

ADDITIONAL STRATEGIC COUNTRIES

for international
**student
recruitment**

The priority countries framework represents a targeted approach of the Study in Czechia initiative to support the recruitment of international students. This section follows with an overview of **additional 35 countries** that were selected based on the same multi-criteria evaluation and likewise represent promising markets in terms of international student outreach. These countries complement the main group and can serve higher education institutions as an inspiration for expanding their own internationalisation strategies and recruitment activities.

For each country, a brief overview is provided in the form of specific **key opportunities** (e.g., interest in particular fields of study, strong motivation to study abroad, and linguistic or cultural proximity), which institutions can take into account when deciding where to allocate their capacities and budgets. These opportunities, the terminology used, and the applied methodologies are further explained in the explanatory notes below.

For clarity, the countries are grouped by region.

EXPLANATORY NOTES

Region – The division is based on the publication Studying and living in Czechia from the perspective of international students II (DZS, 2024)

Study potential – Number of secondary school students in given country (min. threshold 1,000,000)

Mobility willingness – Share of university students studying abroad (min. threshold 10%)

Interest in studying in Czechia – Number of applicants recorded by Studyportal platform (min. threshold 2,000)

Wish to remain in Czechia – Share of students planning to remain in Czechia after graduation (min. threshold 30%), division based on Studying and living in Czechia from the perspective of international students II (DZS, 2024)

Slavic language group – Countries with official Slavic language

Cultural compatibility – Non-Slavic countries of the former USSR who share historical experience with Czechia

Interest in a field of study – Fields in which students from given country have a significantly higher representation than others (the value in parentheses indicates the percentage of students from given country studying given field)

Share of STEM fields – Share of students from given country studying STEM in Czechia (min. threshold 40%)

LIST OF COUNTRIES

- Albania
- Argentina
- Australia
- Austria
- Belgium
- Canada
- Chile
- Costa Rica
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- India
- Israel
- Italy
- Japan
- Kazakhstan
- Latvia
- Lithuania
- Malaysia
- Montenegro
- Netherlands
- North Macedonia
- Portugal
- Slovenia
- South Korea
- Spain
- Switzerland
- Taiwan
- Ukraine
- United Kingdom
- Uzbekistan



Additional strategic countries for international student recruitment

EUROPE



ALBANIA

- High mobility willingness (11,41%)
- Strong wish to remain in Czechia (44,4%)
- Interest in studying social sciences and sciences on human behavior (35,29%)

AUSTRIA

- High share of STEM fields among students in Czechia, the highest in the region (57,1%)
- Interest in studying biology and related sciences (51,85%)

BELGIUM

- Interest in studying languages (8,33%)

CYPRUS

- High share of STEM fields among students in Czechia (44,4%)
- High mobility willingness (49,93%)
- High interest in studying healthcare (57,69%)

DENMARK

- High interest in studying social sciences and sciences on human behavior (45%) and healthcare (25%)

FINLAND

- High share of STEM fields among students in Czechia (50%)

FRANCE

- High interest in studying in Czechia (2,780)
- High interest in studying veterinary medicine (32,4%)

GERMANY

- High study potential (2,268,594)
- High interest in studying in Czechia (6,606)
- High interest in studying healthcare (46,45%)

GREECE

- High interest in studying in Czechia (2,612)
- High interest in studying healthcare (48,19%)

HUNGARY

- Cultural compatibility

ITALY

- High study potential (2,846,781)
- High interest in studying healthcare (56,43%)

LATVIA

- Cultural compatibility
- Interest in studying education (12%)

LITHUANIA

- Strong wish to remain in Czechia (33,3%)
- Slavic language group

MONTENEGRO

- High mobility willingness (23,02%)
- Slavic language group
- High interest in studying social sciences and sciences on human behavior (52,94%)

NETHERLANDS

- High share of STEM fields among students in Czechia (50%)

NORTH MACEDONIA

- High share of STEM fields among students in Czechia (66,7 %)
- Strong wish to remain in Czechia (33,3 %)
- Slavic language group

PORTUGAL

- High interest in studying healthcare (72,56%)

SLOVENIA

- Strong wish to remain in Czechia (33,3 %)
- Slavic language group

SPAIN

- High study potential (1,528,748)
- High interest in studying physical sciences (10,2%)

SWITZERLAND

- High interest in studying healthcare (36,36%) and social sciences and sciences on human behavior (33,33%)

UKRAINE

- Strong wish to remain in Czechia (54,3 %)
- Slavic language group

UNITED KINGDOM

- Very high study potential (3,130,303)
- High interest in studying healthcare (60%)



Additional strategic countries for international student recruitment

THE AMERICAS



ARGENTINA

- High study potential (2,110,450)
- High interest in studying social sciences and sciences on human behavior (38,46 %)

CANADA

- High study potential (1,238,317)

CHILE

- Interest in studying architecture and construction (8,7%), arts (8,7%) and physical sciences (8,7%)

COSTA RICA

- High interest in studying social sciences and sciences on human behavior (30%) and education (20%)

Additional strategic countries for international student recruitment

📍 priority countries
📍 additional strategic countries

ASIA AND THE MIDDLE EAST



INDIA

- The highest study potential (100,560,480)
- Strong wish to remain in Czechia (48,3 %)
- High share of STEM fields among students in Czechia (43,2 %)

ISRAEL

- High interest in studying healthcare (83,92 %)

JAPAN

- High study potential (3,260,992)
- High interest in studying in Czechia (3,777)
- High interest in studying healthcare (73,47 %)

KAZAKHSTAN

- High mobility willingness (12,21%)
- High interest in staying in Czechia (60%)
- Cultural compatibility

MALAYSIA

- High study potential (1,586,913)
- High interest in studying social sciences and sciences on human behavior (38,89%) and biology and related sciences (22,22%)

SOUTH KOREA

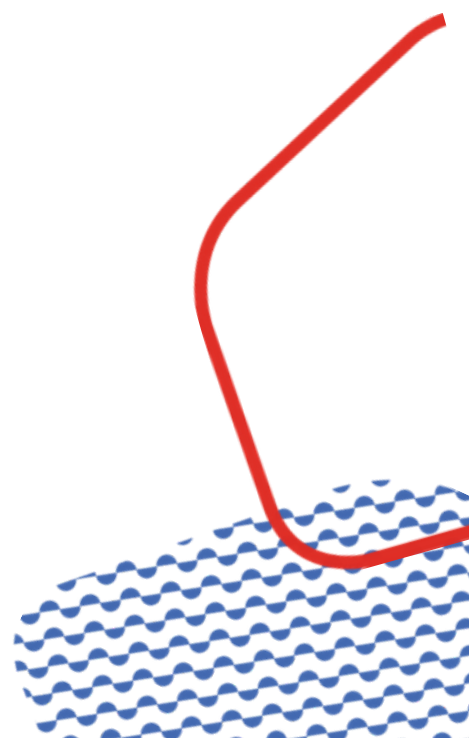
- High study potential (1,349,863)
- Strong wish to remain in Czechia (40%)
- High interest in studying healthcare (57,93%)

TAIWAN

- Strong wish to remain in Czechia (42,9 %)
- High interest in studying arts (29,09 %)

UZBEKISTAN

- High mobility willingness (19,15 %)
- Strong wish to remain in Czechia (56,3 %)
- Cultural compatibility



Additional strategic countries for international student recruitment

AUSTRALIA



AUSTRALIA

- High interest in studying social sciences and sciences on human behavior (28,57 %)

