



Study

Buenos Aires

The Best Student City in Ibero-America
QS Best Student Cities Ranking 2018

01- The International student phenomenon

The international movement of students between 18 and 35 years of age builds bridges of understanding among people, cultures and institutions; it promotes the development of leadership built in the global community and encourages the circulation of talent and knowledge through the world. **For the young people involved, a journey for study, cultural immersion or work experience is a turning point in their process of development that prepares them to live together in an interconnected world.** It can help them develop all the abilities necessary to adapt to new social and cultural environments while sowing the seeds for the kind of global mentality that will be fundamental to take advantage of the benefits and mitigate the disadvantages of globalisation.

> The strategic impact of the arrival of international talent

Immediate term: the interrelation of cosmovisions and best practice among local and international students.

Long term: the student becomes a spokesperson for the university, urban, social and cultural experience in which he or she took part.

> El Economic impact of the arrival of international talent

During the experience: students generate income while in the city, often added to by visits from friends and relatives.

After the experience: after leaving, students have a high chance of becoming future investors, students at another level, or visitors for leisure purposes.

> The phenomenon in Buenos Aires

In 2017, 61,100 visitors from different parts of the world chose Buenos Aires for study, and another 1,000 young people obtained the “Vacaciones y trabajo” (work and travel) visa in order to have a different experience in the Argentine capital. These visitors' arrivals generated 169 million US dollars and Buenos Aires was distinguished as the best city in Ibero-America for study (QS Best Student Cities ranking 2018). The quality of city's educational institutions coupled with the city's intense cultural life makes it a first class academic destination.

02- What is Study Buenos Aires?

Study Buenos Aires is a policy of the Government of the Autonomous City of Buenos Aires, designed to position the city as the Latin American capital for international students.

> Our mission

We want a city for university students from here and around the world, to accompany and integrate them to enhance and attract local and international talent.

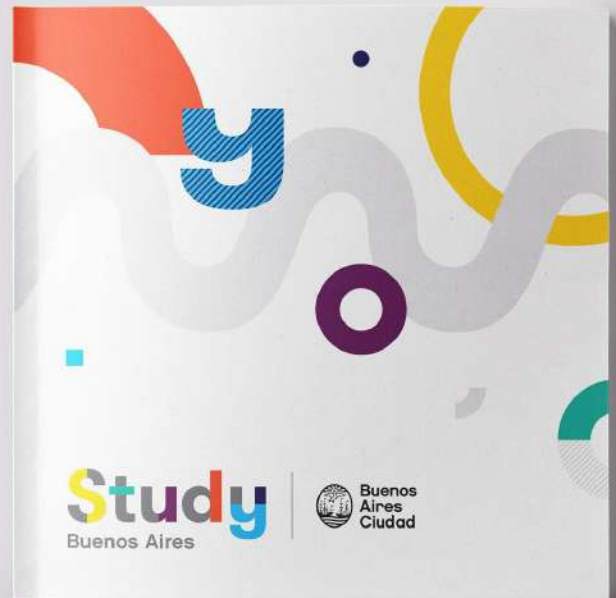
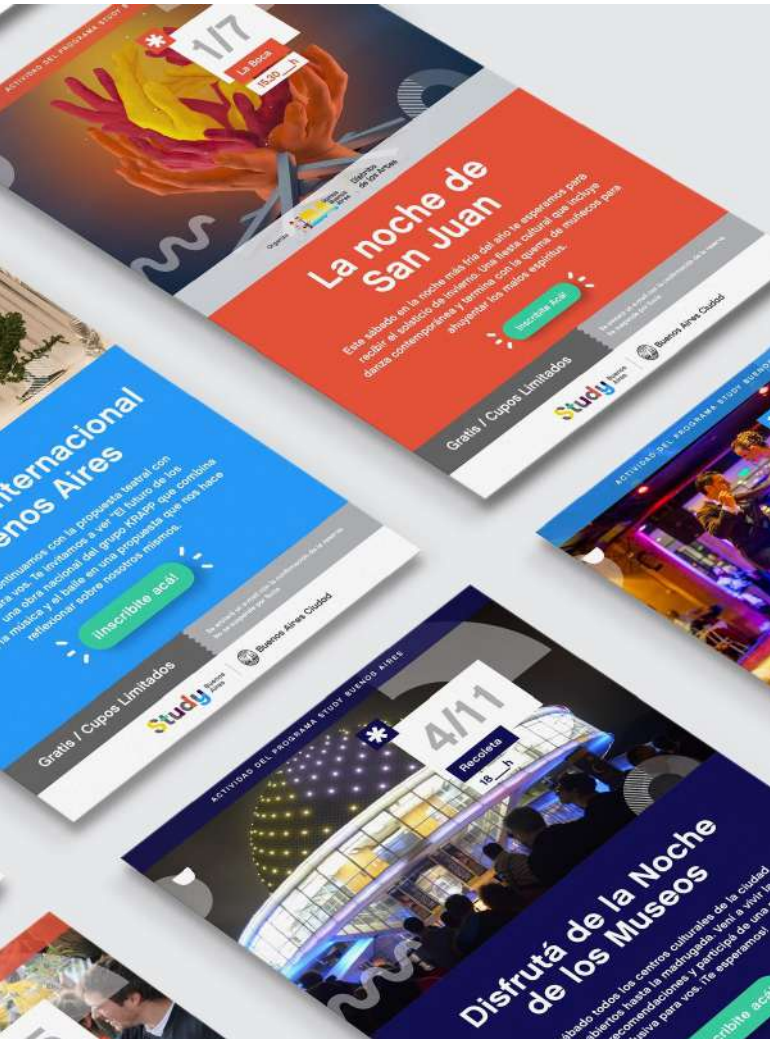
> Our objectives

- To improve international and local students' experiences.
- To generate reliable statistical information to measure the impact of international mobility in Buenos Aires.
- To promote the city and its educational institutions abroad.



We want to double the number of international students in the city by the year 2021.

03- What we do



> Promotion and international positioning

The city government seeks to build on the decades of extensive work towards internationalisation already undertaken by educational institutions by promoting the entire academic offer as a whole.

- Creation and development of a brand for international young people: **Study Buenos Aires | Es tu día en Buenos Aires**
- Positioning and direct digital communication via website and social networks establishing a conversation with potential students. (<https://study.buenosaires.gob.ar/>)
- Organisation of international missions and presence at institutional university fairs. Exhibitions with direct contact with students and specific roadshows with visits to strategic universities abroad.

03- What we do

> Improving international students' experiences in the city

Students who leave their home country to immerse themselves in another culture forge memories, emotions and academic learning for life. Study Buenos Aires accompanies students, allowing each young person to generate connections with their university, their peers and the city through a series of programmes designed to offer support, integration and new experiences:

> Welcome Kit

Each student can be sure of a warm welcome in Buenos Aires, and as a starter, receives a free welcome kit, which includes special rates at hostels and, once in the city, a discount on transport from the airport to the city, a **SUBE** travel card, and a telephone **SIM card**.

> Welcome Day

Each semester begins with the welcome event **Es tu Día**, which brings together local and visiting international students for a day of games, talks, music shows and other activities. More than 17000 young people from nearly 80 countries took part in the 2016, the two 2017 and the first 2018 and 2019 edition of the event.

> Cultural immersion during the stay:

Buenos Aires has a packed cultural and sporting calendar and an exciting artistic, entrepreneurial and political scene. Such a huge range of options can be overwhelming for newly arrived students faced with choosing what to do, so **Study Buenos Aires** offers an agenda with 70 free annual activities chosen to allow students to get to know the city in all its aspects. More than 34,000 international young people have taken advantage of these experiences since the launch of Study Buenos Aires.

> Local government Internship program.

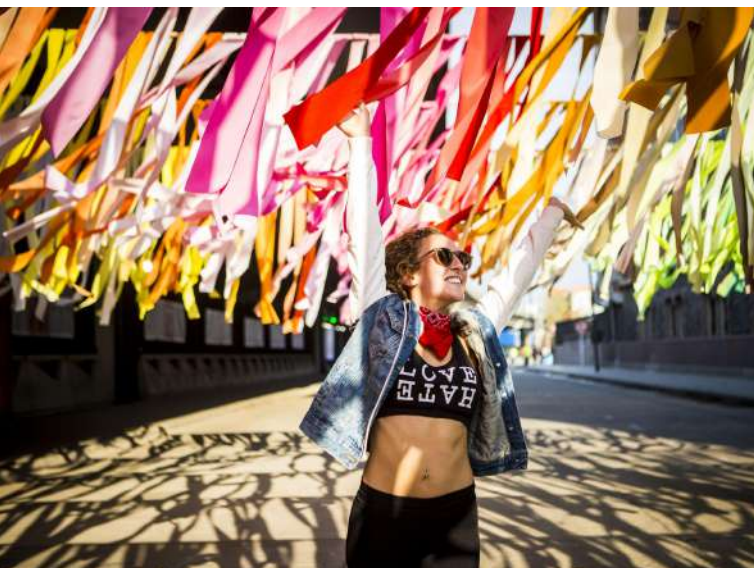
An 8 week **internship** experience in 17 areas of **Buenos Aires City Government**. The students also participate in a meeting of the International Cabinet, in which they have the opportunity to present their vision on Buenos Aires and make proposals and suggestions for the management of the City.

> Volunteer language program

Each semester around 20 international students are selected to share their language, experiences and culture while cooperating with local foreign language teachers in classes for 11 and 12 year old students of **public schools** in Buenos Aires

03- What we do

- 1) **Enjoying Buenos Aires:** cultural activities that invite international students to experience the city like a local and discover key places.
- 2) **Understanding Business:** visits to Argentine companies with a regional or global presence in order to gain insight into different businesses and ways of working.
- 3) **Policy in Action:** meetings with government officers in areas where high impact public policies are being implemented.
- 4) **Arts&Music:** events that allow the students to immerse in the artistic scene of Buenos Aires.



> Generation of reliable statistical information

Having a complete view of international student arrivals is fundamental in order to take correct decisions regarding both international promotion and the improvement of student experiences. Using official sources and our own surveys, we work with a platform to measure:

- The number of visitors who arrive for the purpose of study (according to the National Institute of Statistics and Census - INDEC), the economic impact, spend per person, duration of stay and type of accommodation.
- Statistics collected together with universities on number, origin, type of course, subject area, start and finish dates.
- Profile studies to gain demographic data and information on reasons for choosing Buenos Aires, number of visits received, and other significant data.

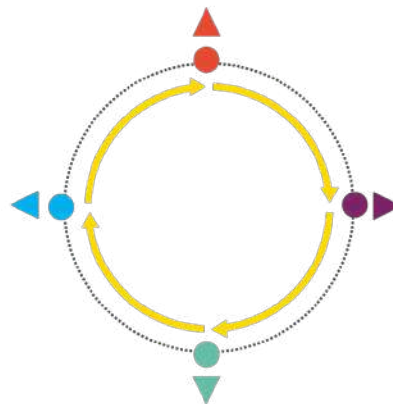
04- Why we do it:

Strategic impact and economic impact

Proactively promoting the arrival of international students in coordination with universities and educational institutes generates a series of results:

Internationalisation at home

The education of Argentine students is enriched by international debate in the classroom



Positive economic impact

The arrival of 80.766 international students generates US\$581,22million per year in the city

Regional and global inclusion + international prestige

Positioning in international university and urban ranking

Creation of cultural ambassadors

Links with educational institutions, the city and the country for life



05- Our partners

Study Buenos Aires works aligned in partnership with the universities with which it has agreements. As the principal actors in the sector, recognised around the world, they are the main reason young students decide to study in Buenos Aires.

- Universidad de Buenos Aires (UBA)
- Universidad de Bologna
- Escuela Argentina de Negocios
- Fundación UADE (Universidad Argentina de la Empresa)
- Instituto Tecnológico de Buenos Aires (ITBA)
- Instituto Universitario de Ciencias de la Salud Fundación H.A. Barceló
- Universidad Abierta Interamericana (UAI)
- Universidad Austral - IAE Business School
- Universidad Católica Argentina (UCA)
- Universidad de Belgrano (UB)
- Universidad de Ciencias Empresariales y Sociales (UCES)
- Universidad de Flores (UFLO)
- Universidad de San Andrés (UdeSA)
- Universidad del CEMA (UCEMA)
- Universidad del Salvador (USAL)
- Universidad de Palermo (UP)
- Universidad Nacional Arturo Jauretche
- Universidad Nacional de Lanús
- Universidad Nacional de las Artes
- Universidad Nacional de Quilmes
- Universidad Nacional de San Martín
- Universidad Nacional de Tres de Febrero
- Universidad Nacional del Noroeste de la Provincia de Buenos Aires (UNNOBA)
- Universidad Torcuato Di Tella

06- Working holiday visa

For students who want to gain immersive work experience, Argentina has work and travel agreements allowing young people to obtain a **“working holiday visa”** to be able to work in the city. There are currently work and travel visa agreements with ten countries:

> Germany

> Ireland

> Holland

> Australia

> Japan

> Portugal

> Denmark

> Norway

> Sweden

> France

> New Zealand



07- Why Buenos Aires

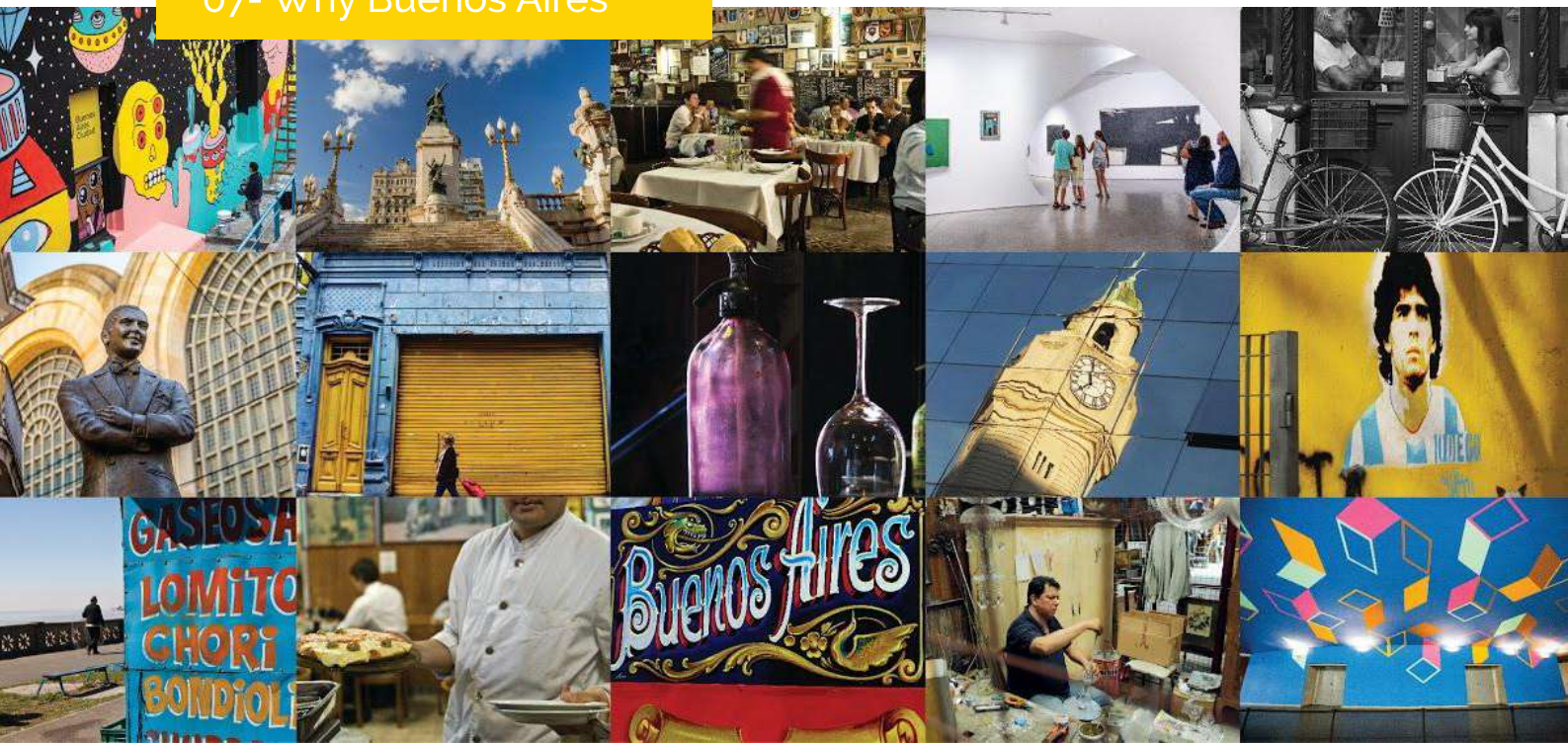


More than 100 green spaces, the city with the most soccer stadiums in the world, local and international flavours, a broad calendar of cultural activities and exciting nightlife. An academic experience in the city allows one to experience all of this and do so like a *Porteño*: with passion. But Buenos Aires is much more than an attractive city:

> A city of talent:

- **Best city for students in Ibero-America** - QS Best Student Cities Ranking 2018
- **University of Buenos Aires: best university in Ibero-America** - QS World Universities: Ranking 2018
- **Top city in the Latin American Global Talent Competitiveness Index 2017** - INSEAD, Adecco Group, Human Capital Leadership Institute
- **Most Liveable City in Latin America** - The Economist Intelligence Unit Cities Liveability Ranking 2017
- **Buenos Aires, the safest city in Latin America** - "The Safe Cities Index 2017" by The Economist
- **40 universities**
- **Local branches of the University of Bologna and the University of New York**
- **Permanent offices of the Université Sorbonne Paris Cité and Harvard University**
- **28 accredited language centres**
- **5 Nobel prizes**
- **Home city of 4 Latin American "unicorn" companies**
- **Broad academic offer:** undergraduate and postgraduate degrees, exchange programmes, personalised short courses, Spanish courses and faculty-led programmes.

07- Why Buenos Aires



> The city of many passions:

- **100** green spaces
- **87** theatres
- **380** bookstores
- **160** museums
- **36** football stadiums
- **World Capital of Tango**, UNESCO world heritage
- **Cradle of great writers** such as Jorge Luis Borges, Julio Cortázar and Roberto Arlt
- **Street art**
- **Host city of numerous national and international festivals**

o8- Who we are

Buenos Aires City Government

Mayor of Buenos Aires

Horacio Rodríguez Larreta

Secretary General and Foreign Affairs

Fernando Straface

Undersecretary for International Relations

Francisco Resnicoff

Coordinator

Mauro Guevara

Statistics officer

Macarena Massuh

Communications officer

Michelle Blehaut

Activities coordinator

Guadalupe Canicoba

study.buenosaires.gob.ar

study@buenosaires.gob.ar

