

Study in Sweden Event Report

November 2nd to 6th, 2023

Organized by

SIREUS a program with SACC-USA



Introduction

Between November 2nd and 6th, SIREUS, in collaboration with 12 of its member universities, organized a Study in Sweden trip across three cities in the U.S. With great planning and extensive discussions between SIREUS and university representatives from working group 4 we paved the way for successful events in New York City, NY, Pullman, WA, and Orange, CA. Building on the experience gained from the successful Study in Sweden fair at the House of Sweden in Washington D.C. in November 2022, the decision was made to expand the fair to multiple cities this year. In summary, the three events collectively attracted 193 students in total. This investment reflects the commitment for promoting Swedish education and facilitating meaningful connections between prospective students and Swedish universities. Prior to the event, a focused marketing campaign was conducted on social media (Instagram, LinkedIn, Facebook and Eventbrite). The event was also promoted via direct email and relevant parts of the SACC network promoted the fair in their region. Greater details about the events can be found below.

Study in Sweden New York

On November 2nd, SIREUS together with 12 member universities arranged an enlightening and engaging "Study in Sweden" event at SACC New York Gateway in New York City, where the doors to a world-class education in Sweden were opened to American students. This event aimed to provide a unique opportunity for aspiring students to interact with university representatives and gain insights from distinguished alumni who have successfully navigated the Swedish education system.

The event started with a mingle session that was going on for 2.5 hours where participants got the chance to connect with representatives from renowned Swedish universities. These representatives shared invaluable information about various study programs, admission processes, and the distinctive aspects of studying in Sweden. The second part of the event consisted of two keynote speakers: Johan Arvidsson, consul and deputy head of mission who had a presentation about the consulate general mission and cooperation between Sweden and the U.S., and Birgitta Koskinen who held a presentation about the SWEA NJ's scholarship. Furthermore, this was followed by an insightful alumni panel moderated by Karin Hammar, SACC USA. The discussion was with alumni who shared their journeys, offering real-world perspectives on studying in Sweden, adapting to a new culture, and building successful careers post-graduation. This segment provided a unique opportunity for attendees to hear firsthand experiences and gain practical advice.

Total student participants: 89 (See enclosed detailed list)

Total other participants: 26 (This includes university representatives and other staff)



Study in Sweden at WSU in Pullman

On November 4th, SIREUS together with 11 member universities arranged an enlightening and engaging "Study in Sweden" event at the SIREUS Affiliated American University, Washington State University Pullman campus, where the doors to a world-class education in Sweden were opened to American students. This event aimed to provide a unique opportunity for aspiring students to interact with university representatives and gain insights from distinguished alumni who have successfully navigated the Swedish education system.

The event consisted of key-note presentations from Paul Whitney, Professor and Associate Dean for Research and Joseph Ianelli, Professor in the School of Engineering & Applied Sciences. During this session, the "Study in Sweden from A to Z" video was showcased and received enthusiastic appreciation from both students and faculty members. This was followed by a mingling session where the participants got the chance to connect with representatives from renowned Swedish universities. These representatives shared invaluable information about various study programs, admission processes, and the distinctive aspects of studying in Sweden.

SIREUS has been working closely with WSU Pullman as a SIREUS Affiliated University to prepare the student fair and lay the ground for further cooperation for the future. The Global Engagement department has also agreed to display relevant information about Study-in-Sweden at their Centre.

Total student participants: 38 (see enclosed detailed list)

Total other participants: 20 (This includes university representatives and other staff)



Study in Sweden at Chapman University in Orange County, CA

On November 6th, SIREUS together with 11 member universities arranged an enlightening and engaging "Study in Sweden" event at the SIREUS Affiliated American University, Chapman University campus, where the doors to a world-class education in Sweden were opened to American students. This event aimed to provide a unique opportunity for aspiring students to interact with university representatives and gain insights from distinguished alumni who have successfully navigated the Swedish education system.

The event began with a mingling session where the participants got the chance to connect with representatives from renowned Swedish universities. These representatives shared invaluable information about various study programs, admission processes, and the distinctive aspects of studying in Sweden. This was followed by a presentation from Henric Cronqvist, Dean and Professor of Finance at Chapman University's George L. Argyros School of Business and Economics, and an alumni panel where the panelists shared their journeys, offering real-world perspectives on studying in Sweden, adapting to a new culture, and building successful careers post-graduation. During this session, the "Study in Sweden from A to Z" video was showcased and received enthusiastic appreciation from both students and faculty members. This segment provided a unique opportunity for attendees to hear firsthand experiences and gain practical advice.

SIREUS has been working closely with Chapman University as a SIREUS Affiliated University to prepare the student fair and lay the ground for further cooperation for the future. Niklas Myhr, Academic director, social media at Chapman University was instrumental to the success of the fair and further strategic corporations going forward. The Global Engagement department has also agreed to display relevant information about Study-in-Sweden at their Centre.

Total student participants: 66 (see enclosed detailed list)

Total other participants: 21 (This includes university representatives and other staff)



Participating Universities:

- Chalmers University of Technology
- University of Gothenburg
- Jönköping University

- Karolinska Institutet (only New York)
- KTH Royal Institute of Technology
- Linköping University
- Linneaus University
- Luleå University of Technology
- Lund University
- Mid-Sweden University
- Stockholm University
- Uppsala University

