

**A supportive
ecosystem for
international
higher education
professionals**

Founded in 1989



EAIE

1. Our story

The EAIE is a non-profit, member-led organisation serving individuals actively involved in the internationalisation of their institutions.

60k

professionals
in the field

110+

countries

3000+

members

1989

Founding
conference in
Amsterdam



1999

First Forum
member
magazine



2011

First EAIE
Academy in
Valencia



2015

First EAIE
Barometer
published



2025

One of the largest
conferences
to date





2. Our vision & values

OUR VISION is rooted in the belief in an equitable world where international education connects diverse perspectives and nurtures greater understanding.



Four values that underpin all we do

3. Our strategy & goals



Enable the sector

Be the premier platform enabling international education professionals to achieve results

Influence & engage

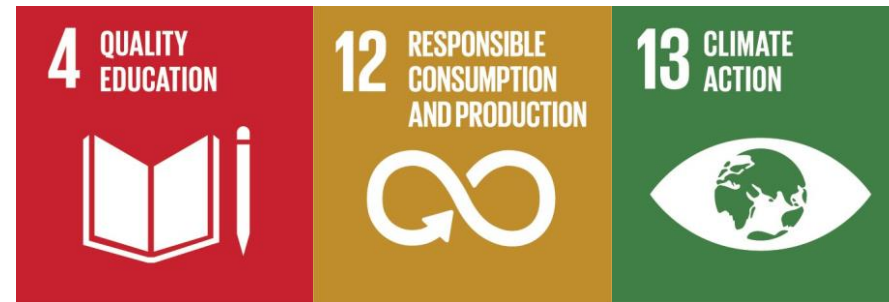
Communicate the power and potential of international education to serve society

Demonstrate impact

Drive responsible and impactful international education through data and research

4. Our commitments

We are committed to **changing the sector for the better** and making it **more sustainable and equitable**, starting with our own events and practices.



**A sustainable
conference**



**Responsible
practices**



Advocacy

5. Our people



103
volunteers



12
committees



7000+
conference
participants



43
EAIE Office
staff



2
governance
bodies



25
countries in
Europe
& beyond



60k
practitioners
in Europe



18
nationalities,
based in
Amsterdam

EAIE is a member-led organisation

with more than **3000 members from around the globe** who all share the common goal: to internationalise higher education through collaboration and knowledge exchange.

EAIE membership provides you with the **tools and connections** you need to be successful in your **career**.

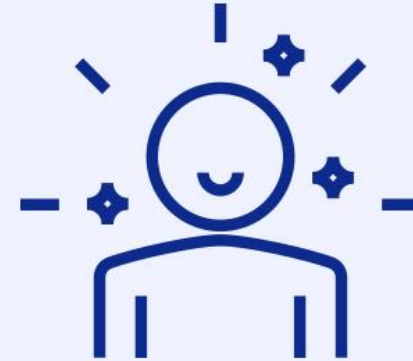
We offer 3 types of membership



Individual
membership



Group
membership



Young professional
membership

6. Our work overview

**a****Taxonomy****b****Research agenda****c****EAIE Barometer****d****Publications & blog****e****Training****f****Conference & events**

a. Taxonomy

EUROPEAN-FUNDED PROGRAMMES	LEADERSHIP, STRATEGY AND POLICY	MARKETING & ADMISSIONS	PARTNERSHIPS	SOCIAL RESPONSIBILITY	STUDENT & ALUMNI SERVICES	STUDENT & STAFF MOBILITY	TEACHING, LEARNING & CURRICULUM	RESEARCH ON INTERNATIONALISATION
Erasmus+	Academic freedom, ethics and integrity	Admissions and recognition	Capacity development partnerships	Climate action and environmental sustainability	Academic advising	Internships, traineeships and work placements	English medium instruction (EMI)	
Horizon Europe	Advocacy and stakeholder engagement	Marketing and recruitment	Collaborative degree programmes	Community engagement and dialogue	Alumni engagement	Mobility service providers	Internationalisation at home	
	Crisis management		Community and business partnerships	Diversity, equity and inclusion	Employability	Short-term programmes	Internationalisation of the curriculum	
	International office management		Joint research and doctoral education partnerships	Global citizenship	Student accommodation	Staff mobility	Micro-credentials	
	International rankings and benchmarking practices		Mobility agreements	United Nations Sustainable Development Goals	Student safety and security	Student exchange and study abroad	Online, blended and hybrid learning	
	Language policies		Strategic partnerships		Student mental health support	Virtual mobility	Soft (transversal) skills	
	Quality assurance		Transnational education partnerships				Virtual exchange	
	Regulatory compliance and accreditation							
	Risk assessment							
	Staff skill development							
	Strategic planning							

b. Research agenda



Pillar 1.

The EAIE
Barometer



Pillar 2.

Environmental
sustainability/
climate action



Pillar 3.

National
policies for
international-
isation



Pillar 4.

EAIE
Research
Fund



Pillar 5.

EAIE
Research
Snapshots

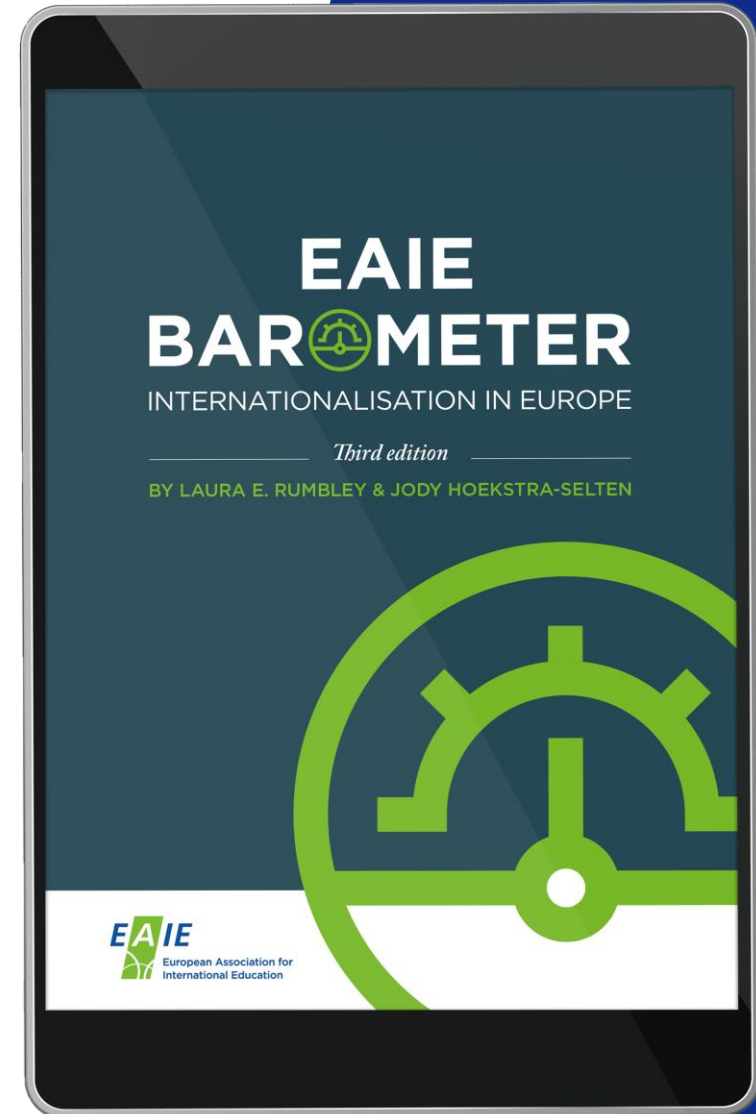
c. EAIE Barometer

What is the EAIE Barometer (third edition)?

A comprehensive report on the health and vitality of internationalisation in European higher education from the perspective of practitioners in the field

Select spin-off report themes include:

- National and European-level influences
- Perceptions of impact
- Environmental sustainability and climate action
- Inclusion and diversity

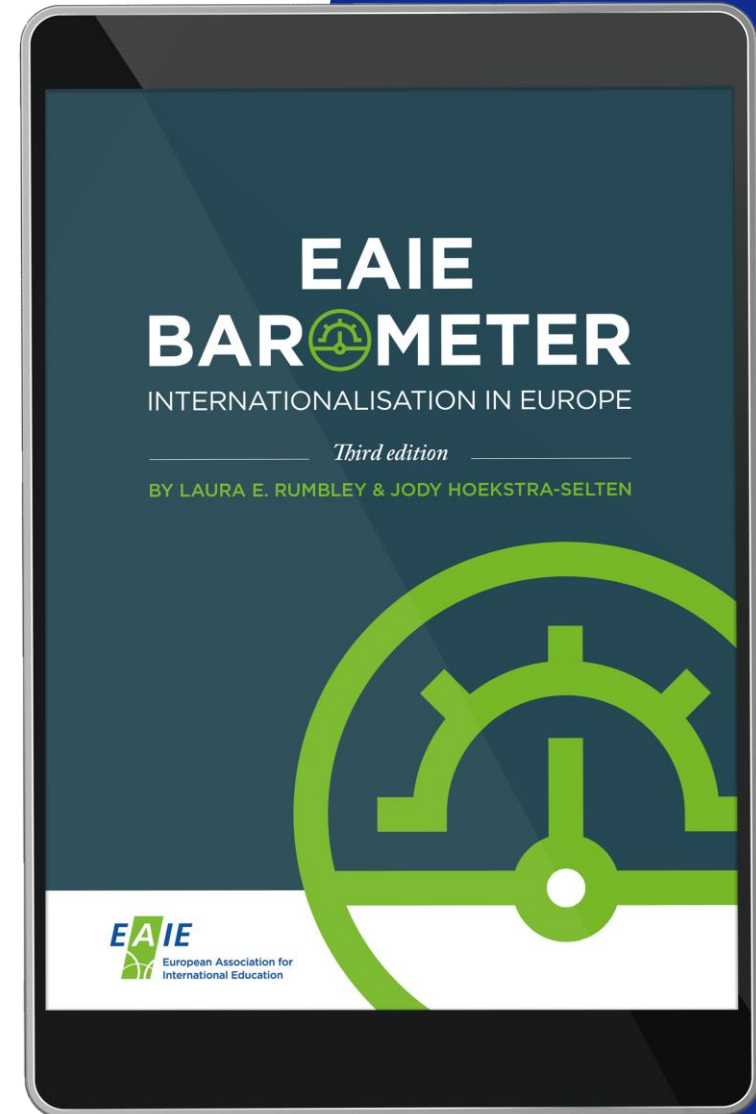


c. EAIE Barometer



5 key takeaways

1. Clear commitment in the face of change
2. More shared responsibility for internationalisation
3. Waning national and European-level influences?
4. Pressure to deliver impact
5. Everything needs attention



Key Findings on Professional Roles and Institutions

Perceptions of Professional Roles

High Satisfaction Levels

Overall job satisfaction and sense of purpose remain strong, with 80% of professionals planning to stay in the internationalization field for the next three years, demonstrating commitment and career sustainability.

Key Challenges Identified

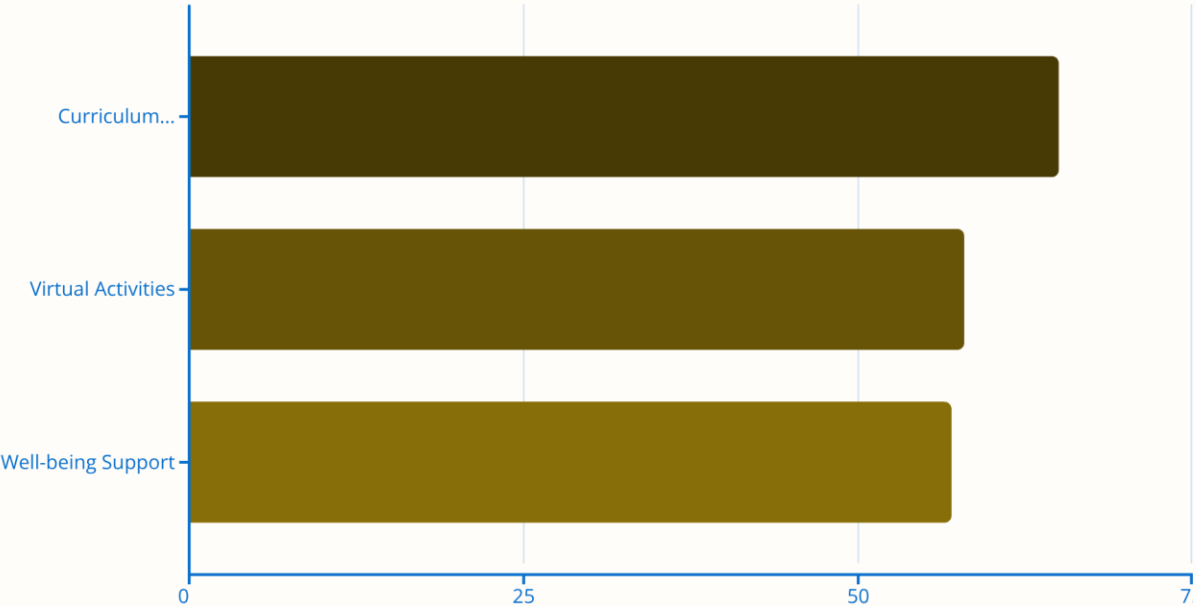
Salary concerns affect 40% of respondents, while work-life balance issues impact 33%, highlighting areas requiring institutional attention to retain top talent in this critical field.

Evolving Role Requirements

80% report significant role evolution, with 40% identifying urgent needs for digital and AI skills. Strong demand exists for continuous professional training and development opportunities.

Institutional Structures and Priorities

Critical Topics Requiring Attention



Insights on Budgets, Dynamics, Impact, and Topics

01

Budget Perspectives

70% express satisfaction with current budget sizes, noting stable funding sources. If budgets increased, primary investment priority would be staff development and hiring.

02

National & European Influence

58% view national policies as influential, while 53% cite European-level impact—both metrics showing decline since 2015. Positive effects noted from national policies (41%) and Erasmus+ programs (57% report career impact).

03


Impact Perceptions

63% sense urgency in impact discussions, with pressure coming from leadership and national authorities. Primary focus areas include reputation/rankings (47%), student learning outcomes (46%), and research excellence (46%).

04

Emerging Priority Topics

Top interests center on well-being, digitalization, and inclusion. While progress has been made, professionals indicate more resources are needed. Virtual internationalization notably underperforming expectations.

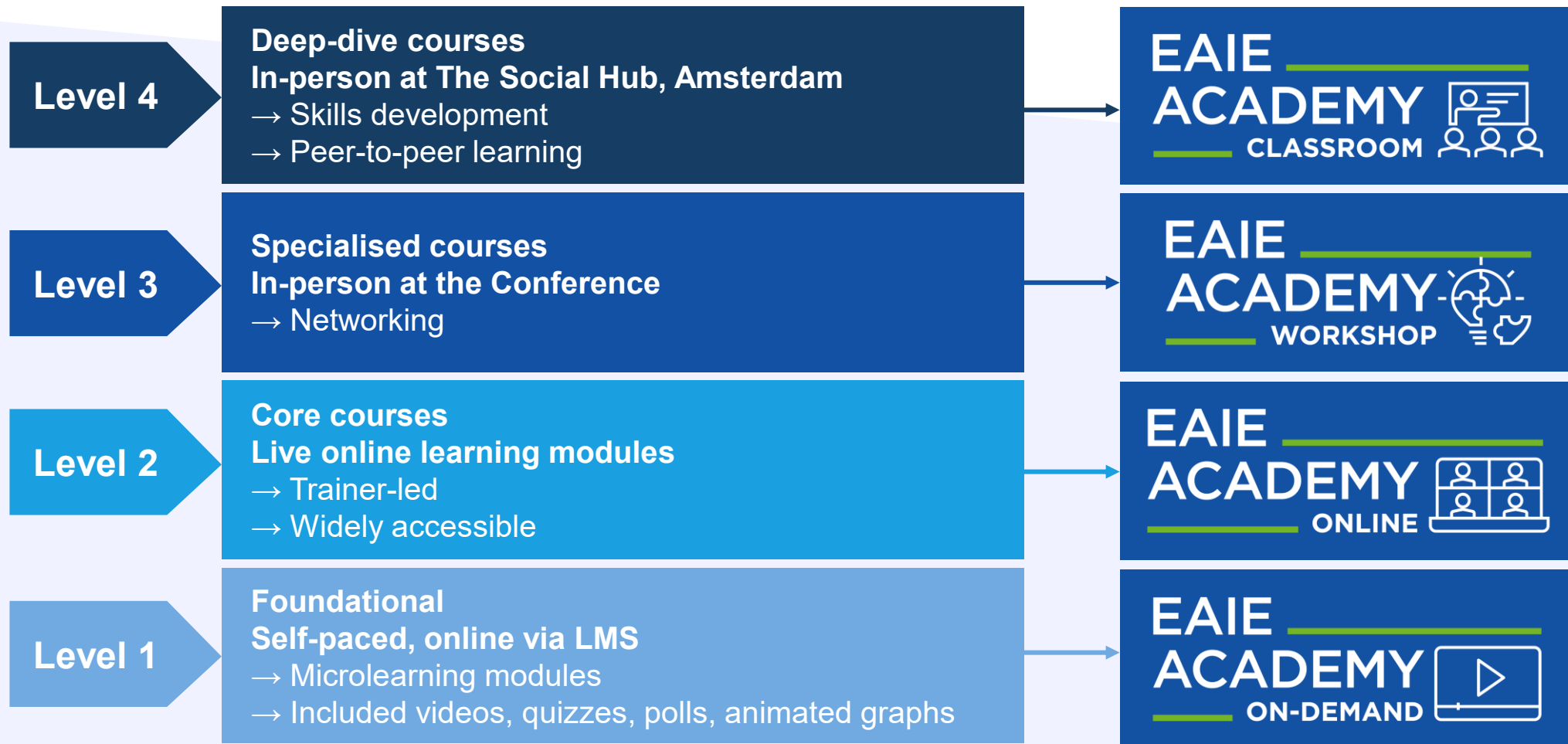
 **Relevance for Moldova:** These findings highlight significant opportunities for Moldovan universities to align with EU standards and priorities through active EAIE conference participation. Understanding these trends enables strategic positioning and targeted development of internationalization capabilities that resonate with European partners. **Participation in these type of global surveys is highly advised.**

d. Publications & blog

EAIE's extensive collection of publications such as our member magazine Forum, in-depth resources, compelling blog articles, insightful podcasts and more.



e. Training



The EAIE also offers **customised courses** that are delivered by EAIE trainers on-site at the institutions or organisations that request a tailor-made course.

e. Training

TAXONOMY	STUDENT AND STAFF MOBILITY	LEADERSHIP, STRATEGY AND POLICY	SOCIAL RESPONSIBILITY	STUDENT AND ALUMNI SERVICES
ON-DEMAND <i>Foundational</i>	2025 <p>Introduction to student and staff mobility</p> <ul style="list-style-type: none"> Unit 1: Intro to student mobility Unit 2: Intro to staff mobility Unit 3: Intro to short term programmes 	2025 <p>Introduction to leadership, strategy and policy</p> <ul style="list-style-type: none"> Unit 1: Intro to strategic planning Unit 2: Intro to international office management 	2025 <p>Introduction to social responsibility</p> <ul style="list-style-type: none"> Unit 1: Intro to global citizenship Unit 2: Intro to diversity, equity and inclusion Unit 3: Intro to climate action and environmental sustainability 	2025 <p>Ensuring success across the student-alumni lifecycle</p> <ul style="list-style-type: none"> Unit 1: Onboarding and ongoing engagement and support Unit 2: Career support Unit 3: Post-study engagement and support
ONLINE <i>Core</i>	2026 <p>Integrating blended mobility programmes in your institution</p>	2026 <p>Designing impactful services for higher education</p>		
WORKSHOPS <i>Conference</i>	Glasgow <p>Workshop will be selected in Jan 2026 via call for proposals</p>	Glasgow <p>Workshop will be selected in Jan 2026 via call for proposals</p>	Glasgow <p>Workshop will be selected in Jan 2026 via call for proposals</p>	Glasgow <p>Workshop will be selected in Jan 2026 via call for proposals</p>
CLASSROOM <i>Deep-dive</i>	2026 <p>Re-thinking short-term programmes: innovation, impact and sustainability</p>	2025 <ul style="list-style-type: none"> - Developing a strategic internationalisation plan - How to manage an international office 		2025 <ul style="list-style-type: none"> - Building a toolkit for addressing international student mental health - Creating a positive international student experience

e. Training

TAXONOMY	EUROPEAN-FUNDED PROGRAMMES	MARKETING AND ADMISSIONS	PARTNERSHIPS	TEACHING, LEARNING AND CURRICULUM	RESEARCH ON INTERNATIONALISATION
ON-DEMAND <i>Foundational</i>	2025 <ul style="list-style-type: none"> Introduction to European funded programmes Unit 1: Intro to understanding EU-funded programmes Unit 2: Intro to the project lifecycle in EU-funded programmes Unit 3: Intro to managing an EU-funded project 	2025 <ul style="list-style-type: none"> Introduction to marketing and admissions Unit 1: Intro to marketing Unit 2: Intro to recruitment Unit 3: Intro to admission and recognition 	2025 <ul style="list-style-type: none"> Introduction to partnerships Unit 1: Intro to understanding partnership types Unit 2: Intro to selecting partners Unit 3: Intro to maintaining partnerships 	2025 <ul style="list-style-type: none"> Introduction to teaching, learning and curriculum Unit 1: Intro to internationalisation at home Unit 2: Intro to internationalisation of the curriculum Unit 3: Intro to virtual exchange (VE) 	2025 <ul style="list-style-type: none"> Introduction to research on internationalisation Unit 1: Intro to the world of research on internationalisation Unit 2: Intro to using research on internationalisation to inform practice Unit 3: Intro to combining research and practice
ONLINE <i>Core</i>		2025 <ul style="list-style-type: none"> - Best practices in evaluating foreign credentials - Succeeding in international recruitment with content marketing 	2026 <ul style="list-style-type: none"> Effective development and implementation of joint programmes 	2025 <ul style="list-style-type: none"> - Launching virtual exchange at your institution - Implementing virtual exchange in the curriculum 	
WORKSHOPS <i>Conference</i>	Glasgow <ul style="list-style-type: none"> Workshop will be selected in Jan 2026 via call for proposals 	Glasgow <ul style="list-style-type: none"> Workshop will be selected in Jan 2026 via call for proposals 	Glasgow <ul style="list-style-type: none"> Workshop will be selected in Jan 2026 via call for proposals 	Glasgow <ul style="list-style-type: none"> Workshop will be selected in Jan 2026 via call for proposals 	Glasgow <ul style="list-style-type: none"> Workshop will be selected in Jan 2026 via call for proposals
CLASSROOM <i>Deep-dive</i>		2026 <ul style="list-style-type: none"> Advanced international admissions 	2026 <ul style="list-style-type: none"> Nurturing strategic international partnerships and alliances 		



f. EAIE Conference & Exhibition

Europe's leading international higher education conference and exhibition, takes place annually in a European city.



4

event
days

240+

sessions
and activities

7000+

participants
from the sector

100+

countries
worldwide

1000

exhibiting
organisations

EAIE | GOTHENBURG

09-12 SEPTEMBER

— GO-CREATE —



2025 EAIE CONFERENCE AND EXHIBITION AUDIENCE



7090

conference participants



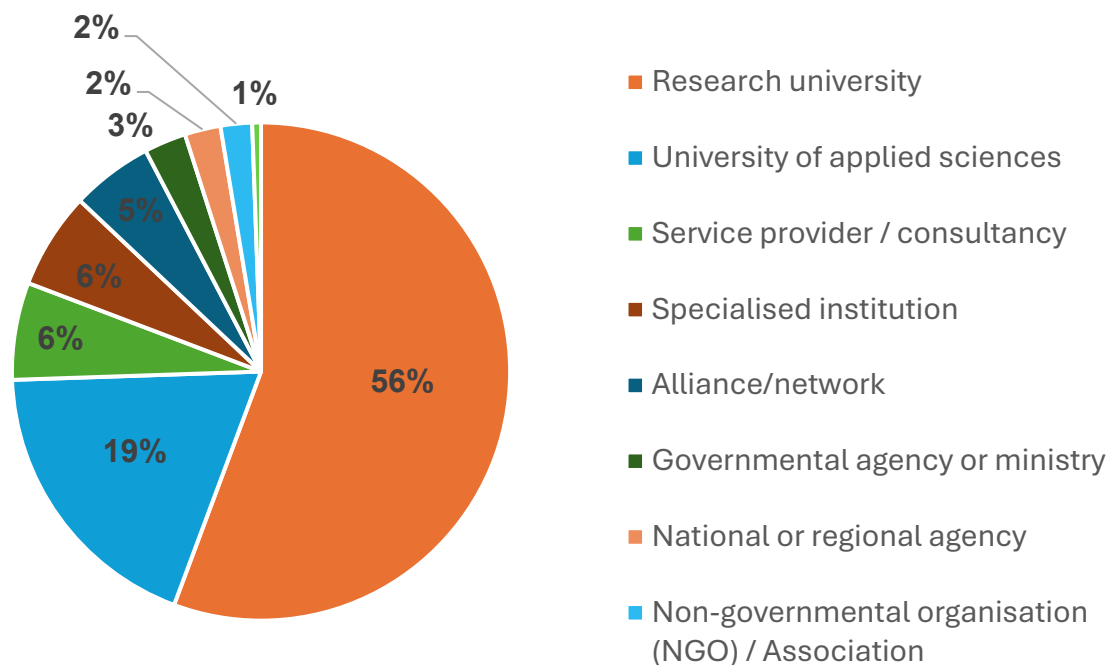
107

countries represented

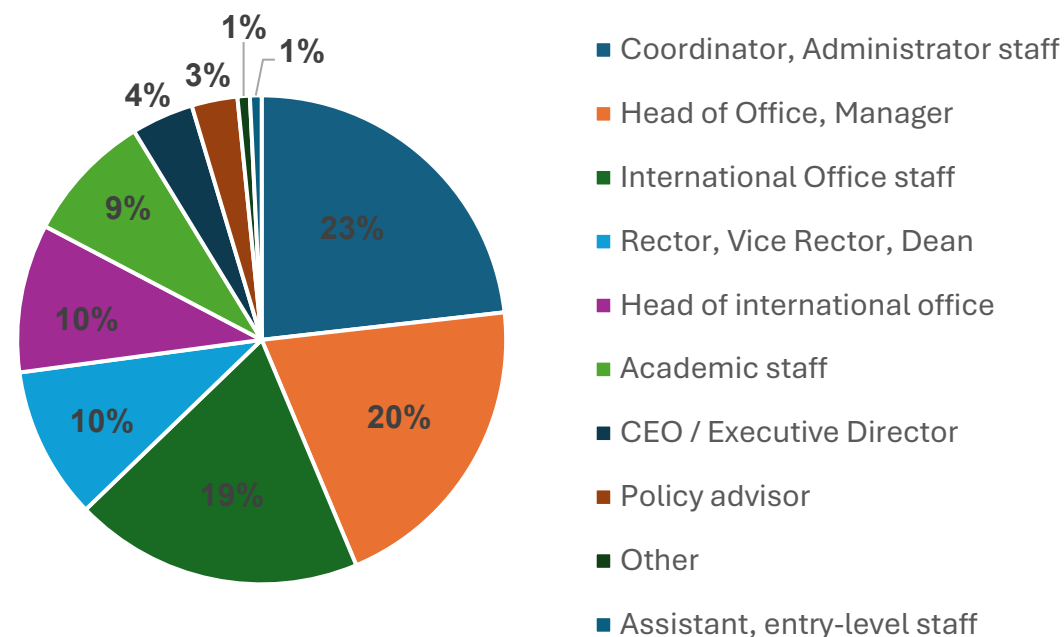




2025 PARTICIPANT ORGANISATION TYPES



2025 PARTICIPANT JOB TYPES



EAIE | GOTHENBURG

09-12 SEPTEMBER

GO-CREATE



2025 EAIE EXHIBITION IN NUMBERS



251
exhibition stands



1200
exhibiting organisations



5688 m²
net sold exhibition area

3 years of growth
2025 was again the
largest EAIE Exhibition!

Source: 2025 EAIE Conference and Exhibition in Gothenburg, Sweden



f. EAIE Conference & Exhibition

36th Annual EAIE Conference and Exhibition

Join the **Rhythm of Revolution** in Glasgow next year!



FEB

Early-bird deadline for
exhibition stand booking

MAY

Registration
opens

JUN

Conference early-
bird deadline

08–11 SEP

Conference &
Exhibition dates

Why Moldovan Universities Should Participate

1

Promote National Education

Establish valuable contacts and attract international students to Eastern Europe by showcasing Moldova's academic strengths, cultural richness, and competitive advantages. Position Moldovan universities as accessible, quality alternatives within the European education landscape.

2

Build EU Partnerships

Joint stands—such as the successful Romania–Moldova collaboration in 2025—enhance visibility and support Moldova's EU integration goals. These partnerships demonstrate commitment to European values and create pathways for future collaboration in research and student mobility.

3

Foster Internationalization

Strategic projects like ELEVATE help align institutional practices with global standards, increasing mobility opportunities and access to international funding. EAIE participation accelerates this alignment by providing direct exposure to best practices and implementation models.

4

Recent Success Story

In 2025, prestigious universities including the Technical University of Moldova (UTM), Nicolae Testemitanu University, the Academy of Economic Studies, and the State University of Moldova (USM) made their debut appearance, successfully representing Moldova on the global stage and establishing important initial connections, alongside the National Erasmus Office (NEO).

f. EAIE events



Meet the Expert webinars

These occasional webinars are perfect for newcomers and those embarking on their journey in international higher education.

EAIE Internationalisation Insight series

Small-scale regional gatherings, designed for mid-to senior-level professionals, academics and policymakers.



Thank you & stay in touch

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