

Is Higher Education a product ? A French approach to the internationalization of higher education

In a world where Higher Education is increasingly seen as a product and a source of income, France, among other European states, has a policy of open universities and low tuition fees, both for domestic and international students. This paper will present the "International attractiveness" project of the French government, the trends in the internationalization of higher education in France, and how this development may help ties with Australian universities.