



The OBSERVATORY  
on borderless higher education

# International Branch Campuses: Motivations, Opportunities & Challenges

## Going Global 4

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Veronica Lasanowski  
Senior Research Officer

The Observatory on Borderless Higher Education

# ● ● ● | 'International Branch Campus'

- An offshore operation by an HEI
- HEI operates unit itself or does so through a joint-venture in which the institution is a partner acting in the name of the foreign institution
- Traditional branch campus substantial physical presence



## Trends & Motivations: Source Countries

- Historically, Anglophone countries dominate
- Of 162 branch campuses (2009):
  - US – 78 campuses, 48% share;
  - Australia – 14 campuses, 9% share;
  - UK – 13 campuses, 8% share
- France, India, Mexico, Netherlands, Malaysia, Canada, Ireland active





## Developments & Trends: Source Countries

- 51% of all branch campus provision is **North-to-South**
- Motivations include:
  - Income;
  - Higher institutional visibility;
  - New academic opportunities



# Developments & Trends: Source Countries

- **South-to-South** provision now 16% of all branch campus provision
- Growing due to:
  - Quality improvements;
  - Ambition;
  - Contextual relevance



# Developments & Trends: Host Countries

- Historically dominant host regions – Middle East, Asia
- Of 162 branch campuses (2009):
  - UAE – 40 campuses, 25% share;
  - China – 15 campuses, 9% share;
  - Singapore – 12 campuses, 7% share;
  - Qatar – 9 campuses, 6% share



# Developments & Trends: Host Countries

- Large majority of host countries have only 1 or 2 international branch campuses
- General motivations include:
  - Capacity-building;
  - Reversing 'brain drain' outflow;
  - Technology & innovation transfer





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- International Branch Campuses:  
Markets & Strategies (2009)
- The International Branch Campus -  
Models and Trends (2006)
- International Branch Campuses:  
Scale & Significance (2002)

