Updates, Insights, and Trends from the U.S. Department of Commerce

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International IEP Students in the U.S.

- The total number of foreign students enrolled in Intensive English Programs in 2018 was 78,098. The U.S. is the 2nd largest destination for international students seeking IEPs.

- Top 5 places of origin: China, Japan, Saudi Arabia, Brazil, and South Korea. Of these, only Brazil saw an increase from 2017.

- Other countries with an increase from 2017 include: Mexico (7th), Colombia (8th), France (13th), Germany (14th), Argentina (19th), and Chile (21st).

- Side note -- Education/training is the 5th largest services export, bringing in over $43.5 Billion USD in annual revenues to the United States.

Sources: Institute of International Education & U.S. Department of Commerce
Looking For New Opportunities in Overlooked Markets

- Look at markets that make reflect your strategic plans
- Look at the regional level when developing recruitment strategies
- Building foreign partnerships (agents, high schools, colleges, and universities)

<table>
<thead>
<tr>
<th>Country</th>
<th>2017</th>
<th>2018</th>
<th>YOY %</th>
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<tbody>
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<td>Argentina</td>
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*Percent change 2018 over the previous year. Data: IIE 2018 Open Doors Report
Central America Highlights:

- 2018 Open Doors Report -- a total of 406 students from Central America participated in IEPs in the U.S., including 153 from Honduras followed by El Salvador (110), Guatemala (103), Costa Rica (56) and Nicaragua (39).

- English language programs have strong potential as there is low to moderate English proficiency in most of the region.

- Costa Rica has a comprehensive program to become a bilingual country.

- Students attracted to English Language Programs (from 1 month up to 1 year) for students, teachers, and adults.

- “100,000 Strong in the Americas” Program
Why Peru?

Room for Growth -- The most popular country for Peruvians’ higher education students is Spain at 40% and, in second place is the United States at 13%.

Area of Opportunity -- Training, training, training...!

There is a wide spread need from local companies for their young workers to have soft skills. This type of training is not prevalent in Peru currently. No matter the sector, three soft skills always come up: communication skills, problem solving and technological innovation.

Soft skills and English language training are in high demand. Training for technicians in the automotive sector is also in high demand. The Peruvian Automotive Association is looking for partners to implement their new technical institute in the automotive sector.
The Competition -- Australia

- In 2017, 68 percent of international students attending intensive English programs in Australia came from the Asia-Pacific region

- In 2018 there were 179,342 international students enrolled in English language programs, a +0.9 percent increase over 2017

- Chinese students accounted for 30.5 percent of students enrolled in an English language program in 2017

- In 2017 the top sending countries were China, Japan, Brazil, South Korea, and Colombia
• Languages Canada has over 210 member programs (French and English), and their membership makes up 80 percent of the overall English and French language programs in Canada

• In 2018, Canada had $1.6 billion (Canadian Dollar) in exports from languages students studying in Canada

• In 2018, 149,557 international students enrolled in Languages Canada programs, a 0.1 percent increase over 2017

• Canada is the 4\textsuperscript{th} most popular destination for international students enrolling in Intensive language programs

• Top sending countries for IEPs: Brazil (27,826), Japan (21,333), China (18,534), Mexico (14,206), and Korea (14,071)
The Competition -- The United Kingdom

- In 2018, around 470,073 students came to the UK to attend an IEP, 1% increase from the year before.

- The UK is the top destination for international students seeking to attend and IEP program.

- In 2017, the IEP sector generated £1.4bn in education and training exports.

- Over half of all IEP students in the U.K. are from the EU.

- Top sending countries in 2018 were: Italy, China, Saudi Arabia, Spain, and France.
Market Intelligence:
  • Country Specific Market Research Reports
  • Webinars
  • Education and Training Services Resource Guide 2019

Making Contacts:
  • Virtual Education Fairs
  • Customized Contact Lists
  • Prescreened Face to Face Meetings w/ Potential Partners
  • Single/Multi Organization Promotion
  • Education Missions -- Outbound and Inbound

Meeting Students:
  • Organized Trade Missions
  • Promoting/Supporting Fairs (EducationUSA, IIE, ISN, Linden, etc.)
Welcome to the U.S. Department of Commerce's Education Team page. This website is your resource for market research reports, international student recruitment events, and study consortia information.

Our division of Commerce, the U.S. Commercial Service, has a global network of 100 offices located throughout the U.S. and over 100 offices located in more than 75 countries. Our worldwide team of education specialists is here to assist with your international outreach to students, potential partners, and agents. To find your local education specialist, please click on the link to the left titled "Local Education Specialists".

Our Education Team members can assist you with the following:

- **International Market Research** – please refer to the report on the left side of the page entitled "Resource Guide 2018".
- **Recruitment Fairs** – we can help you identify the right international education fairs for your institution.
- **Webinars** – learn about the education sector in a market of interest without leaving your desk.
- **Virtual Education Events** – showcase your school to a potential partner institution and/or agents using a powerpoint presentation live over the internet.
- **Gold Key Service** – we will set up in-country meetings for you with possible partner educational institutions, identify qualified recruiting agents, find companies that require specialized training for their employees and/or
### 2019 BEST PROSPECTS BY COUNTRY

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<th>Country</th>
<th>High School</th>
<th>Boarding Schools</th>
<th>Community College</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Law School</th>
<th>OPT</th>
<th>ESL</th>
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• Lack of overseas student recruitment events just for IEPs

• Poll of EnglishUSA members in June of 2018 resulted in these top countries to recruit from: Brazil, Vietnam, Colombia, China, S. Korea, Japan, Mexico (in that order)

• CS offices in both Brazil and Colombia confirmed the high demand for studying English in the U.S. Both also stated that short-term programs and professional programs are of great interest.

• Finally taking place November 18\textsuperscript{th}-23\textsuperscript{rd} this year!!
• **Purpose:** Bringing educational institutions together to increase the number of international students studying in the state

• **Programming at NAFSA Annual Conference:**
  - **USA: A Study Destination** -- 12 Study Consortia exhibiting with CS, in coordination w/ EducationUSA in official USA Pavilion.
  - Educator to Educator (E2E) Program and Meetings with overseas education sector specialists
  - Breakfast, Luncheon, and Reception Networking Opportunities
  - Delegation Spin off opportunities to visit campuses before/after NAFSA
  - U.S. International Education Stakeholder Roundtable at NAFSA

• **Best Practices Calls for Study Consortia on varied topics including:**
  - Best Practices for Establish Study Consortia i.e. events/activities/marketing materials
  - Best Practices for Starting a Study Consortia i.e. bylaws, attracting members,
  - Alternative Sources of Funding beyond membership dues i.e. State support, grants
When possible, we deliver joint:

- Counseling overseas at U.S. embassies and consulates
- Presentations at NAFSA annual and regional conferences and on webinars
- Develop market research on the education industry’s best prospect countries
- Overseas recruitment events
THANK YOU VERY MUCH!
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