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**Name**  
**WELCOME: Towards Incoming International University Communities**

**Number**  
**573655-EPP-1-2016-1-ES-EPPKAZ-CBHE-JP (2016-3403 / 001-001)**

## PROJECT INFORMATION

**Duration**  
**2016-2019**

**Website**  
**www.welcomeproject.net**

**Co-funded by the Erasmus+ Programme of the European Union**



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**ERASMUS + Project**  
**WELCOME:**

**TOWARDS INCOMING INTERNATIONAL UNIVERSITY COMMUNITIES**



## WELCOME: Towards Incoming International University Communities



### AIM

To enhance the international dimension of Kazakhstani and Chinese Higher Education Institutions by defining and implementing strategic and marketing methodologies in order to facilitate and increase incoming foreign students, professors, and researchers.

### OBJECTIVES

- Improve Internationalisation process at the Kazakhstani and Chinese HEIs
- Increase of incoming students, teachers, researchers in partner countries
- Develop online International Platform
- Increase % of HEIs that participate in the online Platform for Internationalisation
- Increase number of trained International Relations managers, academic and technical staff
- Create International Service-Oriented Centers
- Develop Strategic Plan for Internationalisation



### ACTIVITIES

- Review the Internationalisation practices & policy framework
- Benchmarking analysis on Internationalisation practices in partner countries
- Creation of the Portal of Kazakhstani & Chinese universities for Internationalisation
- Creation of Service Oriented International Relations Centers in partner countries
- Training of academic, technical and administrative staff engaged in Internationalisation processes on Strategic Management, Marketing, Cultural challenges and Implementation of Credit Mobility
- In-house trainings at each Partner HEI
- Development of the Strategic & Marketing Plan in Internationalisation
- Organisation of Dissemination Open Conferences (in-house, national, international)



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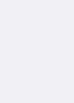
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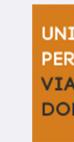
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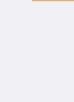
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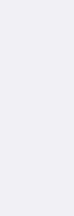
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2016-2019

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## Number

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WELCOME  
connecting universities

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Increase number of trained International Relations managers, academic and technical staff

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