



The U.S. Department of Commerce's International Education Connection



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HELPING YOU EDUCATE THE WORLD

Education and training is our country's 5th largest services export, bringing over \$12 billion in annual revenue to the United States as well as enormous benefits of cultural and international understanding that are impossible to quantify. U.S. Department of Commerce Export Assistance Centers around the country work to help expand exports of U.S. products and services. This newsletter is a free service provided to U.S. educational institutions interested in expanding their international marketing and student recruitment.

COUNTRY FEATURE: KOREA

Throughout Korean history, higher education has been synonymous with privilege and power. A degree from a well-known institution is a status symbol and an important leveraging tool for finding the right job in the right company. Coveted spaces in Korea's top schools are open to competition from all students but are attainable only by a few. Many talented students opt instead for the best international schools. The desire to obtain a diploma from an accredited school overseas has translated to an opportunity for U.S. schools keen to recruit some of Korea's most talented students.

Koreans are studying abroad in record numbers. The number of students studying overseas has increased from just over 130,000 students in 1998 to nearly 330,000 in 2005. This is an increase of nearly 150% over a seven-year period. Following India and China that have more than a billion people, Korea, with a population of just 48 million, is the third largest market for U.S. education in terms of the number of foreign students studying in the United States. The U.S. is the dominant player in university and graduate-level academic study. According to 2005 statistics from the Institute of International Education Open-Door report, 53,358 Koreans went to the U.S. for post-secondary study in the 2004/2005 academic year, which represents 1.7 percent increase over 2003/2004 academic year.

Korea's education market plays a significant role in the country's overall economy, and is characterized by a large demand for overseas education. The demand for foreign education exists in both the private and public sectors of Korea. Thus exceptionally good opportunities exist for the U.S. educational sector. According to the Ministry of Education and Human Resources Development, Korea invested more than seven percent of its GDP in educational expenditures in 2005. This investment not only represents a large proportion of the Korean Economy but it is also one of the largest investments in the world. More than 60% of college age students are enrolled in higher education institutions, and the advance rate of high school graduates to higher education institutions is above 80%.

After India's and China's populations of over 1 billion each, Korea, with a population of only 48 million, is the third largest market for U.S. education in terms of the number of foreign students studying in the United States. The U.S. is the dominant player in university and graduate-level academic study. According to 2005 statistics from the Institute of International Education Open-Door report, 53,358 Koreans went to the U.S. for post-secondary study in 2004/2005 academic year, which represents 1.7 percent increase over 2003/2004 academic year.

Expectations are that Koreans will continue to study overseas in record numbers. The most important reason for this forecast is that education, particularly in English language, is so critical to success in Korea. To a much greater extent than in the U.S., in Korea, the college a person attends will ultimately shapes that person's future. A university degree from a well-known American university is

prized by both Koreans at large and Korean employers alike and opens doors to employment in Korea, which are largely closed to those who graduate from Korea's less respected universities. Another reason to study abroad is the perceived weakness of the Korean education system in teaching English, especially speaking skills. This helps to explain the significant increase in the number of grade-school students studying in Anglophone countries, and the huge amounts of money spent on private ESL institutes. Finally, English language proficiency in the Korean job marketplace is not just important – it is simply assumed. For years, the largest and most prestigious employers in Korea have required TOFEL (Test of English as a Foreign Language) and/or TOEIC (Test of English for International Communication) scores.

Students who wish to study in the U.S. for post secondary education are the primary prospective buyers for this sector. An important trend to note; however, is the growing demand in the private education market at the secondary and even primary education level. Increasingly, parents of students, who generally fund their children's education, are taking more of an active and direct interest in the process of choosing a school. Also any corporation that has overseas education programs for its employees can be a good candidate.

There is no market barrier for U.S. schools wishing to promote and recruit students from within Korea. A partnership with a local agent is one way to enter the Korean market. There are over 500 overseas studying related agencies in Korea; however not every agent is qualified. Before contacting agents, U.S. academic institutions are advised to consult with Commercial Service Korea, the Commercial Section of the U.S. Embassy in Seoul. Networking plays an important role in Korea so promoting the school through alumni connections can also be a good way to secure new students. Participation in education fairs held in Korea is another way to recruit. The fairs are categorized by level of schools (high schools, community colleges, 4 year colleges, graduate programs) and almost all the education fairs are held during the spring (March) and fall (Sep. and Oct.)

The above is an excerpt from a report prepared in May 2006 by the U.S. Commercial Service in Korea.

NEW MARKET RESEARCH

Our specialists abroad develop market research to help you evaluate markets for your educational services. Research ranges from short reports on areas of opportunity to detailed market and industry reports. Below are a few examples of some of our most recent market research reports available FREE OF COST. All these can be found on our website, www.export.gov or by contacting your local trade specialist.

Detailed Country Reports:

- ❑ **Malaysia E-Learning for Technical and Vocational Training Institutions Project August 30, 2006**

WEBINARS

- ❑ **November 21, 2006 at 0800 (EST): UAE & Saudi Arabia Student Recruitment Webinar**

This live, web-based program, will cover the following topics: Education market characteristics, Visa trends and guidance, best practices for attracting students, tips for working with an agent, and suggested next steps for recruitment. The participant fee includes a course guide offering market research, resources and suggested "next steps" for promoting your educational institution UAE & Saudi Arabian students. For further information, contact Richard Corson of the U.S. Commercial Service in Pontiac at Richard.Corson@mail.doc.gov or 248-975-9600

- ❑ **January 16, 2007: Virtual Recruitment Fair to South Korean Agents**

A select number of U.S. Community Colleges and ESL programs will make live presentations, over the internet in a webinar format, to South Korean agents seeking to promote these U.S. schools and programs to their in-country student contacts. Participating U.S. institutions will send their literature to the agents in advance, join a limited number of other U.S. school presenters, and receive the contact details of the agents following the program. For more information, please contact Jim Paul at the U.S. Commercial Service in Boston, jpaul@mail.doc.gov or 617-424-5955

❑ **January 18, 2007: Webinar on Strategies to Recruit Students from Colombia and Venezuela**

This interactive webinar will present strategies for recruiting students to your educational institution or ESL program, the latest visa trends and guidance, and overviews of the education market in Colombia and Venezuela. The speakers will include staff from the U.S. Commercial Service offices in Bogota and Caracas as well as visa officers from the U.S. Embassy in these markets.

PROMOTIONAL EVENTS

The U.S. Department of Commerce develops and/or supports promotional fairs abroad at which U.S. educational institutions can recruit international students and meet with educational multipliers and agents. Events include trade missions, promotional fairs and educational seminars. Below is a list of our upcoming programs.

❑ **Nov. 21, 2006: Conference Call With U.S. Commercial Service in Riyadh, Saudi Arabia and Dubai, UAE**

This conference call will cover the characteristics of the education market in both countries; visa trends and guidance, best practices for attracting students and promoting your school. The participation fee includes a copy of a PowerPoint presentation. For further information, contact Richard Corson of the U.S. Commercial Service in Pontiac at Richard.Corson@mail.doc.gov or 248-975-9600

❑ **December 6-8, 2006: Online Educa – Hamburg, Germany**

The annual event is an important meeting point for international e-learning and training experts from the business sector, universities as well as government and administrative institutions. Experts get together to keep up with the latest trends and to establish contacts. This show attracts more than 1700 participants from 66 countries. The private show organizer will do recruitment. Participation in event is for purposes of sectoral research, event evaluation and exhibitor counseling. Contact Birgit Dose at the U.S. Commercial Service in Hamburg at Phone: 49-40-4117-1306 or Birgit.Dose@mail.doc.gov

❑ **February 1-4, 2007: Education & Career Expo 2007/Hong Kong**

The Education & Careers Expo is an annual event and has been granted DOC certification for the last two years. It is an international forum for educational institutions, commercial organizations, government bodies and professional associations to disseminate the most up-to-date information on education and career opportunities to students and the working public of Hong Kong. In 2006, 488 exhibitors participated and the show attracted 198,000 visitors over 4 days. Every year, the event receives strong media attention and this is one of the most popular education shows to recruit local students in Hong Kong. This is a certified trade event. CS Hong Kong will organize a U.S. Pavilion to provide logistics assistance to the U.S. exhibitors at the event. In addition, CS Hong Kong will organize a seminar and explain the procedures for Hong Kong students wanting to study in the U.S. For further information, contact Eugene Quinn of the U.S. Commercial Service in Washington D.C. at eugene.quinn@mail.doc.gov or 202-482-0578.

❑ **February 25 - March 3, 2007: Gulf Expo – Bahrain, Kuwait, United Arab Emirates, and India**

Organized by International Student Network (ISN), this education tour and expo will stop in the cities of Manama, Kuwait City, Abu Dhabi, Dubai and Mumbai. This tour and expo has historically produced numerous international student enrollees at the participating U.S. educational institutions. For more information, contact ISN at 215-246-3432 or visit their website at <http://www.isnexpo.com>.

❑ **February 27-March 3, 2007: Didakta**

Didakta Bildungsmesse combines three separate trade shows. Didakta Bildungsmesse covers all areas of education: Kindergarten, School, University, Training, Further Education and Counseling. A major focus is education via the Internet and new media. Post will provide counseling to participating companies. Didakta Bildungsmesse is an educational trade show, mainly focused on German demand. However, the market is very receptive to new possibilities in every sector via the Internet and new media. The private show organizer will do recruitment for Didakta Bildungsmesse. Participation in event is for purposes of sectoral research, event evaluation and exhibitor counseling. For further information, contact Birgit Dose at Birgit.Dose@mail.doc.gov or 49-40-4117-1306.

❑ **March 5 - March 9, 2007: Asia Expo – South Korea, Japan and China**

Organized by International Student Network (ISN), this education tour and expo will stop in the cities of Seoul, Tokyo and Shanghai. This tour and expo has historically produced numerous international student enrollees at the participating U.S. educational institutions. For more information, contact ISN at 215-246-3432 or visit their website at <http://www.isnexpo.com>.

Updated information on upcoming events can also be found at www.buyusa.gov/studyusa.

MORE INFORMATION

For more information on any of the programs and market research mentioned please complete the following, check the boxes next to newsletter items of interest and fax or e-mail this document to the contact listed on the top of the first page.

Your Name _____ Organization _____

Title _____ E-mail address _____

Telephone _____ Fax Number _____

Comments