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**COOPERATION OF THE EUROPEAN ASSOCIATION OF UNIVERSITIES WITH THE ARABIC AND AFRICAN EDUCATIONAL ORGANIZATIONS IN THE QUALITY OF HIGHER EDUCATION PROVIDING**

The relevance of the article is being defined by the necessity to study the experience of the European University Association on cooperation with the educational organizations of different continents, aimed at deepening inter-regional dialogue in the field of higher education.

The purpose of this article is to characterise the projects and to consider the ways of building the links of the European University Association with the Association of Arab universities and Association of African universities.

It is clarified that the European University Association (EUA) is one of the largest organizations in Europe, active in all fields of higher education and research activities. The organization is active in the European space as well as in global one; in particular, its mission is to share the experience on other continents [3].

It is noted that the European universities at all times tried to develop international contacts and cooperation with partner institutions throughout the world. However, recently, the need of higher education institutions in the internationalization of learning, teaching and research activities has greatly increased.

The analysis demonstrates the significant contribution of the European University Association in higher education quality assurance around the world. The idea of Arab-European and Afro-European cooperation on higher education quality assurance is beneficial in these regions for geopolitical and economic reasons. EUA creates a network for exchange of experience between European universities and universities in the above mentioned regions. The activities of the EUA aim to improve the mobility processes, the development of research activities, to increase funding and solve the problem of University autonomy and academic freedom in the higher education sector of Africa and the Arab region.

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