

STUDY IN GREECE

Strategic Plan
2025–2026

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Message from our Leadership

From Greece to the world

We live in an age of unprecedented challenges and unparalleled opportunities. Interconnectivity, globalization and inclusion coexist with fragmentation, polarization and division, in a world heavily impacted by geopolitical turmoil, and transformed by cutting-edge technologies shaping every sector and aspect of our public and social life, from economics and politics to our interpersonal relations. Believing that the role of education should be reimaged in order to respond to every key global issue we face today within an interconnected world filled with complexities and contradictions, Greece has decided to reposition itself as an international education hub. With progressive reforms and strategic investments, within the last years, the Greek state consistently prioritizes internationalization of Greek universities with a clear focus on expanding its higher education system, in terms of academic offerings. Aligned with this central vision, Greek universities create and offer more and more international study programs tailored to the evolving demands of the global market, and attract increasing numbers of international students from across the globe.

Sharing and advancing this vision, Study in Greece (SiG), the organization for the internationalization and global promotion of Greek universities, has been playing a catalytic role in the latest developments in the sector, forging and promoting a fresh international culture within Greek higher education. Our mission is to help Greek universities leverage the power of international education to grow in today's rapidly changing global landscape, with a focus on fostering educational partnerships, and supporting their internationalization endeavors and global student recruitment efforts. Throughout our short history and through today we are building an ecosystem where bold ideas and best practices can flourish and shape the field of Greek higher education, and provide a platform for informing, promoting, networking, consulting and knowledge exchange.

The internationalization of Greek higher education is an ongoing process, constitutes a shared vision, demands cooperation and coordination between different actors, and moves forward thanks to the concerted efforts and unwavering commitment of key stakeholders. SiG is proud to be part of this transformative change.

We are deeply grateful to our partners, including all 24 Greek higher education institutions, the Ministry of Education, Religious Affairs and Sports, the Ministry of Foreign Affairs, foreign embassies, international organizations, universities, foundations and other companies and professionals who help make this critical work possible, and to all Greek university representatives at SiG, our Board of Directors, and our Advisory Board, whose vision and generosity continue to advance our mission

in impactful, groundbreaking ways. We could not have accomplished all that we did within the last years and continue to do in 2025 without the passionate, committed SiG staff, who give life to the wide range of projects and various activities we develop and manage. We thank you, each and every one.

About this report

The current report aims to briefly present SiG's strategic pillars, and significant projects, activities and services that have been developed so far, as well as to provide an overview of the organization's future strategy, planning and goals. The report includes the vast majority of the events to take place within the next academic year. Nevertheless, the final schedule is not ready yet since a couple of projects are underway and some of the events and their dates will be defined within the next few months.

For more information, contact Theo Papaioannou at theopap@studyingreece.edu.gr

Thank you for your cooperation and support.

Warm regards,

Dr. Theodoros Papaioannou

Director-General

Study in Greece



1. Digital Ecosystem

Overview

SiG supports the internationalization of Greek universities by providing them with a range of in-house digital tools and services that help them boost their outreach and global visibility, attract international students, expand their international partners' network, and encourage their international initiatives by facilitating connections and processes.

SiG's digital ecosystem includes:

- The SiG portal: <https://studyinggreece.edu.gr/>: a comprehensive, official resource on Greek higher education for prospective and current international students.
- An international programs database consisting of the [Bachelor's finder](#) and [Master's finder](#) platforms, listing all international degrees offered in Greece.
- A [Scholarships platform](#) including various funding and scholarship opportunities available for studies at Greek higher education institutions.
- [MatSiG](#): an academic matching platform aimed at facilitating connections, contacts and partnerships between Greek and foreign universities and scholars.
- [ITHACA](#): the International Hellenic Academia – a platform designed to connect Greek scholars, and Philhellenes from around the world with potential partners in Greece.
- [HouSiG](#): a platform aimed at listing and providing housing solutions to international students enrolled in Greek universities.

2025-26 Focuses & Objectives

In 2025-26, SiG aims to enrich and expand its internationalization digital infrastructure through the enhancement of the existing platforms and the development of new tools.

At the forefront of this digital transformation of the internationalization of Greek higher education powered by SiG, we can find two newly launched initiatives:

- [AtSiG](#): a student applications and admissions management platform designed to facilitate international student applications and admissions to Greek universities while enabling them, at the same time, to promote their study programs globally through the SiG page on world-renowned study platforms.

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- [Modern Greek Studies Platform](#): a digital tool aimed at mapping all Modern Greek Studies Departments and Programs from across the globe, and connecting them with Greek universities in order to forge contacts and foster synergies in this critical field for Greek education, language and culture.



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2. Global Presence

Overview

The strong global presence of Greek higher education is a core mission of Study in Greece. To this end SiG participates in the world's largest events – international education conferences and exhibitions to create awareness about the latest developments in Greek higher education, promote Greece as a study destination, showcase the wide range of study offerings of Greek universities, connect and exchange with leading institutions and professionals of international education to bring fresh ideas, best practices and know-how, expertise and knowledge regarding the trends and challenges of the global higher education landscape within Greek higher education.

Over the past few years, SiG took part in more than 40 international events, and coordinated the inaugural participation of Greek universities in the world's most prestigious events of the higher education sector, such as NAFSA Annual Conference & Expo and EAIE Annual Conference & Exhibition. For a detailed presentation of SiG's global presence, click on the following link: <https://studyinggreece.edu.gr/timeline/>

2025-26 Focuses & Objectives

As internationalization of Greek universities advances, and Greece repositions itself as an international education hub, there is a growing need for Greek institutions to strengthen their international presence by advancing the Greek brand recognition, increasing awareness about study and collaboration opportunities in Greece, building connections with key stakeholders, creating global networks, and reaching target audiences worldwide.

Working towards this direction, SiG has designed a comprehensive promotion and recruitment strategic plan including diverse outreach and promotional activities, tailored to the needs of Greek higher education, to be implemented within the next academic year. The current plan consists of a wide range of events, organized both in-person and online in different -target- countries:

Educators Conferences & Exhibitions:

- [9-12 September 2025 – EAIE Gothenburg 2025](#): Europe's leading international higher education conference where SiG will be participating-exhibiting together with 10 Greek universities.

- April 2026 (DTBD) – CIEET 2026: China International Education Exhibition Tour, to be held in Beijing, Wuhan, Shanghai and Guangzhou, offering a platform to attract Chinese students and foster collaborations with Chinese universities.
- [26-29 May 2026 – NAFSA Annual Conference & Expo Orlando 2026](#): SiG will participate in the world's largest event of the higher education sector for the 6th consecutive year.

Recruitment Events (organized by SiG):

- March 2026 (DTBD) – Study in Greece Fair in Amman-Jordan: SiG in collaboration with the Greek Embassy in Amman, will organize an event offering Greek universities the opportunity to present their programs to the local audience and attract talented students from the region.
- April 2026 (DTBD) – Study in Greece Roadshow in the Balkans: SiG in collaboration the Embassies of Greece in Tirana-Albania, and Skopje-North Macedonia, will organize a series of events to let participating Greek universities showcase their study offerings and attract students from the two countries.

Recruitment Events (organized by international organizations):

SiG partners with the world's leading organizations and professionals in the field of study abroad and student recruitment to help Greek universities attract and recruit students from target markets around the globe. Greek universities participating under the umbrella of SiG enjoy exclusive event discounts with higher savings for multi-events and full tour bookings.

SiG Recruitment package for 2025-26 includes recruitment events – fairs and high school tours in Asia, Africa and Europe. SiG also provides market insights to advise Greek universities which events will better match their study programs and broader outreach goals.

2025-26 Global Recruitment Highlights:

- 29 November – 11 December 2025 – India Recruitment Tour – Master's and MBA ([organized by QS](#)): A series of recruitment fairs in different Indian cities giving Greek universities the opportunity to connect directly with big student pipelines and high-demand talent.

- 10 March – 18 March 2026 – Central Asia Recruitment Tour – Bachelor's and Master's ([organized by Begin Group](#)): a series of recruitment fairs and high school tours in different cities of 3 countries of Central Asia (Uzbekistan, Kazakhstan, Kyrgyzstan) providing Greek universities with the opportunity to explore these emerging markets and attract students to their international study programs.

- 8 April – 13 April 2026 – Eurasia Recruitment Tour – Bachelor's and Master's ([organized by Begin Group](#)): a series of recruitment fairs and high school tours in different cities of 3 countries (Turkey, Georgia, Azerbaijan) providing Greek universities with the opportunity to promote their brand and recruit students from our Eastern neighbors.

- 22-23 April 2026 – Recruitment in Cairo – Bachelor's and Master's ([organized by Begin Group](#)): a unique opportunity for Greek universities to promote their study programs and recruit students from a neighboring market with huge potential.

Due to the fact that the international organizers haven't finalized their 2026 events schedule yet, the complete program with concrete dates will be announced in September 2025 so that Greek universities will be able to select the events of their interest.

Virtual Open Days:

SiG in collaboration with Greek diplomatic missions in different countries will be launching a series of online information and promotion events offering Greek universities the opportunity to present and promote their international degrees to attract and recruit students from target markets.

The SiG Virtual Open Days also include online conferences and presentations aimed at engaging high school students from Greek charter schools in countries with strong Greek presence.

The fall schedule of the series includes the following:

- October 2025 (DTBD) – VOD Amman-Jordan
- October 2025 (DTBD) – VOD Tampa-Florida
- November 2025 (DTBD) – VOD Johannesburg-South Africa
- November 2025 (DTBD) – VOD New York-U.S.A.
- November 2025 (DTBD) – VOD Sydney-Australia
- December 2025 (DTBD) – VOD Seoul-South Korea
- December 2025 (DTBD) – VOD Buenos Aires-Argentina

**SiG's participation in these events depends on the interest and engagement of Greek universities.*

3. International Academic Collaboration

Overview

SiG cooperates with foreign embassies, international organizations and national agencies to design and implement international academic partnership programs dedicated to facilitating communications, forging contacts, and promoting enhanced collaboration between Greek and foreign higher education institutions in focus countries. Within the last 4 years, SiG initiated various academic collaboration projects aimed at developing new partnerships and deepening existing ones between Greek and foreign universities. For more information, follow the link: <https://studyingreece.edu.gr/international-strategic-partnerships/>

2025-26 Focuses & Objectives

In 2025-26, SiG will continue to promote and support international collaboration of Greek universities through the creation of tailored strategic partnership programs with key international partners. We aspire to strengthen and amplify our cooperation with our strategic partners including:

- U.S.-Greece Academic Collaboration
- UK-Greece Strategic Partnership in Education
- China-Greece Academic Collaboration
- India-Greece Education and Research Collaboration
- France-Greece Academic Collaboration
- Italy-Greece Academic Collaboration

as well as develop new partnerships, such as the: Germany-Greece Collaboration in Higher Education, with DAAD.

Each partnership framework consists of a range of online and in-person events designed to support Greek universities in exploring and developing comprehensive and sustainable academic and research partnerships with their foreign counterparts.

The 2025-26 SiG International Collaboration schedule includes, so far:

- 10 September 2025 (during EAIE Gothenburg) – KiWi Connect “Exchange for Excellence in Higher Education: German-Greek Matchmaking Reception”: organized by the DAAD Centre for International Academic Cooperation (KIWi), IC Athens and Study in Greece, on site in Gothenburg, Sweden, the event will include a moderated matchmaking event bringing together university representatives from Germany and

Greece to exchange ideas for potential cooperation, as well as the signing of a Memorandum of Understanding (MoU) between the DAAD and Study in Greece.

- February 2026 (DTBD) – UK-Greece Strategic Partnership in Education – the Athens Conference: event designed to highlight the tangible outcomes of the UK-Greek bilateral cooperation in higher education: Joint/Dual Degrees, Short-term programs, Joint Research, give UK participants the opportunity to meet with counterparts at Greek universities and discuss collaboration opportunities.

**SiG is working with its strategic partners on the design and organization of additional events aimed at convening Greek and international universities to present the outcomes of their existing partnerships, discuss their challenges and perspectives, and foster new ones. More information on international collaboration events will be provided in September 2025.*



4. Promotion Campaigns

Overview

Digital marketing is an indispensable tool in SiG's efforts to promote Greek universities and connect with prospective students, academics and the wider community. Using social media platforms like [Facebook](#) and [Instagram](#), SiG crafts engaging content to rebrand Greece as a study destination, and showcase the study offerings of Greek universities.

SiG also works closely with [Greek News Agenda](#) - the platform of the Secretariat General for Public Diplomacy and Greeks Abroad of the [Ministry of Foreign Affairs](#) to campaign for the international visibility of Greek universities through interviews and articles related to international education in Greece.

Furthermore, SiG collaborates with global leading student marketing and recruitment platforms to promote Greek higher education strategically on a global scale. SiG has created and maintains the Greek country page on [Studyportals](#), [Educations.com](#), [Times Higher Education](#), [l'Etudiant](#), and initiated a series of articles on global higher education publications like [University World News](#) and [PIE News](#).

Given the latest developments related to the progress of internationalization of Greek higher education, SiG is planning to continue and enhance its global promotion initiatives through the development of new strategic partnerships with key stakeholders of the international education sector.

2025-26 Focuses & Objectives

Looking ahead, SiG will further invest in online promotion activities to boost Greek universities' internationalization efforts through targeted marketing campaigns aimed at increasing awareness about international education in Greece and growing the international student population at Greek institutions.

SiG's 2025-26 online marketing plan is designed to help Greek universities maximize their online presence, boost student enrollment and strengthen their brand visibility in different markets.

- SiG will continue and enhance its ongoing collaborations with its network of global platforms, and develop new partnerships with leading companies of the sector such as [QS](#), [Sinorbis](#) and [Eduopinions](#).

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- SiG will launch a new series of promotional videos and documentaries focusing on the international profile of Greek universities, and the impact of their internationalization on local communities. This particular project aims to provide every Greek institution with the opportunity to shape its own narrative and build its unique brand in order to highlight its strengths and maximize its international reputation capabilities.
- SiG will also be working with the global network of Greek diaspora media outlets to inform Greek communities abroad about study options in Greece and collaboration opportunities with Greek universities.



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5. Intelligence and Consulting

Overview

As Greece's organization for the internationalization of higher education, SiG supports Greek universities to develop their internationalization strategy, define and achieve their internationalization goals. Working with leading international institutions, organizations and professionals of the sector, SiG provides up-to-date consulting services to inform decision-making within Greek higher education. In 2024-25, SiG initiated the [SiG Intelligence and Consulting Unit](#), combining leading experts in study abroad, international and transnational education with our in-house expertise to let Greek universities explore the latest trends and developments in the global higher education marketplace, get useful advice and tips on international marketing, recruitment and promotion, inform and develop their internationalization strategies accordingly.

2025-26 Focuses & Objectives

Looking at the next academic year, SiG will:

- Further develop and enrich its Digital Library including a plethora of sources on the different fields of the international education sector, from internationalization strategy to international student mobility, and from global recruitment to subject area trends.
- Multiply and amplify the Consulting Workshops and Webinar Series offered by internationalization and recruitment experts who share their insights into a wide range of critical topics of the sector. Our main focus for 2025-26 is to monitor trends in international student mobility by geography, institution type, field of study, and target market profile through the design of tailored workshops and presentations delivered by recruitment experts from diverse countries in order to equip Greek universities with knowledge and expertise needed to reach their recruitment goals.
- Make systematic use of the Studyportals data dashboards offering global market insights from over 50 million of students annually to help Greek universities take data-driven decisions, identify market trends, develop high-demand international degrees, and shape efficient recruitment strategies.

6. Student Services

Overview

International student services is a core pillar of SiG's mission. Over the past years, SiG has been guiding thousands of international students interested in pursuing their studies in Greece. The SiG [Helpdesk](#) receives more than 4.000 tickets annually with questions about various aspects of student and everyday life in Greece. SiG advisors provide international students with useful tips and information on everything they need to know about what it's like to study and live in Greece, from pre-arrival requirements, financial information and living costs to health insurance, accommodation, cultural activities and entertainment options.

2025-26 Focuses & Objectives

Believing that high-quality student support is a key to attracting international students, SiG planning for 2025-26 includes:

- The creation of Study in Greece packages for international students including comprehensive information and useful tips on the many aspects and components of everyday life in Greece, as well as exclusive offers regarding cultural activities.
- A brand new series of webinars and podcasts about the international student experience in Greece, that will bring together both experts from Greek institutions and current students to provide essential information on different practical aspects of student life in Greece, from visa, scholarships and admissions to life after university and work opportunities to enable newcomers to make the most of their time in our country.