choose what you'd like to study and where using the Study in Czechia portal! This map...

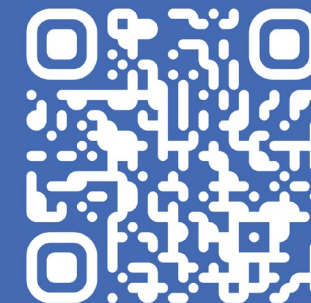
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Study in Czechia

Why is Czechia the #smartchoice? Join the community of more than 50,000 international students and find out more about studying in Czechia! ...

[READ MORE >](#)





Study in Czechia

KEY INSIGHTS AND FIGURES

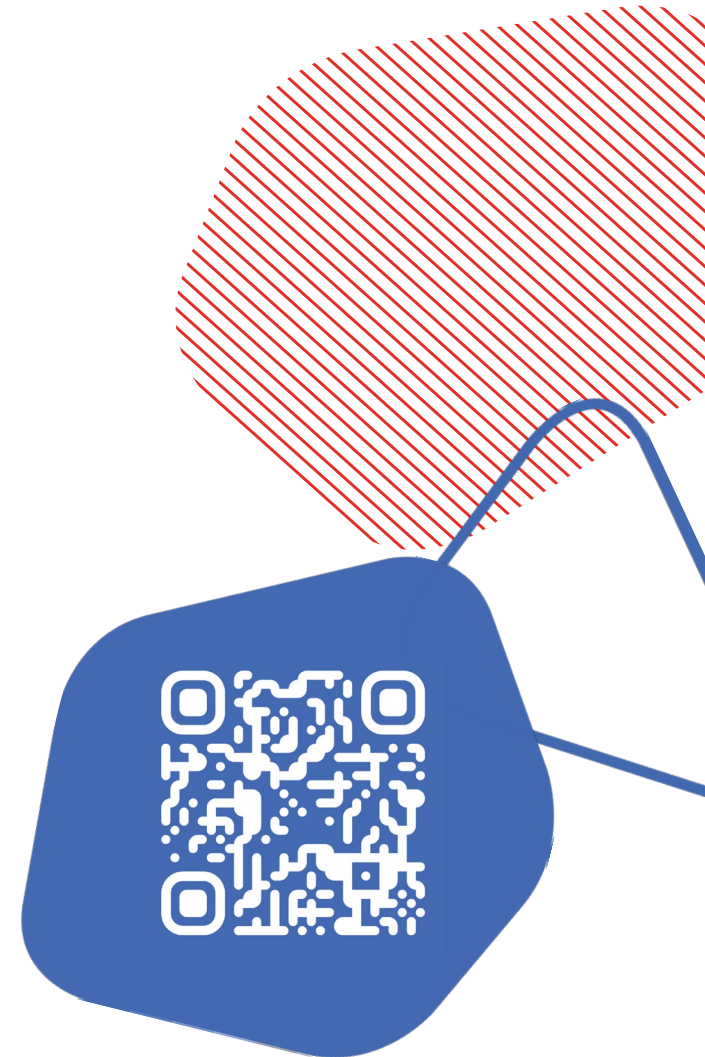
**STUDYING AND LIVING IN CZECHIA
FROM THE PERSPECTIVE OF
INTERNATIONAL STUDENTS II**

REPORT ON RESEARCH AT CZECH
HIGHER EDUCATION INSTITUTIONS
2024



**STUDYING AND LIVING
IN THE CZECH REPUBLIC
FROM THE PERSPECTIVE
OF FOREIGN STUDENTS**

REPORT ON RESEARCH
AT CZECH UNIVERSITIES



Study in Czechia

SOCIAL MEDIA

Instagram

The main target group is on IG – support for prospective and current international students, cooperation with universities, authentic contributions from ambassadors, spreading brand awareness

Facebook

University support, FB group, questions, also for parents of prospective students

Youtube

Above all, an information channel with comprehensive information and advice

Blog

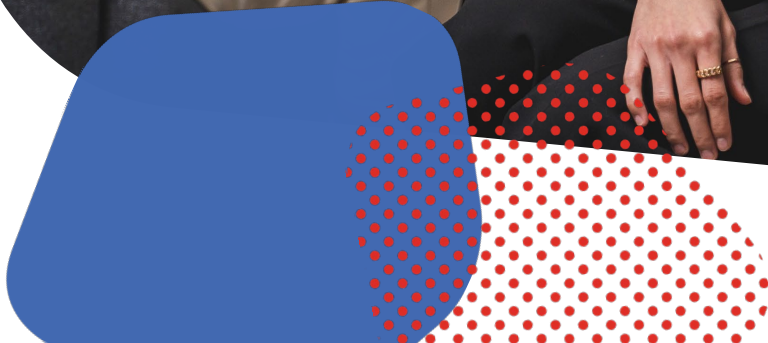
Authentic posts from our ambassadors – advice, support, lifestyle content





03

National Alumni Programme





Czechia Alumni

National Alumni Programme

Staying in touch with Czechia and alumni alma mater can bring many positive outcomes even after finishing university studies.



Managing a network of university professionals in alumni relations



Organising networking events for international alumni of Czech universities



(Re)connecting alumni with Czechia and their **alma mater**



Supporting alumni interested in internships and work in Czechia



Promoting Czechia and Czech universities through alumni





81%

GRADUATES FOUND IT **EASY
TO FIND** A JOB OR START
A BUSINESS.

97%

OF INTERNATIONAL ALUMNI
RECOMMEND STUDYING
IN CZECHIA.



Stay in touch

✉ info@studyin.cz

✉ alumni@studyin.cz

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Czechia is the **#smartchoice**

Thank you for your attention.
Stay in touch on studyin@dzs.cz

