



# Promoting U.S. Education Internationally Just Got Easier With the U.S. Commercial Service

Increasing global competition, higher U.S. tuition rates, and the improved capacity of foreign nations to educate students at home mean U.S. education institutions must compete harder to attract top international student talent. The U.S. Commercial Service can help.

## International Assistance for U.S. Education Institutions

Our worldwide network of education experts will help you find the best international student recruiting agents abroad for your institution, connect with potential partner universities, and meet with companies that require specialized training for their employees. Tell us the types of contacts you're interested in and we will coordinate those meetings before you ever leave the country.

## Optimize Your International Marketing & Recruiting Efforts *Gold Key Matchmaking Service.*

Before you head overseas, we will set up appointments for you to meet with qualified agents and partners.

**Single School Promotion.** We'll organize an event featuring your educational institution and invite the country's key players in the education field.

**International Partner Search.** We'll find qualified agents/educational organizations that are interested in partnering with your school and provide you with contacts.

## Compete Smarter.

- Find best agents abroad for your institution
- Connect with potential partner universities
- Meet with private companies that require specialized training for their employees

Find your local office. [www.buyusa.gov/home/us.html](http://www.buyusa.gov/home/us.html)

**Trade Fairs and Catalog Shows.** We'll help you identify the right international education fairs for your institution. For many of these fairs, we'll organize and staff a catalog booth on your behalf—meaning you can promote your institution without leaving the United States.

**International Market Research.** Our trade and education specialists track and generate market research reports on the education sectors of target markets around the world. Access the newest reports at [www.export.gov/mrktresearch](http://www.export.gov/mrktresearch) in the Market Research Library under Services Industries.

**Platinum Key Service.** Leverage this flexible service for your longer-term overseas endeavors, such as executing a marketing strategy or setting up a local campus.

Learn how the U.S. Commercial Service can help you achieve your international marketing and recruitment goals at: [www.buyusa.gov/studyusa](http://www.buyusa.gov/studyusa)



# Client Successes:

Foothill and DeAnza Colleges, Los Altos Hills and Cupertino, CA

## South Korea Virtual Agent Fair

The two campuses of the Foothill-De Anza Community College District participated in the first-ever Virtual Agent Fair, sponsored by the U.S. Commercial Service. In this fair, South Korean educational advising agents and U.S. two-year colleges met online to learn more about each other and explore partnership opportunities.

### Results:

- Foothill and DeAnza developed relationships with two new advising agents to assist them in identifying students in South Korea who want to begin their undergraduate studies in the U.S.
- Foothill and De Anza currently host more than 3,600 international students from more than 70 countries.



Vietnamese students enrolled at Foothill and DeAnza Colleges

*"The Commercial Service's innovative use of technology and very supportive staff both in the U.S. and in South Korea very much helped us to be successful in this low-cost recruitment activity as we expand our efforts to reach new student populations."*

**George Beers**, Dean of International Programs, Foothill and De Anza Colleges

Suffolk University, Boston, MA

## Rise in International Student Enrollment at Suffolk University

Suffolk University has used the Gold Key, Platinum Key, and Single School Promotion in multiple countries, including Argentina, China, Colombia, Japan, South Korea and Vietnam.

### Results:

- Student enrollment has increased significantly, including a 70% increase in students from China, and a 40% increase in students from Japan.



*"Suffolk is proud to partner with U.S. Commercial Service offices around the world to recruit international students to our University."*

**Marguerite Dennis**, Vice President of Enrollment and International Programs, Suffolk University, Boston, MA

## Reach New Students Worldwide With the U.S. Commercial Service



With its network of offices across the United States and in more than 80 countries, the U.S. Commercial Service of the U.S. Department of Commerce's International Trade Administration utilizes its global presence and international marketing expertise to help U.S. companies and schools sell their products and services worldwide. Our global network of trade specialists will help you target the best markets with our world-class market research, promote your products and services to qualified buyers, meet the best distributors and agents, and overcome potential challenges or trade barriers.