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**Abstract**

The chapter addresses the challenges faced by European quality assurance (QA), under the framework of a series of initiatives designed to establish a European Higher Education Area and market. A set of documents translating the positions of European and international agents are discussed. First, the initiatives taken at European level to build a higher education (HE) market are put forward. Emphasis is then given to the contributions of different European agents aiming to promote and assure HE quality under this context. Trust and cooperation are discussed as â€˜prerequisitesâ€™ for the establishment of QA as an effective tool towards HE European integration. Finally, the challenges currently faced by European QA are systematised, while avenues for future debate are proposed. (HRK / Abstract übernommen)

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