

Vietnam's Education Market

Strategies on Recruiting Vietnamese Students

February 21, 2008



INSTITUTE OF
INTERNATIONAL
EDUCATION

Program Agenda

- Market Overview
- Best U.S. Sales Segments
- VN Student Flows to the US: Trends & Projections
- The Student Visa Process
- Question and Answer Session

Market Highlights

- ✓ GDP Growth Rate: 8%, WTO membership in 2007
- ✓ Rapidly rising urban incomes
- ✓ Education as high investment priority
- ✓ Large MNC's driving demand for skilled workforce, education and training
- ✓ Greater access to accurate and reliable information about study in the USA
- ✓ US as preferred destination

Best US Sales Prospects

- ◆ English language training
- ◆ Corporate training
- ◆ Vocational and technical training, including information technology and basic manufacturing skills
- ◆ Higher education, including overseas study programs
- ◆ Consulting services

Study in the USA: Unprecedented Level of Interest...

- Vietnam is the 2nd fastest growing foreign student market
- Vietnam ranks 20th among all sending countries to the US
- VN had highest percentage increase of US-bound students in the East Asia-Pacific region.
- 80% increase in number of visas issued in 2007 over 2006
- 380% increase in number of VN students in US since 1998/99

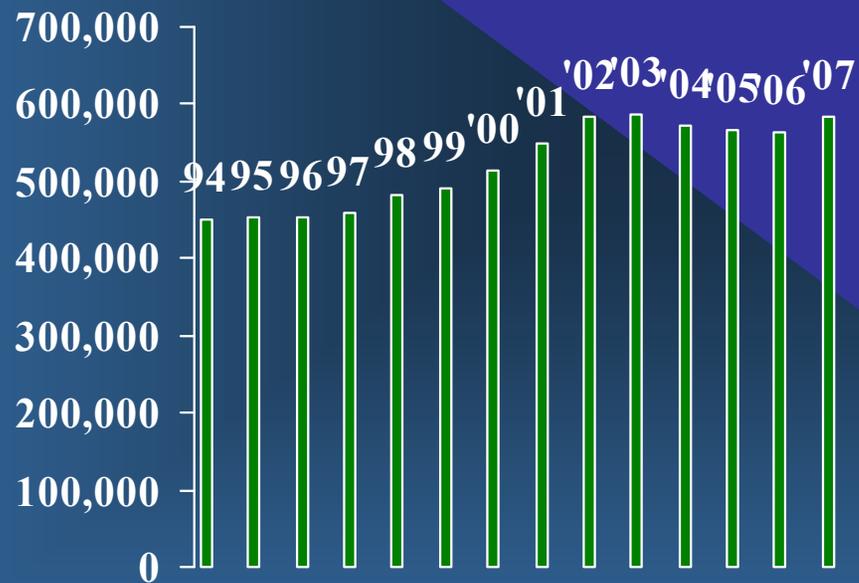
A Statistical Profile of VN Students in the US

- 2006/07: 6,036 students in all 50 states
- 31% increase over 2005/06
- 2/3 are self-financing and undergraduate (68%)
- Graduate: 22%; IEP/non-degree: 3%; OPT: 6%
- Vietnam ranks 4th among international students at US community colleges (over 50% Consulate student visas)

Vietnamese Enrollments Since 2001

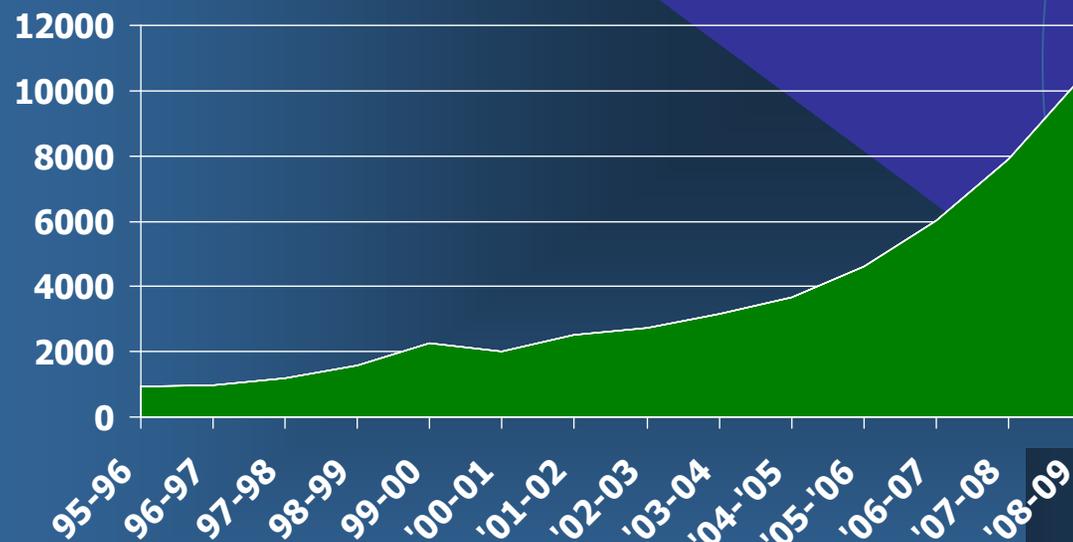
2001/02:	2531	+25%
2002/03:	2722	+7.5%
2003/04:	3165	+16%
2004/05:	3670	+16%
2005/06:	4597	+25%
2006/07:	6036	+31%
2007/08:	7907	+31% (<i>projected</i>)
2008/09:	10358	+31% (<i>projected</i>)

International Student Enrollment in the US



(Source: *Open Doors Report*, IIE/ECA)

Vietnamese Enrollments in Graph Form...



Note: 2007-2009 figures are *projected*.

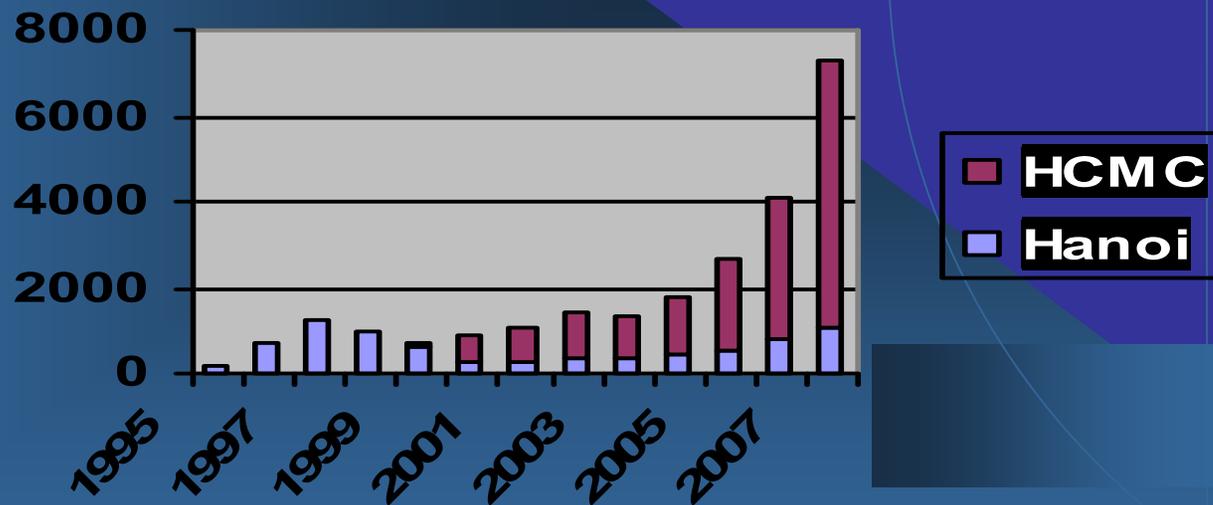
Student Visa Statistics

	2005	2006	2007	
HCMC	2109	3306 (81%)	6270 (86%)	90%+
Hanoi	546	787 (19%)	1033 (14%)	31%+
<hr/>				
	2655	4093	7303	79%+

(Source: Consular Section, US Consulate & Embassy)

Student Visa Statistics in Graph Form...

Number of F1 Visas Issued in HCMC & HN



IIE-Vietnam's Programs

INSTITUTE OF
INTERNATIONAL
EDUCATION

- Educational Advising / EducationUSA centers
- Testing Services
- Scholarship Administration
- Opening Door Services
- IIE Education Fair in Ho Chi Minh City (Oct. 7)
- IIE Education Fair in Hanoi (Oct. 9)

www.iievn.org



US Commercial Service Programs



- Market Studies
- Gold Key Matchmaking Service
- Trade Missions
- Market Briefings



www.buyusa.gov/vietnam

Applying for Your Visa



Visa: Quick Facts

- A visa is permission to apply for admission to the US
- Consular Officers working for the State Department at Embassies and Consulates issue visas
- Immigration Officers working for the Department of Homeland Security (DHS) at ports of entry determine who may enter the United States
- Length of stay is determined by DHS

Making an Appointment

- Plan ahead – Apply as far in advance as possible
- Obtain a passport valid for at least 6 months
- Pay your \$131 fee and make an appointment at Citibank
- Complete an application form in English and attach the proper photo
- How long will it take?

Student Visa and Exchange Visitor Visa Processing (SEVIS)

- A partnership among State Department, DHS and schools
- Tracks students from initial visa application to graduation
- Those who do not start school or drop out will be in the U.S. illegally
- All students must have a valid I-20 **BEFORE** the visa interview

Preparing for Your Interview

- Prepare your student documents: I-20 Form, SEVIS fee, transcripts, hoc ba, diplomas, test scores, etc.
- Assess your English language ability
- Financial ability: Show who will pay for your studies and how they can afford to do so

Interviewing Tips

- Demonstrate your social, family, or economic ties to Vietnam
- If you will study, or have studied, at a public high school in the U.S., be prepared to demonstrate you meet the special requirements.
- Be ready to discuss your educational background and your future plans.
- Speak English if you can, but do NOT try to memorize a speech
- Bring all relevant documents
- Show us you are a serious student!

If the applicant has all the documents, will he/she be approved?

- Not necessarily
- The consular officer must consider the applicant's overall circumstances
- Student visa applications must be denied if it appears that the applicant's primary purpose of travel is not to obtain an education, but rather to facilitate an indefinite stay in the United States
- Acceptance by a school is only one factor

US Visa Law Section 214(b)

- The most common reason for refusal of student visas remains Section 214(b) of the INA, which states that:
- *“Every applicant shall be presumed to be an immigrant until he or she satisfies to a consular officer that he or she is entitled to a nonimmigrant status”*

Re-Application

- No-one can “overturn” the decision of another officer
- Applicants may reapply and will speak with a different officer, however applicants must pay the \$131 fee before each interview
- Visa officers are encouraged to take a “fresh look” at previously refused visas, but all officers judge cases according to the same U.S. law
- Be prepared to explain what new information you have at the second interview

The Visa Interview: Debunking Myths

Myth #1: Visa Quotas

Myth #2: Income Qualification

Myth #3: Relatives in the United States

Myth #4: English Ability

Remember:

- RELAX!
- Tell the truth!
- Be yourself!



INSTITUTE OF
INTERNATIONAL
EDUCATION

Contact Information

US Commercial Service

Ms. Ngo Thuc Anh, Commercial Specialist

U.S. Commercial Service Hanoi

Tel: (844) 831-4650; Fax: (844) 831-4540

E-mail: Ngo.Anh@mail.doc.gov

Mr. Le Anh, Commercial Specialist

U.S. Commercial Service HCMC

T: (848) 825-0490; F: (848) 825-0491

E-mail: Le.Anh@mail.doc.gov

Institute of International Education

Ms. Do Huyen My, Student Advisor

Institute of International Education Hanoi

T: (84-4) 726 2524; F: (84-4) 726 2523

E-mail: advniorhanoi@iievn.org

Ms. Quach Thi My Ngoc, Student Advisor

Institute of International Education HCMC

T: (84-8) 510-8844; F: (84-8) 551-1661

E-mail: advisorhcmc@iievn.org

Vietnam's Education Market

Strategies on Recruiting Vietnamese Students

February 21, 2008



INSTITUTE OF
INTERNATIONAL
EDUCATION

Thank You.



Any Questions?