ABSTRACT

The paper analyzes the study abroad program offered by the DAAD (German Academic Exchange Program). It describes the meaning of “exporting” educational services, reviews figures for the current export process and the supply of educational services available in Germany. It provides a description of what is available and points to specific tasks in helping projects materialize. It ends by acknowledging that planning the supply of study services on the basis of managerial criteria, collection of fees for studies, selection of students based on quality, fund raising and close cooperation with the export-sector may help guarantee the success of these educational initiatives.

Key words: study supply, exporting higher education, DAAD