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**Abstract**

This article discusses how Finnish Higher Education Institutions recruit international full degree students and what the reasons are for international students to choose Finland as their study destination. Based on international student mobility statistics, the article first looks into the characteristics of international student flows in Finland. Secondly, it discusses the Finnish approach in recruiting students abroad: how national higher education policies encourage institutions to it and how institutions have responded. Students' reasons to choose study destination is examined based on the findings of the International Student Barometer (ISB) survey targeted to international students in Higher Education Institutions in Finland and some benchmark countries. Based on the ISB data, this article discusses factors affecting students' decision on study place. What is similar to all participating countries and how differ reasons to choose Finland from other countries? (HRK / Abstract übernommen)