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**Abstract**

The objective of this article is to examine the Israeli perceptions towards the Bologna Process as well as outline its reactions to it. Specifically, the article investigates the landscape of interests among Israeli policy-makers (from both political and institutional levels) in relation to the European higher education reforms. Through interviews with policy-makers and a qualitative analysis of official documents and political discussions, the article also follows how the response to Bologna in Israel has developed, and how the Bologna Process was perceived in Israel. Relying on the theoretical frameworks of normative power and external perceptions, the article elaborates how the Bologna Process' trajectory in Israel reflects a wider picture of EU-Israeli relations, and Israeli perceptions of Europe and the EU. The study contributes to the discussion of the use of European higher education policies as a tool in foreign policy, as part of the tool kit of Europe's normative power. Thus, the article calls to enhance research of higher education and other 'soft policy' areas in the study of foreign policy and international relations. (HRK / Abstract übernommen)