



LUND
UNIVERSITY



Lund University on tour! **- recruitment fairs in India**

New Delhi, Pune, Mumbai, Hyderabad, Bangalore, Chennai

26 November-7 December 2010

India



- 6 cities across India to attend QS graduate fairs
- Aim:
 - to raise LU brand awareness
 - to promote range of Master's programmes at LU
 - to encourage and support top students to apply to programmes at LU for the autumn 2011 semester
 - support SI to promote the Study in Sweden brand (e.g. Referred students to other Swedish universities if we did not offer study area)
- Strong Swedish presence with several universities and SI (Uppsala, Malmö, Göteborg, Chalmers, Linköping, Linneaus and LU)
- Coordinated with SI who presented seminars before fairs on studying in Sweden and hosted a panel discussion with Swedish university representatives including LU



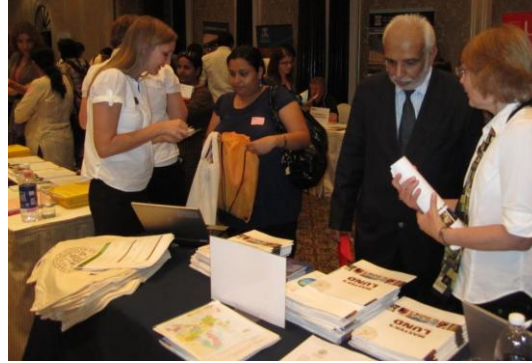
India



- QS fairs were for both Master's and PhD level – there was a strong interest in PhD positions
- Delhi, Pune, Mumbai, Hyderabad, Bangalore - very busy fairs, most students came to find out about PhD positions. Sensed scholarships are important to many students in these cities
- Chennai - a very good fair – met many quality students focused on Master's studies, many had heard of LU/knew someone at Lund
- Engineering and Economics very popular (specifically our biotechnology, wireless, system-on-chip, sustainable business leadership, marketing & brand management programmes)
- Between 80-150 conversations per fair
- LU stand representatives from international marketing and recruitment, LTH programme coordinator plus current or alumni student representatives



India – observations and potential



- A more focused Master's level event would be better suited for LU's needs
- Overwhelming demand for Master's in computer science, Master's in mechanical engineering and "MBA"
- Demand also for architecture (general), artificial intelligence, psychology, teaching, logistics and supply chain management, project management
- Collaborate with SASNET and our partner universities for alumni and prospective student events

