



Soňa Lippmann, Czechia





Czech National Agency for International Education and Research (DZS)

Publicly-funded organisation

under the competence of the Ministry of Education,
Youth and Sports

Facilitation of international cooperation in education

as the main objective

20 international education programmes and networks



The Education and Youth Board (Harno)

Governmental organisation

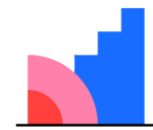
under the Ministry of Education and Research

Implementing programmes to achieve the goals of the national Education and youth work strategies



REPUBLIC OF ESTONIA
EDUCATION AND YOUTH BOARD





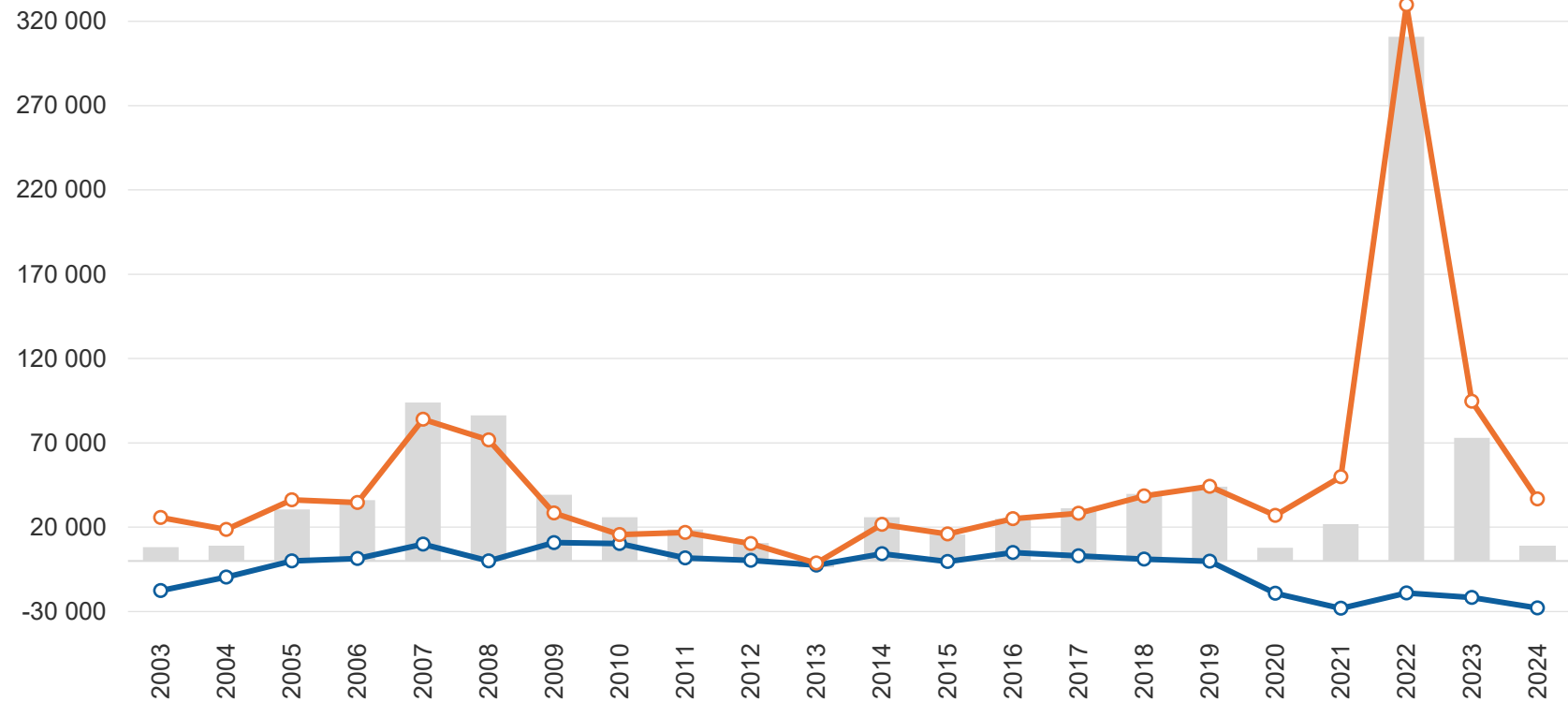
Mentimeter

www.menti.com

please enter the code

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Population development in Czechia



In 2024

112,200

deaths

84,300

births

In 2039

194,000

people will retire

112,000

people will start working

82,000

people will disappear
from labour market

Source: Czech Statistical Office

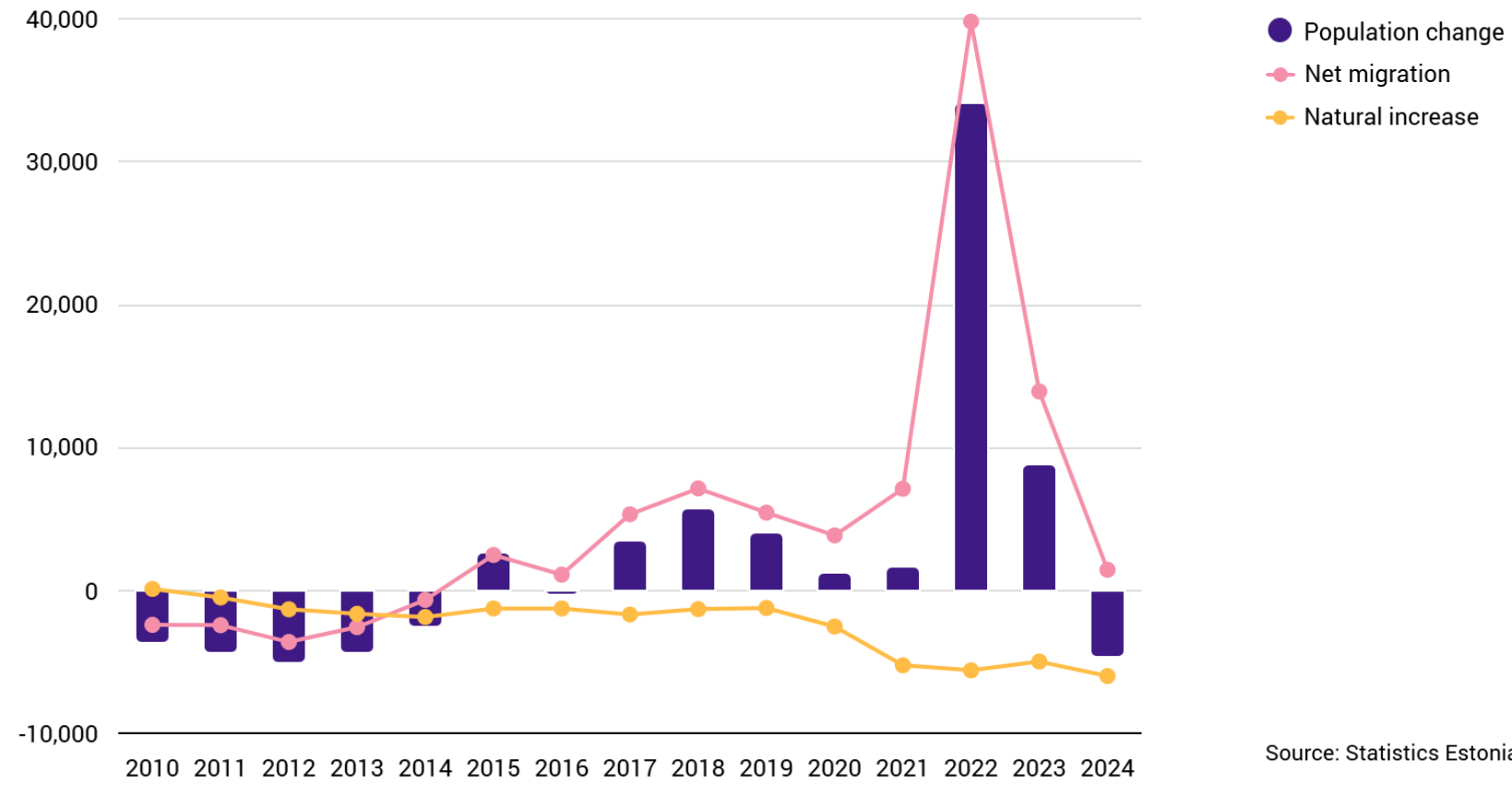
● Total increase/decrease

● Natural increase/decrease

● Increase/decrease by migration

Population development in Estonia

Components of population change, **2010–2024**



Source: Statistics Estonia

In 2024

15,756
deaths

9,690
births

Population

1,369,285

1,207,877
Population projection
2085

International students market

Direction of major flows

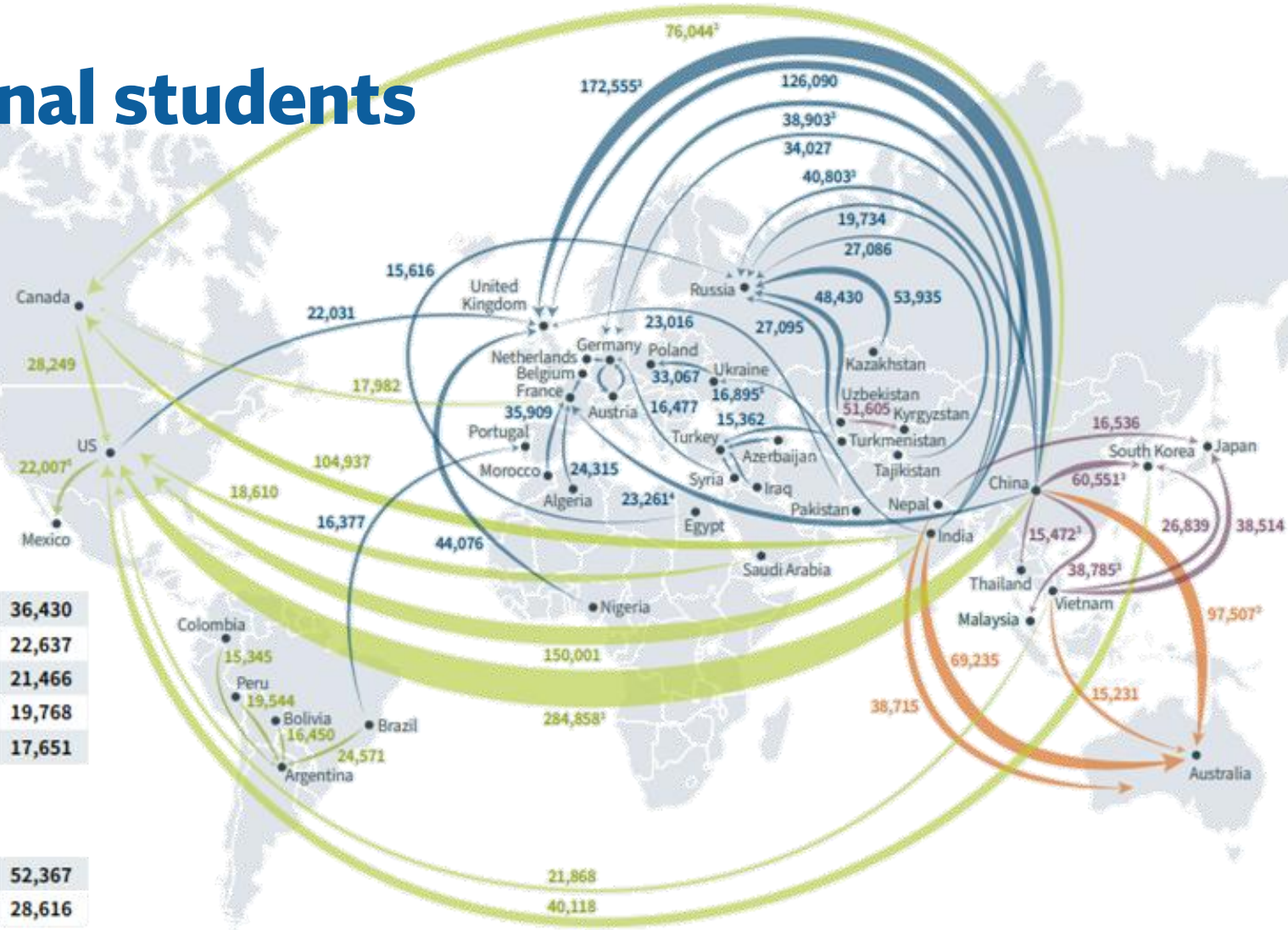
- Europe
- North America
- Latin America
- Asia
- Australia/Oceania

Flows in Europe

Germany > Austria	36,430
Germany > Netherlands ⁶	22,637
Slovakia > Czech Republic	21,466
France > Belgium	19,768
Austria > Germany	17,651

Other flows

Syria > Turkey	52,367
Azerbaijan > Turkey	28,616

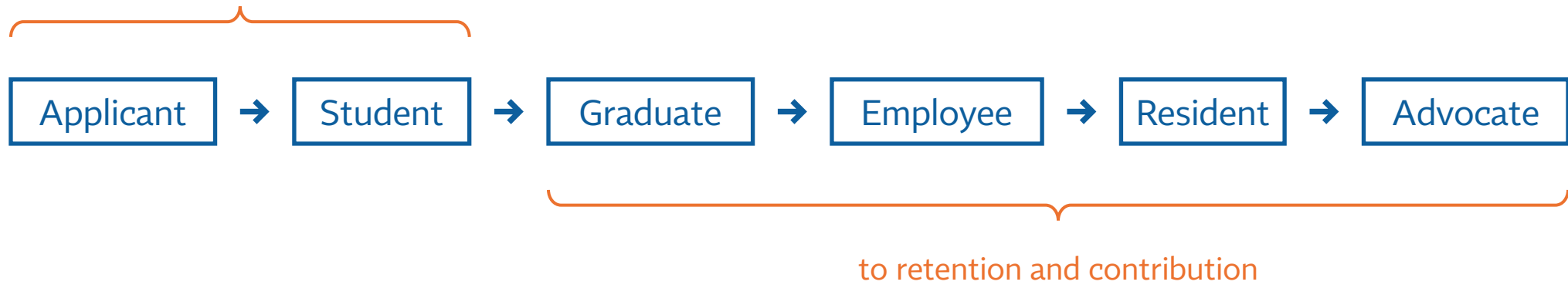


Figures in absolute numbers of students

Source: 2022, DAAD, Wissenschaft weltoffen

Responsible internationalisation

From international recruitment



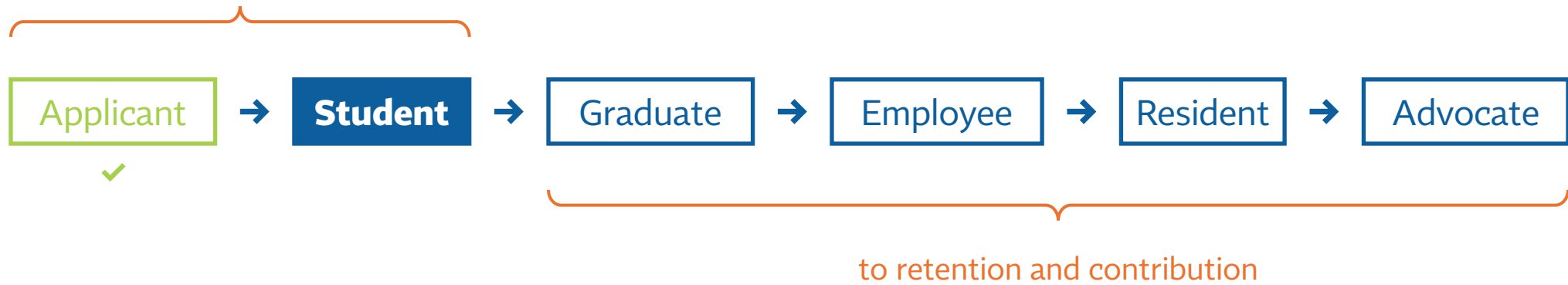


01

WHY: The value chain of international talent

Student

From international recruitment



University perspective

- International dimension
- Financial income
- Global reputation
- Institutional and academic quality
- Social and cultural enrichment
- Innovation and globalisation



Economy perspective

 **680**
million EUR

Income

is brought to Czech
economy by international
students

 **170**
million EUR

Budget costs

Payments for students,
scholarships, health care,
student transport fares
- instant earnings (VAT...)

Czechia



5,922

jobs have been created
thanks to the impact of
international students

This many people could keep approximately **5 regional hospitals** running

Economic impact

Estonia

Academic year 2019/2020

International students paid in Estonia

3,1 mil. EUR

in income tax

7 mil. EUR

in social tax

Source: Statistic Estonia



Academic year 2022/2023

International students paid

5,6 mil. EUR

in income tax

11 mil. EUR

in social tax

Annual impact of international students on the economy of selected EU countries

① Spain

3,760 million EUR

indirect impact

1,600 million EUR

direct impact

② France

1,320 million EUR

③ Netherlands

1,480 million EUR

of which non-EEA students
(880 mil. EUR)

④ Estonia

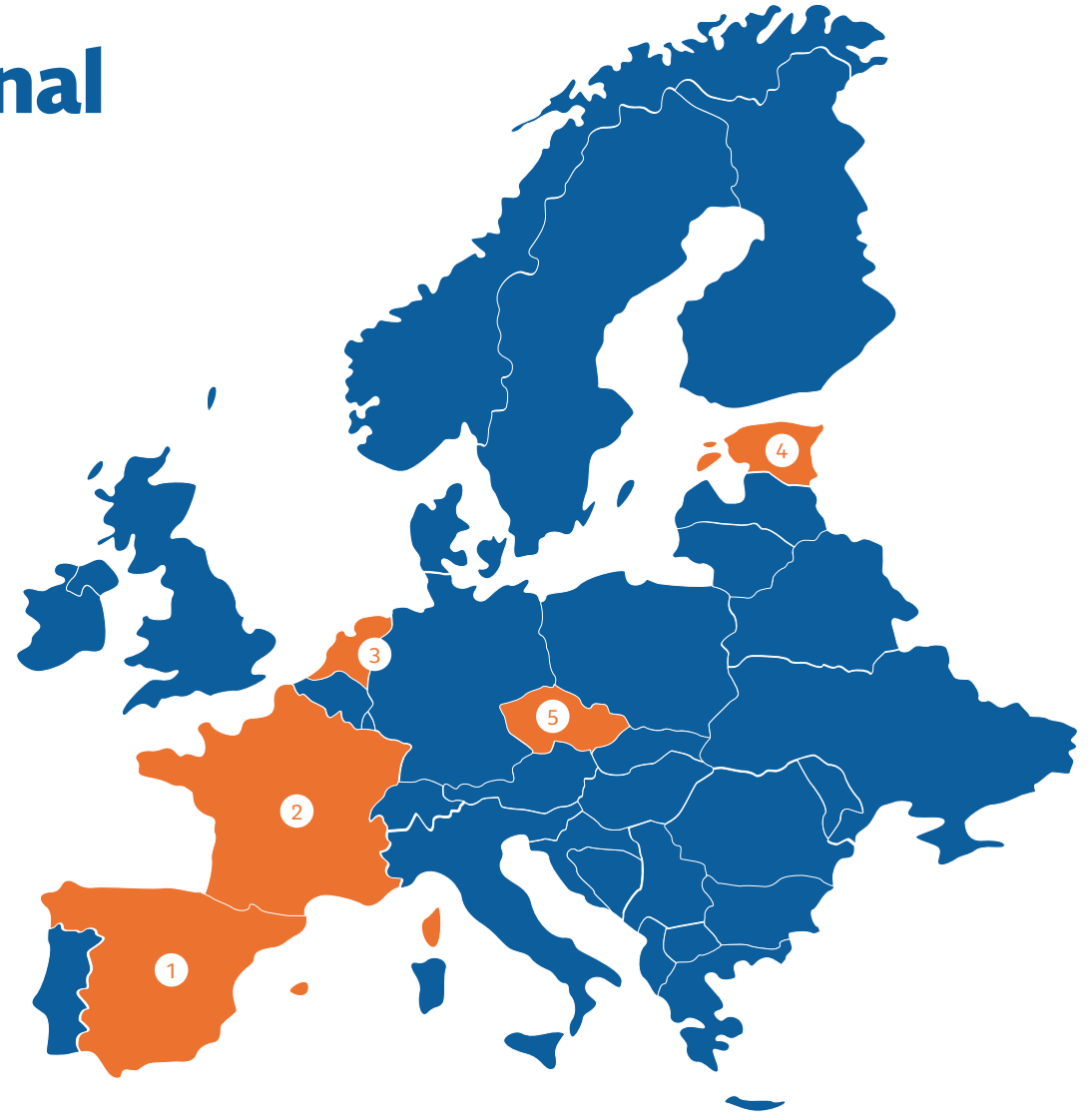
2× increase

in taxes diverted between
2020 – 2021 by international
students

⑤ Czechia

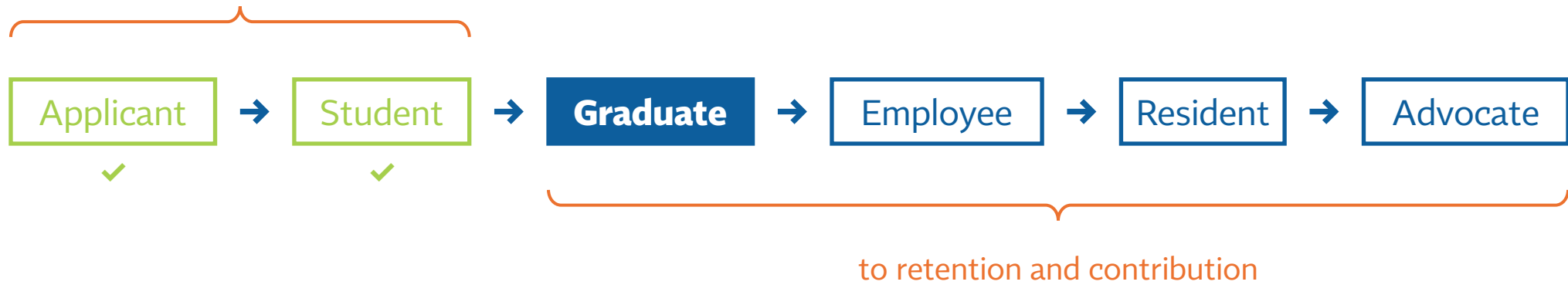
680 million EUR

(17 billion CZK)



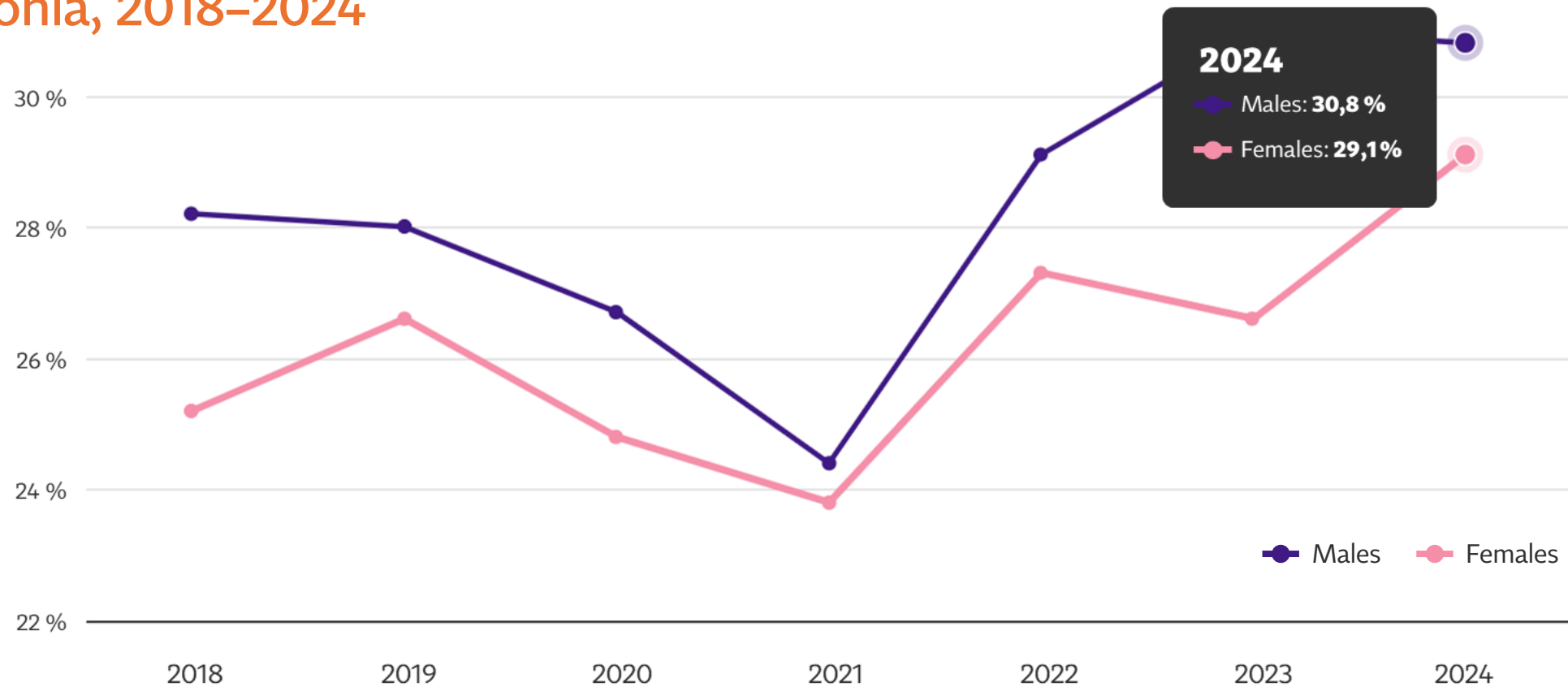
Graduate

From international recruitment



Employment rate of 65–74-years-old by sex

Estonia, 2018–2024



Source: Statistic Estonia

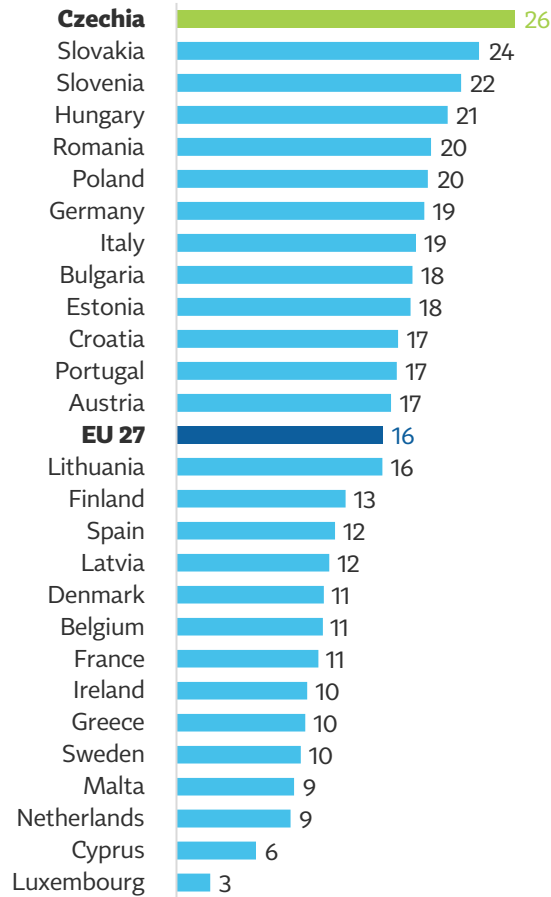
More than 
600,000 university-educated
people
are missing in Czechia.

Source: Second Economic Transformation

Where Czechs work today

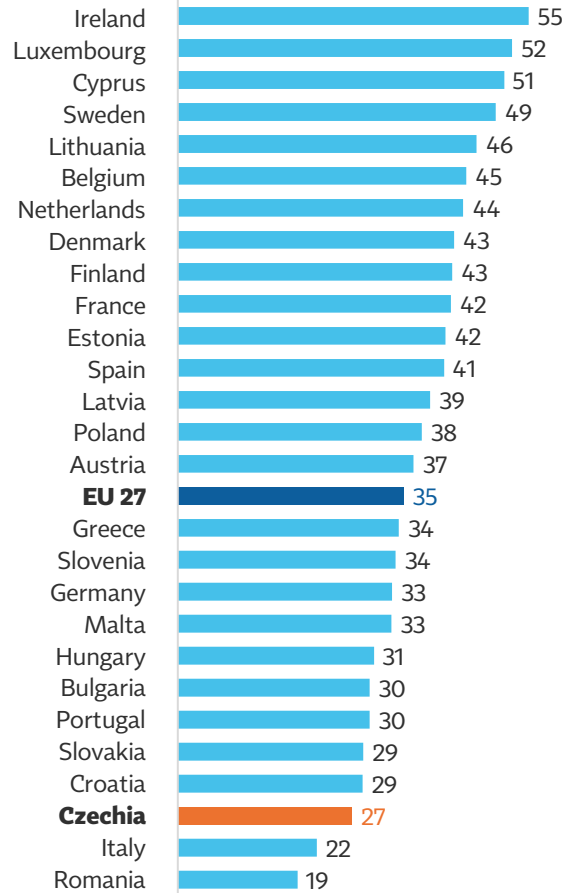
Working in industry...

Percentage of employees, age 20–64



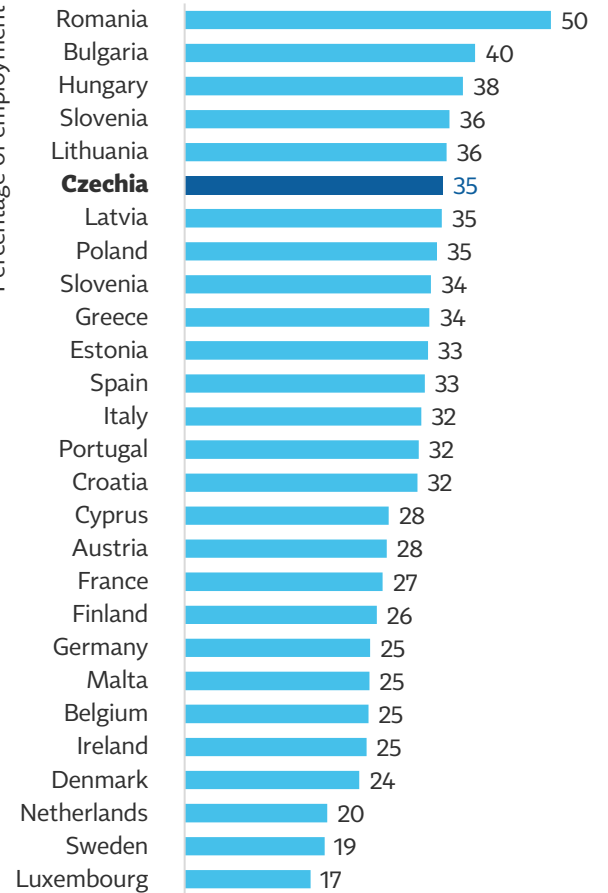
...with low level of education...

Percentage of people with university degree, age 25–64

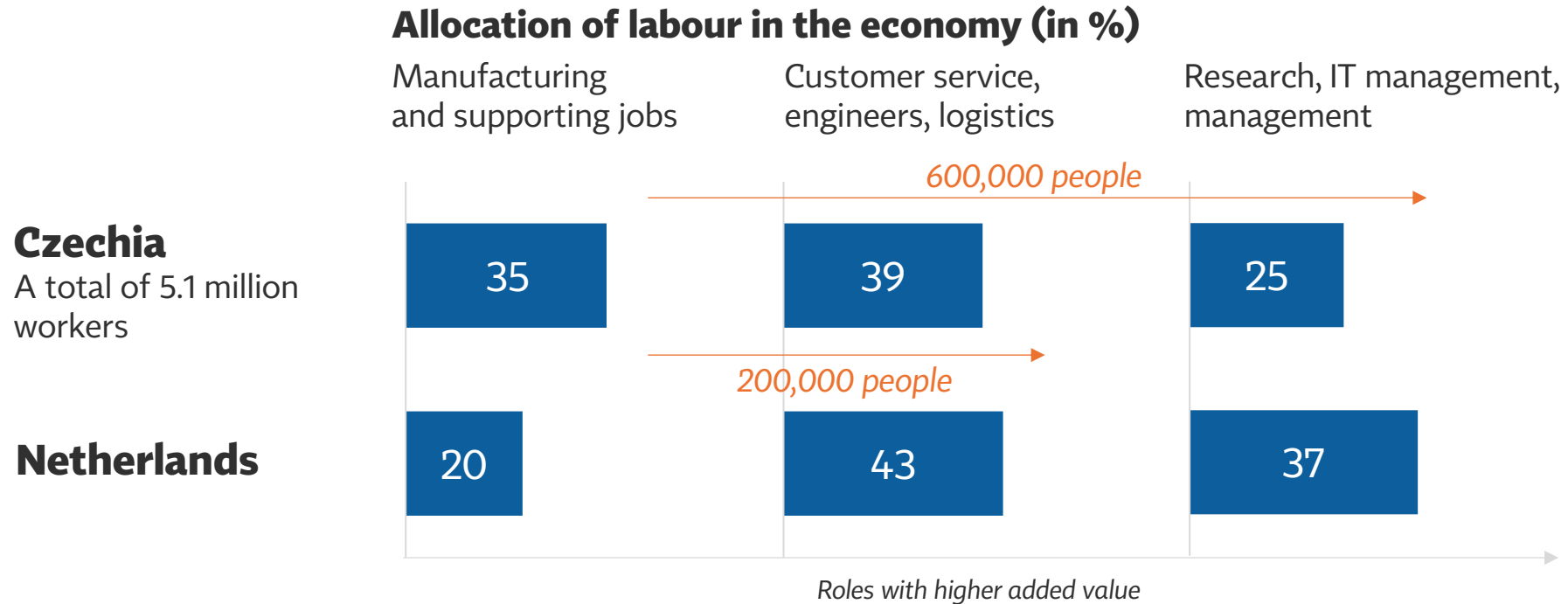


... primarily in manufacturing and support professions

Percentage of employment



Countries with higher added value have a different employment structure

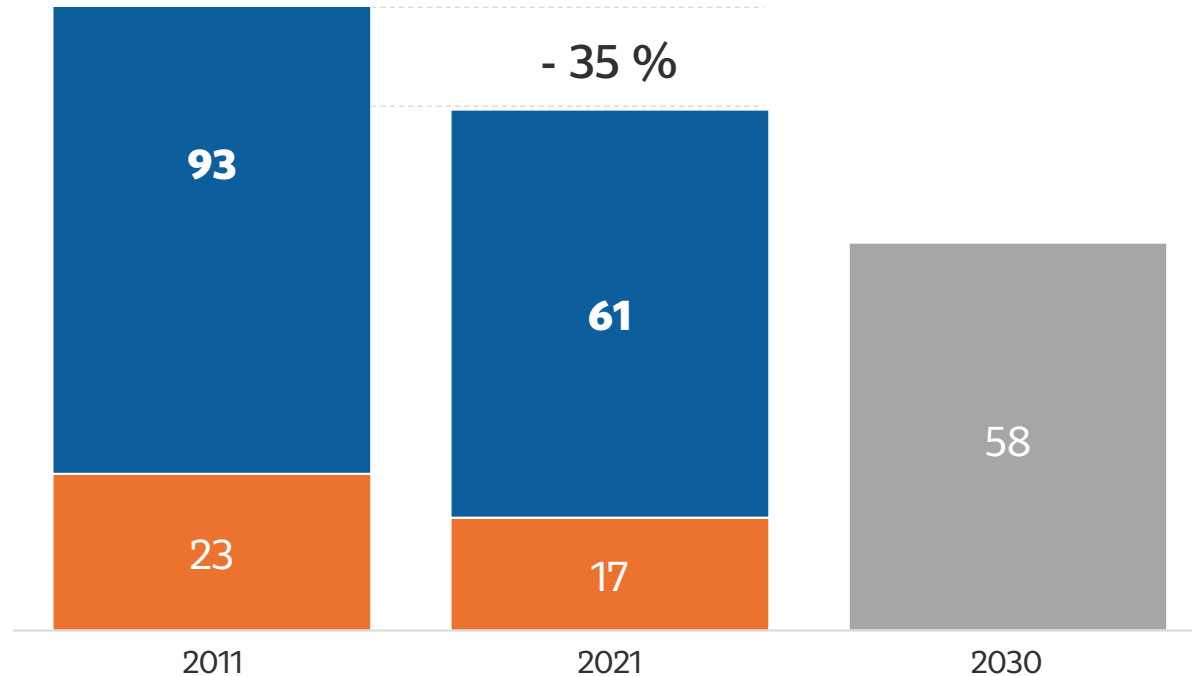


Source: ILO 2023, Second Economic Transformation - own calculations

Number of university graduates per year



Statistics on students and graduates, 2021



35% decrease
in the number of graduates
over the last 10 years

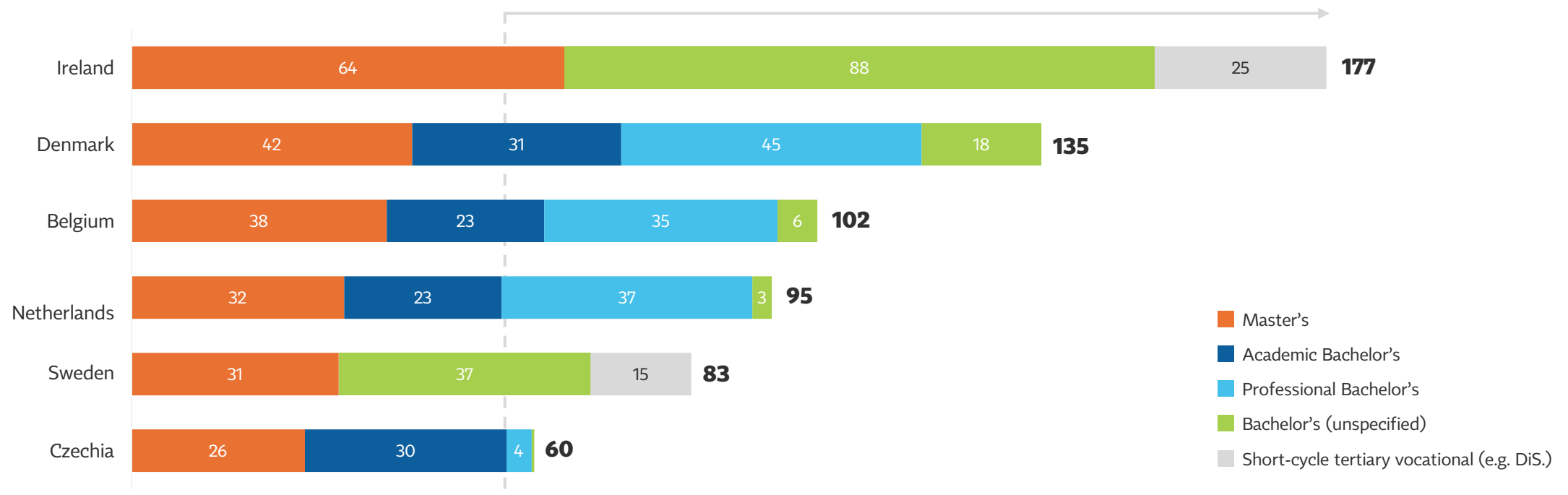
Technical field
Other universities

Source: Czech Statistical Office

Czechia is mainly lacking graduates of professional and vocational programmes



Number of tertiary education graduates per 10,000 inhabitants per year, by type



Source: Second Economic Transformation, Eurostat

Employee

From international recruitment



International students in the Estonian labour market



International students in Estonia working during their studies

50 % in academic year 2019/2020



56 % in academic year 2022/2023



International graduates paid in Estonia

1,2 milion
euros in income tax

2,4 milion
euros in social tax

in academic year 2019/2020

2,4 milion
euros in income tax

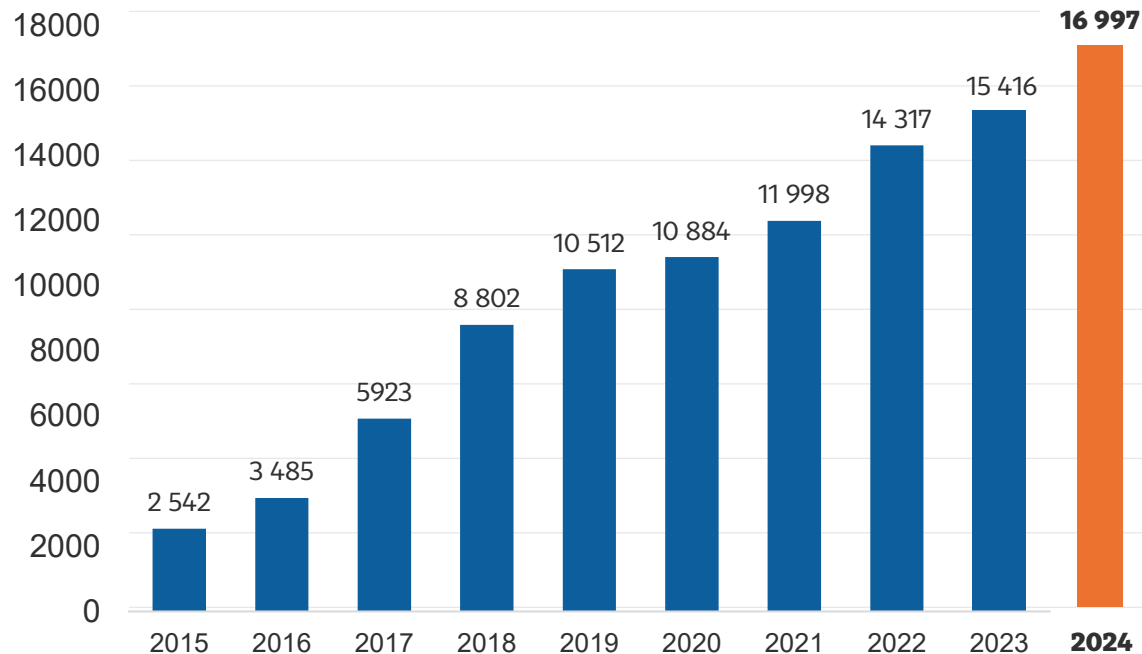
4,5 milion
euros in social tax

graduates of academic year 2021/2022

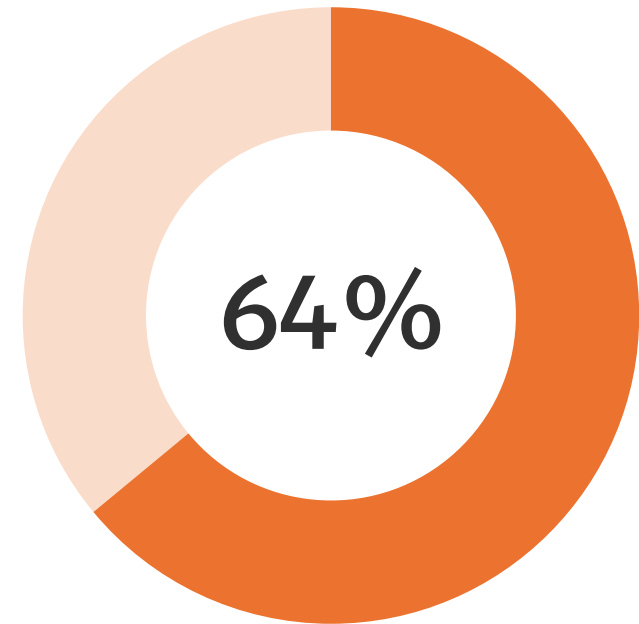
International students working while studying in Czechia



Evolution of students from third countries working while studying



Source: Ministry of Labour and Social Affairs



Source: 2023 Survey among International Students at Czech Higher Education Institutions, (N = 5,200)

The return on investment in students is high for the Czech state budget



Gross value added in CZK million per year, 2023

95,000 EUR

Total gross value added per worker with technical education
for 1 year of work

approx. 6M -2Y

Return on investment for the state budget

up to 33,000 EUR

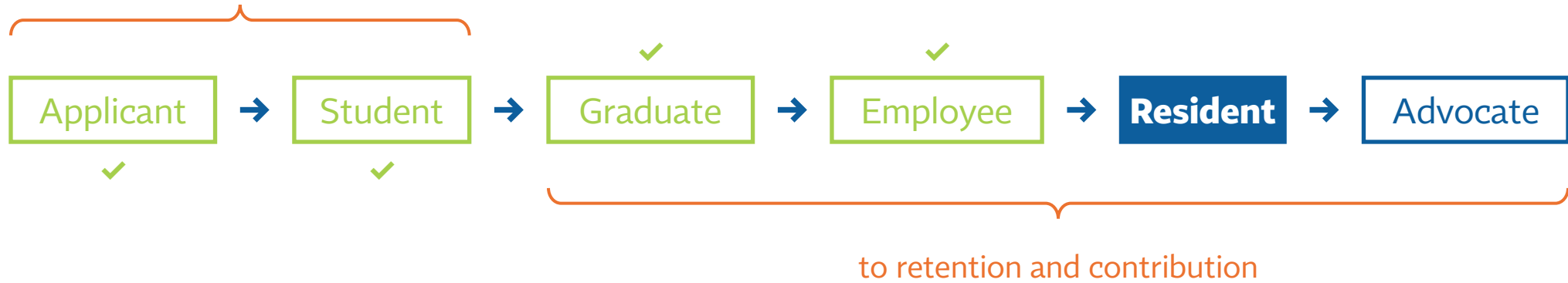
Annual gross contribution to public budgets



Source: Second Economic Transformation

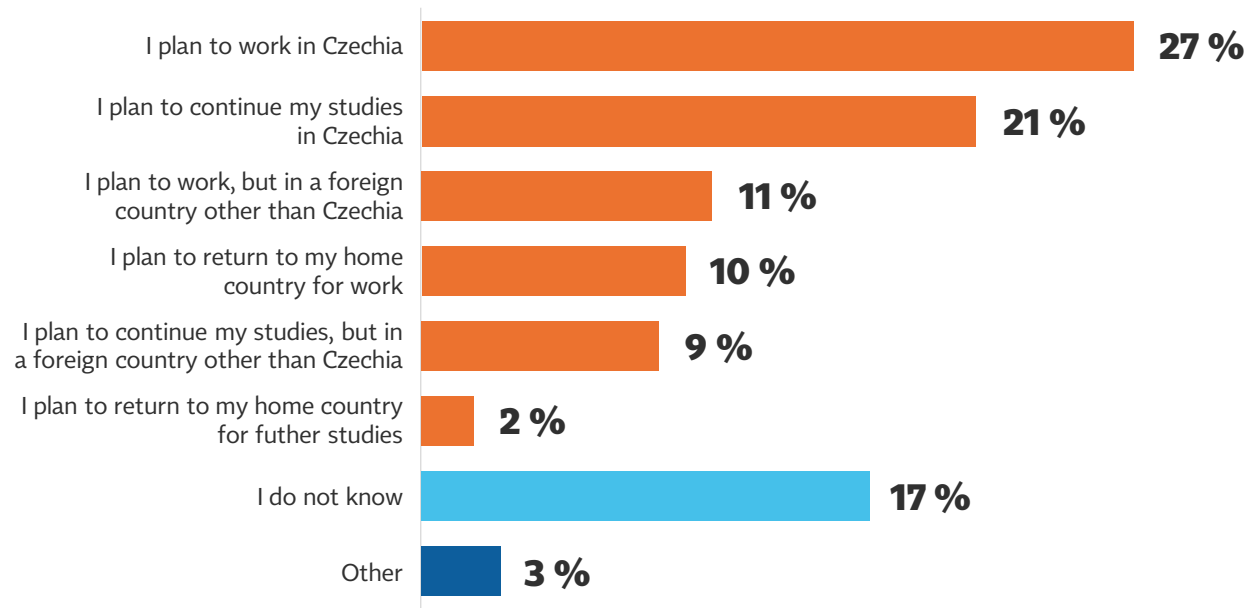
Resident

From international recruitment



Data from DZS research

International students' plans after completing their studies (N=5,200)



Source: 2023 Survey among International Students at Czech Higher Education Institutions



58 %

students from **Central Asia** plan to stay in Czechia after graduation

42 %

students from **Africa** plan to stay in Czechia after graduation

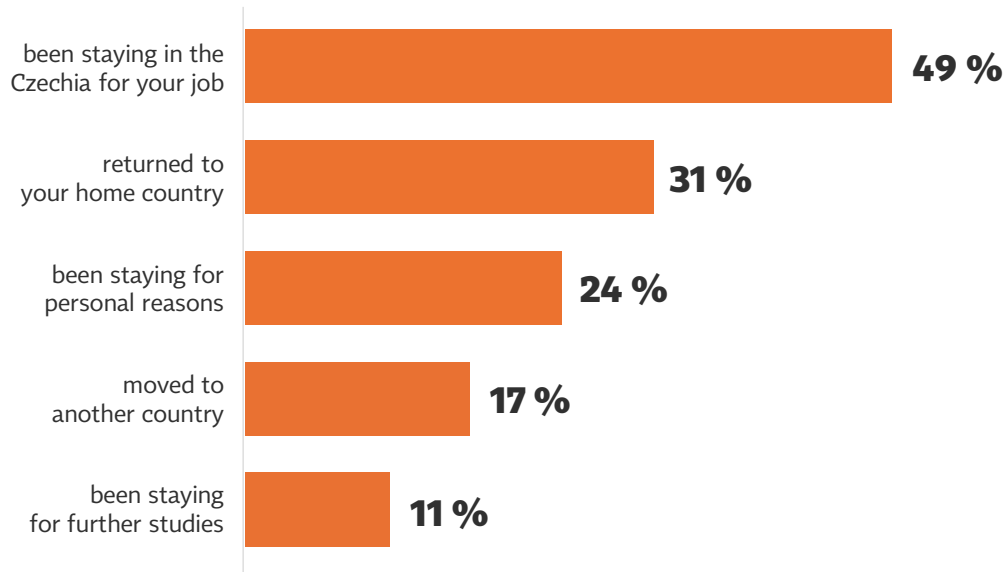
8 %

of students from **Western Europe** plan to stay in Czechia after graduation

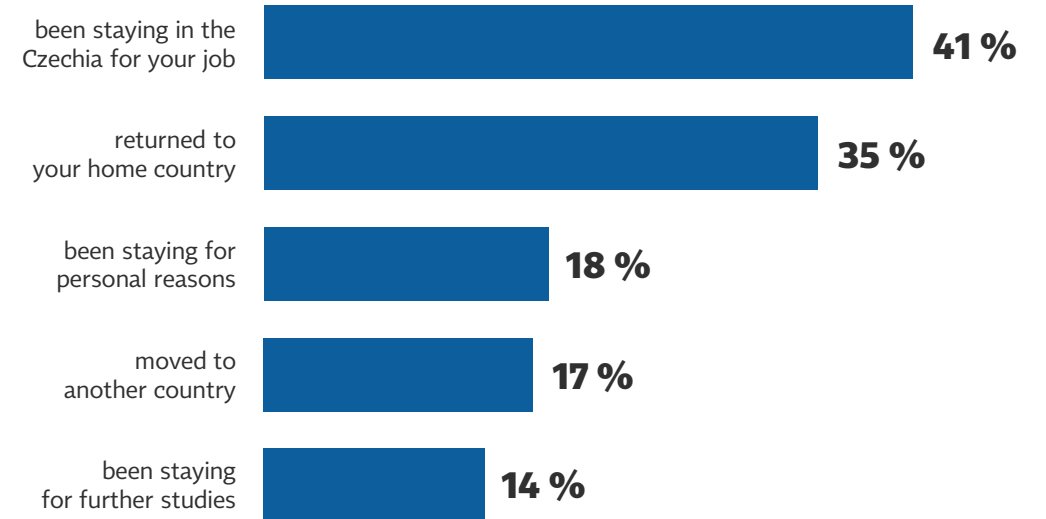
Data from DZS research



Slovak graduates



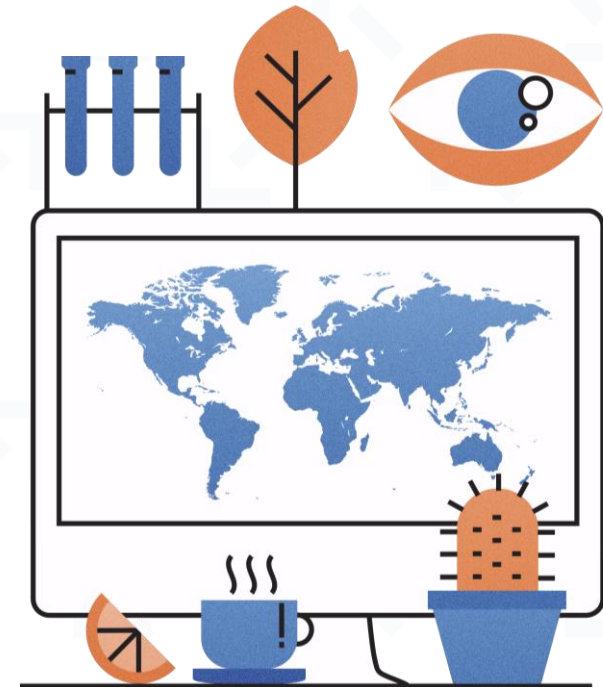
Graduates from other countries



Source: 2022 Survey among International Alumni of Czech Universities. Full degree programmes, N = 3136.

Stay rate data from the Netherlands

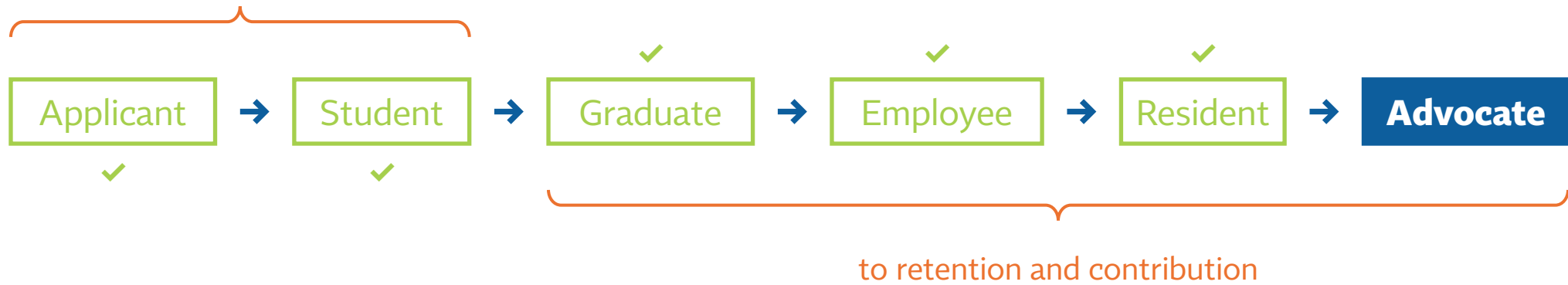
- „Most alumni stay in their field and have higher salaries than local students“
- „Stay rate for different fields (high for education and engineering)“
- „Students who start with Bachelor's and continue to Master's more likely to stay than those who start at Masters’
- „5 years after graduation, non-EEA graduates show a higher likelihood of staying.“



Source: Stay rate and labour market position of international graduates 2013-2022, NUFFIC

Advocate

From international recruitment



Alumni as advocates

- Ambassadors at scale
- Access to power
- More deals
- Fundraising





02

**HOW: Turning data into
advocacy and action**

Gathering data → telling the same story

DZS/HARNO Data

- own data from managed programmes
- student/alumni surveys
- impact studies
- polls



Partners

- higher education institutions
- ministries
- international organisations
- regions and expat centres
- private sector
- international study portals
- national agencies and associations

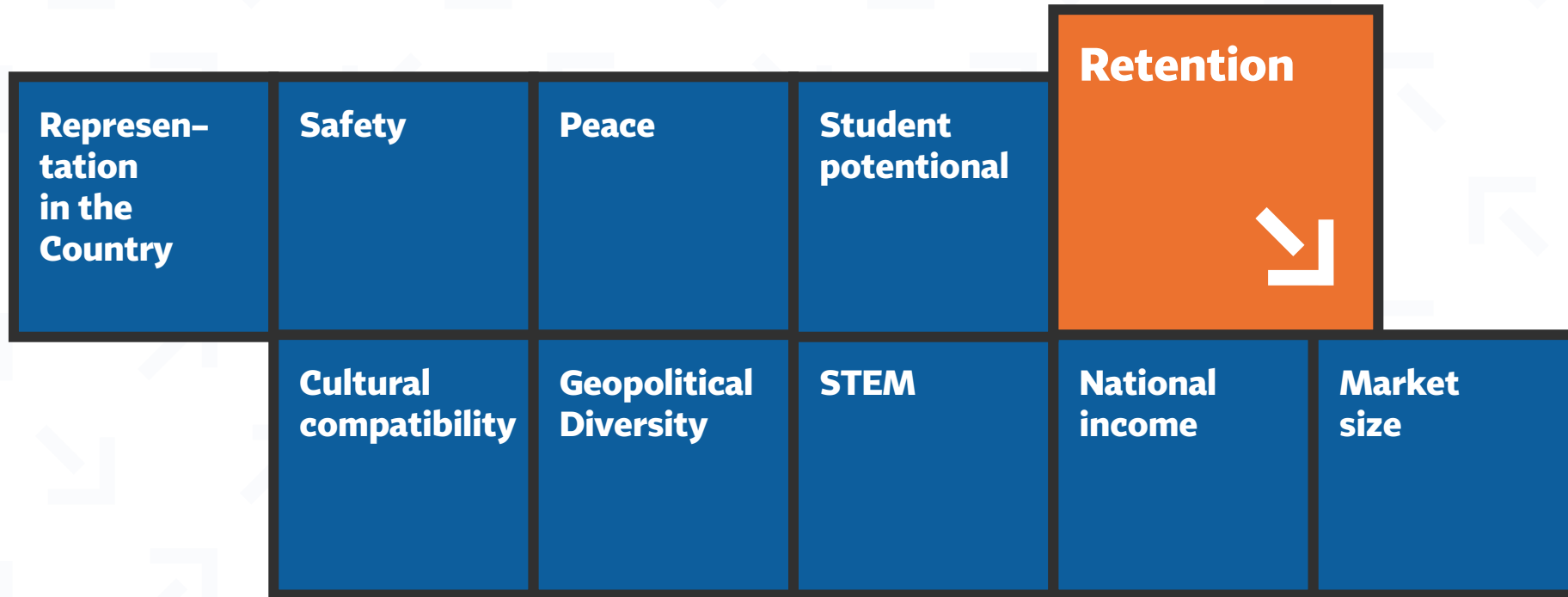
Shared insights

Common story

Stakeholders
Media/General public

(1) Stakeholder engagement in Czechia:

Retention as a criterion for recruitment focus



$$S1 \times [(S2 \times W2 + S3 \times W3 + S4 \times W4 + S5 \times W5 + S6 \times W6 + S7 \times W7) \times P1 \times P2 \times P3]$$

Stakeholder engagement in Czechia:

Support for recruitment campaigns

International recruitment



Activities in priority countries

- Targeted **online media campaigns**
- International **fairs and seminars**
- Intensified **cooperation** with Czech and international partners (e.g. embassies)

Through **targeted promotion** of Czechia in designated priority countries, we can ensure an efficient and managed recruitment of high-quality international students and retention of graduates.

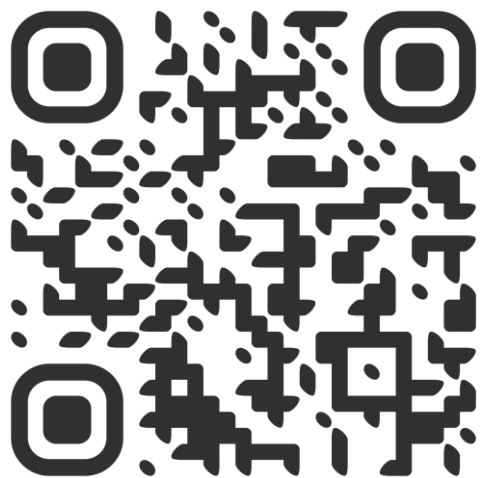


(2) Retention as part of Czechia Alumni strategy



(3) Toolkit

<https://www.studyin.cz/prezentace-vzdelavani-v-zahranici/>

A screenshot of the 'Study in Czechia' website. The header features the logo, navigation links for 'UNIVERSITIES', 'PROGRAMMES', and 'UKRAINE' (highlighted), and a search bar. Below the header, the main heading reads 'PREZENTACE ČESKÉHO VZDĚLÁVÁNÍ V ZAHRANIČÍ'. The content area contains three paragraphs: the first describes the page as a comprehensive guide for promoting Czech as a study destination; the second details the main document 'Jak prezentovat české vzdělávání v zahraničí' and its supplementary materials; the third states the goal of providing tools and information for effective promotion. The footer includes the text 'HLAVNÍ DOKUMENT:'.

Study in Czechia

UNIVERSITIES PROGRAMMES **UKRAINE**

STUDY LIVE & WORK STUDENT COMMUNITY ALUMNI FAQ ABOUT US

PREZENTACE ČESKÉHO VZDĚLÁVÁNÍ V ZAHRANIČÍ

Tato stránka slouží jako **komplexní příručka pro efektivní propagaci Česka jako atraktivní studijní destinace** na mezinárodní úrovni. Je určena především českým zastupitelským úřadům a dalším zástupcům Česka v zahraničí, kteří chtějí přispět ke zvýšení povědomí o českém vysokoškolském vzdělávání a posílit jeho prestiž mezi zahraničními studenty a akademickými institucemi.

Stránka obsahuje hlavní dokument **Jak prezentovat české vzdělávání v zahraničí** a doplňující **přílohy**. Dokument zahrnuje celkem pět kapitol, z nichž každá přináší důležité informace a praktické rady k různým aspektům propagace českého vysokoškolského vzdělávání v zahraničí. Současně vás provede využitím jednotlivých materiálů, které jsou součástí celé stránky. Tyto materiály zahrnují například prezentace pro studenty i partnery, přehled možné spolupráce s Domem zahraniční spolupráce, manuál pro pořádání absolventských setkání, bannery Study in Czechia na web, aj.

Cílem této stránky je poskytnout potřebné **nástroje a informace pro efektivní prezentaci Česka** jako výjimečného místa pro vysokoškolské studium a podpořit rozvoj mezinárodních vazeb mezi českými a zahraničními vysokými školami.

HLAVNÍ DOKUMENT:

(4) Public engagement

Story → Message → Channel → Impact **Media and general public**

deník.cz Zprávy Sport Podnikání

Kvůli populačnímu propadu studentů

Obě dívky se řadí do skupiny zhruba 55 tisíc momentálně studujících na vysokých školách. V procent z celkového počtu studentů na univerzitách. Kvůli populačnímu propadu ubývá českých studentů, třeba zvýšit na 30 procent.

deník.cz Zprávy Sport Podnikání Názory Magazín Podcasty

🏠 > Podnikání

Českých studentů na vysokých školách ubývá. Lákejme cizince, apelují experti

 [Jan Klička](#)
šéfredaktor centrální redakce Deníku

★★★★☆ 4

28. 3. 2025



Case Study: Supporting the Agenda of International Students 2025

Problem

Lack of coordination between universities, government, business and cities.

Goal: open an inter-ministerial dialogue, position the topic as a nationwide agenda, and secure media attention.

Solution (Conference)

Organization of a national conference with partners: Czech Rectors Conference, Charles University, Anglo-American University; Participation from ministries, universities, cities, employers and students.

Content

Panel discussions + presentations, **key topics:** visas, integration, labour market, cities, language and career support, international examples.

Media Outreach

Targeted invitations to journalists, media adopted our key figures and the narrative “international students = economic investment”.

Advocacy level: invitation of members of parliament and strengthened understanding of the topic.



Foto: Petr Zewlakk Vrabec / DZS



Důvěru Získal Snadno

Tři písmena,
tisíce příběhů

Původně přijel Stuart Hopkinson do Brna s cílem studovat medicínu. Dnes je lékařem v blanské nemocnici, kde si získal respekt kolegů i důvěru pacientů. V DZS podporujeme zahraniční studující iniciativou Study in Czechia. I díky ní jich v loňském roce studovalo v Česku rekordních 56 tisíc.



EVROPSKÁ UNIE

www.dzs.cz



study in
estonia



Alumni Stories

INTERNATIONAL GRADUATES OF
ESTONIAN UNIVERSITIES



study in
estonia



Vilistlaslood

EESTI KÕRGKOOLOIDE
RAHVUSVAHELISED VILISTLASED

European Commission

 European Commission

english (en) 

Translate

Search

European Commission > EU regional and urban development > Regional Policy > Newsroom >

Policy

2021-2027

Funding

What's new

In your country

Projects

Information sources

Foreign students put down roots in Estonia

 Twitter

 Facebook

 LinkedIn

 E-mail

More share options

 05/03/2021

It is Europe's start-up hot spot and one of the safest countries in the world. These are among the reasons why growing numbers of foreign students are getting their degrees in Estonia and staying on to build their careers.

 Press clipping

NEWS

[all countries] 

[all themes] 

Search 

RELATED THEMES

Social inclusion, Jobs, Education and Training

RELATED COUNTRIES

Estonia

SAATED • Indrek Mäe • Egel Velleste • 15. märts kell 9:37

Aina vähem viisasid langeb välisstudengitele. "M

tohi olla tige väike riik"



Foto: Liis Treimann

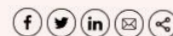
Ülikoolid ei tea, miks saab aina vähem välisstudengeid siia õppima tulemiseks viisa, ütles TalTechi rektor Tiit Land.

Land tõi näitlikustamiseks andmed 2020. aastast, kui välisstudengid moodustasid üliõpilastest 18 protsenti.

"Praegu on see number veidi üle 6 protsendi," rääkis Land Äripäeva raadio hommikuprogrammis.



SAATED • Laura Saks • Janno Riispapp • Indrek Mäe • 15. märts kell 13:14



Äripäev eetris: Eesti kaotab suurelt kahel põhjusel



Arvamussaates "Äripäev eetris" tuli juttu ka Reformierakonnast ja riigikogu valimistel saadud mandaadist, mis annab neile suure ülekaalu ja näib, et teeb ka süüdimatuks.

Foto: Andras Kralla

Sel nädalal kerkis üles kaks teemat, mis pani Äripäeva ajakirjanikud arvama, et Eesti riik kaotab pigem suurelt.

Üks neist on reedel teatatud uudis, et puidukeemiaga tegelev Fibenol viib 700 miljoni eurose tehase investeeringu Lätti ja teine välistalentide piiri taha jätmine.



Pedai • 12. märts kell 10:54



Rektor: Eesti muutub välistalentidele üha

aks. Liigume kolgastumise teel



Re signaali, et talentid on Eestisse oodatud ning neid ootab sin innovaatiline, avatud ja põnev keskkond. Ed inimesed töötavad peadega ning nende peades sünnib Eesti tulevik," kirjutab Mainori rektor Andrus

/Mainori

vastuvõtt Eesti kõrgkoolidesse on juba mitu aastat tugevas seda mitte põhjusel, et talentid oleksid maailmast otsa Eesti süvenevalt tõrjuva viisapoliitika tõttu, kirjutab Eesti kool Mainori rektor Andrus Pedai.

Andrus Pedai: 10,000 foreign students feasible target for Estonia

OPINION

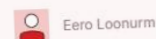
Andrus Pedai, rector of Estonian Entrepreneurship University of Applied Sciences
10.12.2024 15:10



18.12.24, 10:30

Eero Loonurm: ärme jäta Eestit ilma sõpradest ja tulust

Talendipoliitika ja õpiränne ootavad seadusandluses pikisilmi uusi lahendusi, kusjuures eeskujud on täiesti olemas, kirjutab haridus- ja noorteameti kõrghariduse rahvusvahelise turunduse juht Eero Loonurm.



Eero Loonurm

Kuula ▶

Jaga ◀

Salvesta □



Author: Andrea

Report: International students contribute €14 million and alumni over €8 million in taxes

Statistics Estonia analysed the economic contribution of working international students and international graduates in Estonia. The analysis, commissioned by the Education and Youth Board, shows that, in the academic year 2021/22, international degree students contributed 14 million euros and international graduates 8 million euros in taxes.

Key findings from the report:

Talendipoliitika ja õpiränne ootavad seadusandluses uusi lahendusi



Economic impact of international students in the Estonia labour market

2023/2024

STATISTICS ESTONIA

Find statistics Submit data Statistics Estonia Population C

Home > News > Working international students and graduates contributed nearly 23 million euros in taxes in the academic year 2023/2024

Working international students and graduates contributed nearly 23 million euros in taxes in the academic year 2023/2024

NEWS Posted on 17 September 2025, 9:22

According to Statistics Estonia, working international students and international graduates who have stayed to work here after graduation contributed nearly 23 million euros in taxes in Estonia in the academic year 2023/2024. Although the number of international students in Estonia has decreased, their contribution to the Estonian economy has not fallen as much.

This is the sixth time that Statistics Estonia has been commissioned by the Education and Youth Board to analyse the economic contribution of working international students and international graduates who stay in Estonia and work here. In the academic year 2023/2024, there were 4,336 international students in Estonia and 1,960 of them worked here as well.

The number of working international students has decreased, but they are more often in long-term employment

Kadri Rootalu, data scientist at Statistics Estonia and the author of the report, said that, compared to the previous academic year, there was a decrease in the overall number of international students in Estonia as well as in the number of working international students (down by about 500 and 400, respectively). "The decreased number of working students reflects the overall trend on the Estonian labour market, with young people struggling to find work in their field of specialisation. On the other hand, in the academic year 2023/2024, there was a rise in the share of international students who have stayed to work here after graduation. This indicates that the Estonian labour market is becoming more attractive for international students who are looking for long-term employment opportunities."

ERR.ee UUDISED TV RAADIO LASTELE JUPITER

news LATEST POLITICS ECONOMY DEFENSE OPINION CULTURE SCIENCE

Working international students in Estonia contribute €23 million in taxes

NEWS
ERR News
17.09.2025 12:41



University of Tartu. Source: Aili Vahtla/ERR

According to Statistics Estonia, working international students and graduates contributed nearly €23 million in taxes in Estonia in the 2023/24 academic year.



Study in Estonia @studyinestonia · Jan 20

International [#students](#) and [#graduates](#) in [#Estonia](#) contribute over €13 million in taxes in the Estonian labour market. We are glad to welcome university students from all over the world 🌍
More statistics: studyinestonia.ee/news/statistic...
[#Alumni](#) [#Estonia](#) [#highered](#)

Economic impact of international students working in Estonia

Academic year 2019/2020

Half of international students work during their studies in Estonia



International students paid in Estonia

toomas hendrik ilves and 9 others



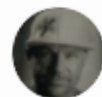
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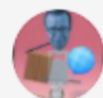
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toomas hendrik ilves ✓
@IlvesToomas
look at my homepage

Following



University of Tartu
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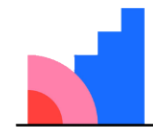
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03

Translating the Narrative Locally



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“ Different data,
same narrative. ”



Changes in the number of incoming students

Percentage changes in the number of international students from TOP 20 represented countries

Country	Number of international students*	Percentage change for 1 year	Percentage change over 5 years
1 Slovakia	22,669	4.0 %	7.6%
2 Ukraine	7,373	9.1 %	105.5%
3 Russia	4,952	-20.7 %	-20.2%
4 Kazakhstan	3,218	6.7 %	64.0%
5 India	1,888	1.4 %	95.0%
6 Italy	917	7.6 %	68.3%
7 Vietnam	847	19.8 %	89.9%
8 Germany	786	-5.3 %	-12.1%
9 Belarus	752	-16.7 %	-7.3%
10 Türkiye	711	20.1 %	141.8%

Country	Number of international students*	Percentage change for 1 year	Percentage change over 5 years
11. Iran	597	-2.1 %	72.5%
12. China	563	-11.6 %	-23.4%
13. Israel	540	9.5 %	47.1%
14. Azerbaijan	501	26.8 %	86.9%
15. Bangladesh	452	-11.5 %	356.6%
16. United States	402	-3.4 %	4.4%
17. Pakistan	389	2.4 %	196.9%
18. Poland	374	12.7 %	14.4%
19. France	358	21.8 %	108.1%
20. Kyrgyzstan	333	0.9 %	78.1%

*Numbers of international students studying at Czech universities as of 31 December 2024

Source: Ministry of Education, Youth and Sports, Consolidated Student Registry Information, 31/12/2024