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**Abstract**

While the number of students in the world is ever on the rise, so is the number of students who spend some time in another country or even get their degrees abroad. Some countries appear to be particularly attractive as a study destination. Using Germany as an example, this paper examines the factors which matter most in order to attract international students ? from marketing and recruiting to positive study conditions to, last but not least, successful entry into the labour market for graduates. The findings in this paper should be particularly helpful for decision makers at institutional and national level who intend to enhance the attractiveness of their institution or study destination for international students. (HRK / Abstract übernommen)