

Funding for events to promote Sweden as a study destination

The Swedish Institute is offering funding and training for foreign missions in priority countries outside the EU/EEA who would like to attend or arrange events that market Sweden as a study destination to prospective students of all Swedish universities.

The funds are meant to cover expenses related to the following types of events:

- Student recruitment fairs organised by a third party.
- Pre-departure events organised by foreign missions for students accepted to Swedish universities.
- Study in Sweden recruitment events organised by foreign missions for prospective students.

SI will also fund a 2–3 day event training course in Stockholm in September. Foreign missions in priority countries that have been granted funding will receive detailed information about the course ahead of time.

Eligible countries

Due to limited resources, only foreign missions from countries from the list below are eligible to apply for funding and training. Note that countries in which SI has employed local staff have been removed from the list. This includes Indonesia and South Korea.

Africa

Ethiopia
Ghana
Kenya
Nigeria
South Africa
Tanzania

Asia

Bangladesh
Cambodia
China
Hong Kong
India
Kazakhstan
Malaysia
Pakistan
Philippines
Singapore
Thailand
Vietnam

Europe excluding EU28

Georgia
Russia
Serbia
Turkey
Ukraine

Middle East/North Africa

Egypt

Iran

Saudi Arabia

North America

Canada

Mexico

USA

South America

Brazil

Chile

Colombia

Ecuador

Peru

Deadlines and other dates

Student recruitment fairs

Applications should be sent no less than one month before the fair and are processed as they come in. Early applications will be given priority.

Pre-departure events

Applications for pre-departure events should be sent in no later than 1 April.

Study in Sweden recruitment events organised by foreign missions

Applications should be sent no less than three months before the start of the event.

When will we give you confirmation?

We will try to inform you a few weeks after the application is received.

What does the grant cover?

Student recruitment fairs

The grant is intended to cover the costs of participating in the fair (such as travel, lodging, registration fee) and other expenses related to the fair (such as printing t-shirts or arranging dinner for alumni volunteers). There is no set limit; however, the amount applied for will be taken into consideration when deciding who receives funding. One foreign mission can apply for funding for multiple fairs.

Pre-departure events

The maximum amount of funding for pre-departure events is SEK 25,000 for each event. This is intended to cover costs such as venue rental, marketing, and food and beverages.

Study in Sweden recruitment events organised by foreign missions

The maximum amount of funding for recruiting events organised by foreign missions is SEK 25,000 for each event. This is intended to cover costs such as venue rental, marketing, and food and beverages.

Special requirements

Student recruitment fairs

- The fair should target students looking to study a full degree programme abroad.
- The primary target group should be prospective master students. Prospective bachelor students make up a secondary target group. Applications for fairs aimed at other target groups (e.g., students looking for language schools abroad) will not be accepted.

Pre-departure events

- The event must be organised before the end of May.
- You should expect at least 10 newly admitted students to attend the event.
- Alumni must be incorporated into the event.

Study in Sweden recruitment events organised by foreign missions

- The event should be organised during September–December.
- You should expect at least 150 prospective students to attend.

What is expected of the foreign mission?

Student recruitment fairs

- Project management of the entire fair, from registration to completion.
- Due to the demanding nature of student fairs, a minimum of two staff members should plan to attend the fair, including at least one full-time, employed staff member.
- All staff attending the fair must attend an online training organised by SI.
- Use our Study in Sweden material and follow our brand guidelines.

Pre-departure events

- Project management of the entire event, including marketing, event planning and registration.
- The project manager shall attend an online training organised by the Swedish Institute before the event.
- Use our Study in Sweden material and follow our brand guidelines.
- A list of all alumni and students taking part in the event must be sent to SI.

Study in Sweden recruitment events organised by foreign missions

- Project management of the entire event including marketing, event planning and registration.
- The project manager shall attend an online training organised by the Swedish Institute before the event.
- Use our Study in Sweden material and follow our brand guidelines.

What support can the Swedish Institute provide?

Student fairs

- We will provide you with material (booth decoration, printed material, giveaways) and training.
- For support please refer to our [toolkit for student fairs](#).

Pre-departure events

- We will provide you with material (booth decoration, printed material, giveaways) and training.
- In early April we will provide you with a complete list of all accepted students from your country that includes the city of residence and e-mail address.
- For support please refer to our [toolkit for pre-departure events](#).

Study in Sweden recruitment events organised by foreign missions

- We will provide you with material (booth decoration, printed material, giveaways) and training.
- For support please refer to our toolkit for Study in Sweden events (coming in April).

How do I apply?

Complete and e-mail the application form to douglas.washburn@si.se. The applications are different for each event type and can be downloaded here:

[Application form for student fairs](#)

[Application form for pre-departure events](#)

[Application form for Study in Sweden recruitment events organised by foreign missions](#)

Questions?

Contact Douglas Washburn at douglas.washburn@si.se or call +46 732-318541.