

# STUDY IN CZECHIA INITIATIVE'S PRIORITY COUNTRIES

for international  
recruitment

This document presents a **collection of factsheets focused on fifteen countries** that have been identified as priorities for the recruitment of international students to Czech higher education institutions. The selection is based on thorough analytical work, drawing on a combination of relevant datasets and a formula reflecting strategic priorities in higher education, economics, and international cooperation.

Recruiting international students to Czechia is viewed as a means of fulfilling broader strategic objectives. In addition to supporting the internationalisation of universities and strengthening Czechia's reputation abroad, the retention of international graduates has become an increasingly important aspect. These graduates represent a significant potential for the Czech economy and labour market.

Each priority country was selected through multi-criteria evaluation, with each criterion underpinned by its own dataset.

## CRITERIA



Security



Peace



Retention



STEM



GNI



Cultural  
Compability



Student  
Potential



Local  
Presence



Geopolitical  
Diversity



Market  
Size



## HOW TO WORK WITH PRIORITY COUNTRIES

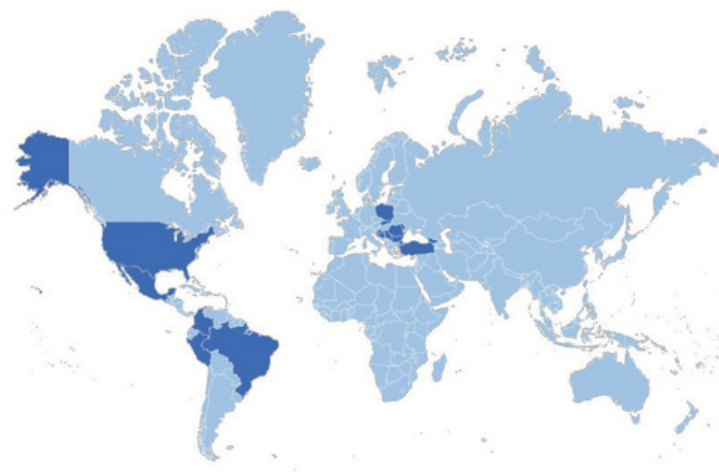
This framework serves primarily the activities of the Study in Czechia initiative and enables the targeted and efficient use of public funds to support study in Czechia. It does not replace existing university strategies but complements them where strategic national direction makes sense.

It also supplements natural mobility driven by linguistic or cultural affinity, diaspora connections, personal recommendations, and student interest. The priority countries framework allows universities to plan and implement recruitment activities based on concrete data and tailored recommendations.

The factsheets provide clearly presented information that international relations staff and university leadership can utilise when shaping their own internationalisation strategies and deciding which markets to target over the longer term.

## LIST OF COUNTRIES

- **Bosnia a Herzegovina**
- **Brazil**
- **Bulgaria**
- **Colombia**
- **Croatia**
- **Georgia**
- **Mexico**
- **Moldova**
- **Peru**
- **Poland**
- **Romania**
- **Serbia**
- **Slovakia**
- **Turkey**
- **United States of America**



# Student potential **BOSNIA AND HERZEGOVINA**

**3,2 mil.** inhabitants  
**132 388** high school students  
**18 %** study abroad\*



## Where students from Bosnia go

1. Serbia
2. Austria
3. Croatia
4. Slovenia
5. Germany
- 8. Czechia**

In 2022,  
**15 188**  
students left  
Bosnia and  
Herzegovina.\*

## Opportunities

- Linguistic and cultural **compatibility**
- High interest in **STEM** fields
- Relatively high **retention rate**
- As an **EU candidate country**, Bosnia and Herzegovina enjoys a **number of advantages**, including facilitated labour and student mobility
- Up to **50 %** of the population plans to **move abroad**

## Bosnian students in Czechia

- 54** students on short-term study visits in 2023
- 93** students enrolled in full-degree programmes in 2024
- 73 %** study in Czech
- 26 %** wish to remain in Czechia after graduation
- 49th** largest group of international students
- 71 %** focus on STEM fields

### Most popular fields of study:

- 20 %** engineering, manufacturing, and construction
- 20 %** social sciences, journalism, and information sciences
- 18 %** natural sciences, mathematics, and statistics

## Tips for recruitment

### Students learn the most about studying in Czechia:

- 43 %** from family and friends
- 43 %** from the Czech Embassy
- 35 %** from online searches

### They primarily choose to study in Czechia based on:

- 48 %** availability of scholarships
- 43 %** opportunities to study in English
- 39 %** specific study programmes

### They choose schools based on:

- 83 %** specific study programmes
- 39 %** reputation
- 39 %** international rankings

\*Full-time degree students



# Student potential **BRAZIL**

**212,3 mil.** inhabitants  
**9 294 868** high school students  
**0,9 %** study abroad\*

## Where students from Brazil go

1. Argentina
2. Portugal
3. Australia
4. Germany
5. Canada
- 26. Czechia**

In 2022,  
**87 337**  
students left  
Brazil.\*

## Brazilian students in Czechia

**108** students on short-term study visits in 2023  
**103** students enrolled in full-degree programmes in 2024  
**51,4 %** study in Czech  
**44,4 %** wish to remain in Czechia after graduation  
**47th** largest group of international students  
**46 %** focus on STEM fields

### Most popular fields of study:

**26 %** social sciences  
**19 %** natural sciences, mathematics, and statistics  
**14 %** information and communication technologies

## Opportunities

- **High level of competition** at Brazilian universities
- Relatively high **retention rate**
- **High youth unemployment**
- High interest in **STEM** fields
- Growing **interest in studying abroad**

## Tips for recruitment

### Students learn the most about studying in Czechia:

**55 %** from online searches  
**36 %** from family and friends

### They primarily choose to study in Czechia based on:

**36 %** friends or family living in Czechia  
**27 %** quality of life  
**27 %** opportunities to study in English

### They choose schools based on:

**45 %** reputation  
**41 %** specific study programmes  
**36 %** tuition fees

\*Full-time degree students

# Student potential **BULGARIA**

**6,7 mil.** inhabitants  
**325 676** high school students  
**11 %** study abroad \*



## Where students from Bulgaria go

1. Germany
2. Great Britain
3. Austria
4. Turkey
5. France
- 13. Czechia**

In 2022,  
**20 164**  
students left  
Bulgaria.\*

## Opportunities

- Linguistic and cultural **compatibility**
- High **retention rate**
- **Facilitated mobility** due to the country's accession to the Schengen Area in 2024
- High rate of student mobility abroad
- **Opportunity for promotion** through the Czech Centre in Sofia

## Bulgarian students in Czechia

**55** students on short-term study visits in 2023  
**124** students enrolled in full-degree programmes in 2024  
**79 %** study in Czech  
**64 %** wish to remain in Czechia after graduation  
**43rd** largest group of international students  
**35 %** focus on STEM fields

### Most popular fields of study:

**19 %** business and administration  
**16 %** social sciences, journalism, and information sciences  
**14 %** natural sciences, mathematics, and statistics

## Tips for recruitment

### Students learn the most about studying in Czechia:

**58 %** from online searches  
**42 %** from family and friends

### They primarily choose to study in Czechia based on:

**42 %** quality of education  
**33 %** specific study programmes  
**33 %** tuition fees  
**33%** friends or family living in Czechia

### They choose schools based on:

**67 %** specific study programmes  
**50 %** reputation  
**33 %** tuition fees

\*Full-time degree students

# Student potential **COLOMBIA**

**53,1 mil.** inhabitants  
**1 539 275** high school students  
**2,3 %** study abroad\*

## Where students from Colombia go

1. Argentina
2. Spain
3. Australia
4. USA
5. Germany
- 22. Czechia**

In 2022,  
**61 940**  
students left  
Colombia.\*

## Colombian students in Czechia

**32** students on short-term study visits in 2023  
**152** students enrolled in full-degree programmes in 2024  
**56 %** study in Czech  
**57 %** wish to remain in Czechia after graduation  
**35th** largest group of international students  
**38 %** focus on STEM fields

### Most popular fields of study:

**27 %** social sciences, journalism, and information sciences  
**24 %** natural sciences, mathematics, and statistics  
**12 %** engineering, manufacturing, and construction

## Opportunities

- Rapidly **growing demand for tertiary education** and a **high level of competition** at Colombian universities
- An expanding middle class with an **interest in international education and mobility**
- High **youth unemployment**
- High interest in **STEM** fields

## Tips for Recruitment

### Students learn the most about studying in Czechia:

**47 %** from online searches  
**27 %** from family and friends  
**23 %** from social media

### They primarily choose to study in Czechia based on:

**53 %** tuition fees  
**37 %** cost of living  
**27 %** quality of life

### They choose schools based on:

**63 %** specific study programmes  
**50 %** tuition fees  
**40 %** ease of the admission process

\*Full-time degree students

# Student potential **CROATIA**

**3,9 mil.** inhabitants  
**151 499** high school  
students  
**6,5 %** study abroad\*



## Where students from Croatia go

1. Bosnia and Herzegovina
2. Slovenia
3. Germany
4. Austria
5. Great Britain
- 12. Czechia**

In 2022,  
**10 056**  
students left  
Croatia.\*

## Opportunities

- One of the **highest levels of English proficiency** in the world
- Linguistic and cultural **compatibility**
- **Increased unemployment** rate
- Growing **interest in studying abroad**
- High **retention rate**

## Croatian students in Czechia

**105** students on short-term study visits in 2023  
**91** students enrolled in full-degree  
programmes in 2024  
**83 %** study in Czech  
**35 %** wish to remain in Czechia after graduation  
**50th** largest group of international students  
**33 %** focus on STEM fields

### Most popular fields of study:

**31 %** natural sciences, mathematics,  
and statistics  
**26 %** social sciences, journalism,  
and information sciences  
**10 %** arts and humanities

## Tips for recruitment

### Students learn the most about studying in Czechia:

**53 %** from online searches  
**53 %** from family and friends

### They primarily choose to study in Czechia based on:

**41 %** opportunities to study in English  
**35 %** specific study programmes  
**35 %** quality of education

### They choose schools based on:

**53 %** specific study programmes  
**41 %** reputation  
**35 %** scholarship opportunities

\*Full-time degree students

# Student potential **GEORGIA**

**3,8 mil.** inhabitants  
**128 652** high school students  
**6 %** study abroad\*



## Where students from Georgia go

1. Germany
2. Armenia
3. Russia
4. Turkey
5. Azerbaijan
- 12. Czechia**

In 2022,  
**8 875**  
students left  
Georgia.\*

## Opportunities

- Linguistic and cultural **compatibility**
- Relatively high **retention rate**
- A significant share of university students **actively seeks study opportunities abroad**
- Existence of the **Czech government scholarship programme** for students from **Georgia**
- **Opportunity for promotion** through the **Czech Centre in Tbilisi**

## Georgian students in Czechia

**36** students on short-term study visits in 2023  
**201** students enrolled in full-degree programmes in 2024  
**63 %** study in Czech  
**23 %** wish to remain in Czechia after graduation  
**28th** largest group of international students  
**27 %** focus on STEM fields

### Most popular fields of study:

**34 %** social sciences, journalism, and information sciences  
**24 %** business, administration, and law  
**17 %** information and communication technologies

## Tips for recruitment

### Students learn the most about studying in Czechia:

**41 %** from online searches  
**32 %** family and friends  
**27 %** the Czech embassy

### They primarily choose to study in Czechia based on:

**46 %** specific study programmes  
**43 %** availability of scholarships  
**30 %** specific universities

### They choose schools based on:

**84 %** specific study programmes  
**32 %** reputation  
**32 %** scholarship opportunities  
**27 %** international rankings

\*Full-time degree students



# Student potential **MEXICO**

**131,1 mil.** inhabitants  
**6 491 519** high school students  
**0,7 %** study abroad\*

## Where students from Mexico go

1. USA
2. Spain
3. Germany
4. Canada
5. France
- 15. Czechia**

In 2022,  
**37 000**  
students left  
Mexico.\*

## Mexican students in Czechia

**223** students on short-term study visits in 2023  
**136** students enrolled in full-degree programmes in 2024  
**44 %** study in Czech  
**41 %** wish to remain in Czechia after graduation  
**37th** largest group of international students  
**23 %** focus on STEM fields

### Most popular fields of study:

**30 %** social sciences, journalism, and information sciences  
**19 %** business, administration, and law  
**19 %** natural sciences, mathematics, and statistics

\*Full-time degree students

## Opportunities

- Rapidly growing **demand for tertiary education** and an insufficient number of places in domestic universities
- **High interest in studying abroad**
- Relatively high **retention rate**
- **High level of labour mobility abroad**
- Growing interest in **study programmes in Europe**

## Tips for recruitment

### Students learn the most about studying in Czechia:

**42 %** from online searches  
**31 %** from family and friends  
**19 %** from secondary schools and universities in their home country  
**19 %** from online study portal

### They primarily choose to study in Czechia based on:

**50 %** opportunities to study in English  
**31 %** specific study programmes  
**31 %** cost of living

### They choose schools based on:

**54 %** specific study programmes  
**35 %** tuition fees  
**35 %** ease of the admission process

# Student potential **MOLDOVA**

**3 mil.** inhabitants  
**82 728** high school students  
**21 %** study abroad\*



## Where students from Moldova go

1. Romania
2. Russia
3. Germany
4. Italy
5. Bulgaria
- 11. Czechia**

In 2022,  
**19 632**  
students left  
Moldova.\*

## Opportunities

- Linguistic and cultural **compatibility**
- **Highest retention rate** among priority countries
- **Ability to utilize scholarship programmes** (e.g. the Czech government scholarship programme and Visegrad programme)
- Opportunity for Czechia to **respond to outdated teaching methods** and the resulting outflow of students to Romania

## Moldovan students in Czechia

**5** students on short-term study visits in 2023  
**115** students enrolled in full-degree programmes in 2024  
**88 %** study in Czech  
**62 %** wish to remain in Czechia after graduation  
**44th** largest group of international students  
**17 %** focus on STEM fields

### Most popular fields of study:

**30 %** business and administration  
**18 %** information and communication technologies  
**13 %** arts and humanities

## Tips for recruitment

### Students learn the most about studying in Czechia:

**56 %** from online searches  
**44 %** from family and friends  
**28 %** from social media

### They primarily choose to study in Czechia based on:

**50 %** quality of education  
**33 %** specific study programmes  
**33 %** quality of life

### They choose schools based on:

**67 %** specific study programmes  
**33 %** reputation  
**33 %** ease of the admission process  
**33 %** international rankings

\*Full-time degree students



Student potential

# PERU

**34 mil.** inhabitants  
**1 200 000** high school students  
**10 %** study abroad\*



## Where students from Peru go

1. Argentina
2. USA
3. Spain
4. Chile
5. Germany
- 23. Czechia**

In 2022,  
**41 607**  
students left  
Peru.\*

## Opportunities

- Rapidly increasing number of tertiary students
- **Socioeconomic barriers** to tertiary education at home and **low quality** at many institutions
- **Availability of scholarships** under intergovernmental agreements for students from Peru
- **High rate of student mobility** abroad

## Peruvian students in Czechia

- 17** students on short-term study visits in 2023
- 52** students enrolled in full-degree programmes in 2024
- 33 %** study in Czech
- 29 %** wish to remain in Czechia after graduation
- 63rd** largest group of international students
- 25 %** focus on STEM fields

### Most popular fields of study:

- 28 %** natural sciences, mathematics, and statistics
- 26 %** business, administration, and law
- 22 %** social sciences

## Tips for recruitment

### Students learn the most about studying in Czechia:

- 57 %** from family and friends
- 43 %** from online searches
- 43 %** from online study portal

### They primarily choose to study in Czechia based on:

- 43 %** cost of living
- 29 %** opportunities to study in English
- 29 %** specific study programmes

### They choose schools based on:

- 43 %** specific study programmes
- 29 %** tuition fees
- 29 %** reputation
- 29 %** international rankings

\*Full-time degree students



Sources: UNESCO, SIMS MEYS, DZS Survey, Statista, Educationfair, ICEF

# Student potential **POLAND**



**38,4 mil.** inhabitants  
**1 776 027** high school students  
**2 %** study abroad\*

## Where students from Poland go

1. Great Britain
2. Germany
3. Denmark
4. France
5. Austria
- 11. Czechia**

In 2022,  
**24 857**  
students left  
Poland.\*

## Opportunities

- Linguistic and cultural **compatibility**
- High **retention** rate
- Thanks to the low language barrier, **studies in Czech can be completed free of charge**
- Availability of **scholarship programmes**
- Opportunity for promotion through the **Czech Centre in Warsaw**

## Polish students in Czechia

**581** students on short-term study visits in 2023  
**374** students enrolled in full-degree programmes in 2024  
**80 %** study in Czech  
**50 %** wish to remain in Czechia after graduation  
**18th** largest group of international students  
**49 %** focus on STEM fields

### Most popular fields of study:

**54 %** arts and humanities  
**15 %** social sciences  
**8 %** natural sciences, mathematics, and statistics

## Tips for recruitment

### Students learn the most about studying in Czechia:

**49 %** from online searches  
**38 %** from family and friends

### They primarily choose to study in Czechia based on:

**54 %** specific study programmes  
**33 %** geographic location of the country  
**31 %** friends or family living in Czechia

### They choose schools based on:

**72 %** specific study programmes  
**41%** location  
**36 %** reputation

\*Full-time degree students



# Student potential **ROMANIA**

**19 mil.** inhabitants  
**909 064** high school students  
**6,12 %** study abroad\*



## Where students from Romania go

1. Great Britain
2. Moldova
3. Germany
4. Hungary
5. France
- 15. Czechia**

In 2022,  
**31 597**  
students left  
Romania.\*

## Opportunities

- **A Czech community in the Banat region**
- High interest in **STEM fields**
- Availability of **scholarship programmes**
- **Higher unemployment rate**, especially among **young people**
- High level of **student mobility abroad**

## Romanian students in Czechia

- 190** students on short-term study visits in 2023
- 189** students enrolled in full-degree programmes in 2024
- 76 %** study in Czech
- 50 %** wish to remain in Czechia after graduation
- 30th** largest group of international students
- 53 %** focus on STEM fields

### Most popular fields of study:

- 25 %** business, administration, and law
- 16 %** health and social care, welfare
- 14 %** information and communication technologies

## Tips for Recruitment

### Students learn the most about studying in Czechia:

- 67 %** from online searches
- 50 %** from family and friends

### They primarily choose to study in Czechia based on:

- 42 %** friends or family living in Czechia
- 33 %** cost of living
- 33 %** opportunities to work while studying

### They choose schools based on:

- 75 %** specific study programmes
- 50 %** reputation
- 42 %** international rankings
- 42 %** location

\*Full-time degree students



# Student potential **SERBIA**

**6,7 mil.** inhabitants  
**283 249** high school students  
**6 %** study abroad\*



## Where students from Serbia go

1. Hungary
2. Bosnia and Herzegovina
3. Austria
4. Slovenia
5. Germany
- 17. Czechia**

In 2022,  
**14 600** students left Serbia.\*

## Opportunities

- Linguistic and cultural **compatibility**
- High interest in **STEM fields**
- High level of **student mobility abroad**
- **Higher unemployment rate**, especially among **young people**
- Level of **English proficiency** higher than in Czechia

## Serbian students in Czechia

- 40** students on short-term study visits in 2023
- 126** students enrolled in full-degree programmes in 202
- 76 %** study in Czech
- 43 %** wish to remain in Czechia after graduation
- 42nd** largest group of international students
- 55 %** focus on STEM fields

### Most popular fields of study:

- 18 %** social sciences
- 16 %** natural sciences
- 10 %** business and administration

## Tips for Recruitment

### Students learn the most about studying in Czechia:

- 44 %** from family and friends
- 34 %** from online searches
- 31 %** from secondary schools and universities in their home country

### They primarily choose to study in Czechia based on:

- 41 %** specific study programmes
- 41 %** quality of education
- 25 %** availability of scholarships

### They choose schools based on:

- 72 %** specific study programmes
- 31 %** tuition fees
- 28 %** scholarship opportunities

\*Full-time degree students



Sources: UNESCO, SIMS MEYS, DZS Survey, OECD, IMF, Statistical Office of the Republic of Serbia

# Student potential **SLOVAKIA**

**5,4 mil.** inhabitants  
**249 832** high school students  
**22 %** study abroad\*



## Where students from Slovakia go

1. Czechia
2. Hungary
3. Great Britain
4. Denmark
5. Austria

In 2022,  
**30 290**  
students left  
Slovakia.\*

## Opportunities

- **Highest** linguistic and cultural **compatibility** among priority countries
- High interest in **STEM fields**
- High **retention rate**
- Slovaks are primarily **motivated by the higher level of education in Czechia**
- **Over 31 %** of Slovak workers in Czechia **hold tertiary qualifications**

## Slovak students in Czechia

**509** students on short-term study visits in 2023  
**22 669** students enrolled in full-degree programmes in 2024  
**99 %** study in Czech  
**53 %** wish to remain in Czechia after graduation  
**1.** largest group of international students  
**48 %** focus on STEM fields

### Most popular fields of study:

**19 %** health care  
**15 %** business and administration  
**15 %** information and communication technologies

## Tips for Recruitment

### Students learn the most about studying in Czechia:

**56 %** from family and friends  
**54 %** from online searches  
**35 %** from secondary schools and universities in their home country

### They primarily choose to study in Czechia based on:

**68 %** quality of education  
**43 %** cultural and linguistic proximity  
**41 %** specific study programmes

### They choose schools based on:

**63 %** reputation  
**62%** specific study programmes  
**36 %** location

\*Full-time degree students



# Student potential **TURKEY**

**87,6 mil.** inhabitants  
**5 108 395** high school students  
**0,6 %** study abroad\*



## Where students from Turkey go

1. Germany
  2. United States of America
  3. Great Britain
  4. Italy
  5. Azerbaijan
- 18. Czechia**

In 2022,  
**60 322** students left Turkey.\*

## Opportunities

- As an **EU candidate country**, Turkey enjoys a **number of advantages**, including facilitated labour and **student mobility**
- **High level of competition** at Turkish universities
- **High unemployment rate**, especially among **young people**
- A growing Turkish community in Czechia with a **strong interest in integration**

## Turkish students in Czechia

**545** students on short-term study visits in 2023  
**711** students enrolled in full-degree programmes in 2024  
**53 %** study in Czech  
**42 %** wish to remain in Czechia after graduation  
**10th** largest group of international students  
**29 %** focus on STEM fields

### Most popular fields of study:

**22 %** business, administration, and law  
**20 %** information and communication technologies  
**18 %** social sciences, journalism, and information sciences

## Tips for Recruitment

### Students learn the most about studying in Czechia:

**60 %** from online searches  
**37 %** from family and friends

### They primarily choose to study in Czechia based on:

**36 %** cost of living  
**34 %** opportunities to study in English  
**31 %** specific study programmes

### They choose schools based on:

**51 %** specific study programmes  
**49 %** tuition fees  
**43 %** international rankings

\*Full-time degree students



Sources: UNESCO, SIMS, MEYS, DZS Survey, WorldBank, Statista, Tungul (2020), Educationfair, MZV, ICEF

# Student potential UNITED STATES OF AMERICA

**346 mil.** inhabitants  
**13 485 090** high school  
students  
**0,6 %** study abroad\*



## Where students from the United States of America go

1. Italy
2. Great Britain
3. Spain
4. France
5. Ireland
- 15. Czechia**

In 2022,  
**1 143 047**  
students left  
the United States  
of America.\*

## Opportunities

- **The largest Czech community** in the world
- **Increase in the number of Americans studying abroad** between 2017 and 2022
- American students' **interest in studying abroad continues to grow**, reflecting a broader global trend
- **Safety and freedom of expression** are important to American students

## American students in Czechia

**1 749** students on short-term study visits in 2023  
**402** students enrolled in full-degree programmes in 2024  
**48 %** study in Czech  
**30 %** wish to remain in Czechia after graduation  
**16th** largest group of international students  
**25 %** focus on STEM fields

### Most popular fields of study:

**34 %** social sciences  
**12 %** health care  
**8 %** business and administration  
**8 %** interdisciplinary programmes

## Tips for Recruitment

### Students learn the most about studying in Czechia:

**54 %** from online searches  
**28 %** from family and friends  
**26 %** from social media

### They primarily choose to study in Czechia based on:

**69 %** tuition fees  
**33 %** opportunities to study in English  
**32 %** cost of living

### They choose schools based on:

**61 %** tuition fees  
**50 %** specific study programmes  
**33 %** location

\*Full-time degree students

# 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 %)

