



Education Industry

<p>Japan: Educational Market in the Kansai Region</p>	<ul style="list-style-type: none"> ▪ Kansai is a primary region for education and R&D activities in Japan. Institutions of higher learning in Kansai account for nearly 21% of the national total making it the second largest educational market in Japan. ▪ Japan has 773 four-year universities and 406 two-year junior colleges. ▪ The Kansai region has 165 four-year universities and 89 two-year colleges. <p>For more information visit: Japan Educational Market in the Kansai Region</p>
<p>China: Education Market</p>	<ul style="list-style-type: none"> ▪ China's economy is expanding faster than the business programs can keep up. ▪ 5% of all graduate students in the United States are from China. ▪ China sent 157,558 students to the United States in 2011. <p>For more information visit: China Education Market</p>
<p>India: Opportunities in Education</p>	<ul style="list-style-type: none"> ▪ The number of Indian students enrolling in U.S. education institutions at the graduate level, over 63,500, continues to be substantial. ▪ Students from India make up slightly more than 15% of the total foreign student population in the United States. ▪ The Government of India (GOI) aims to increase gross enrollment ration in higher education to 30% by 2020, which means almost tripling the enrollment from present 14 million to 40 million. <p>For more information visit http://www.buyusainfo.net/docs/x_1948830.pdf</p>
<p>Saudi Arabia: Trends in Education</p>	<p>Did you know? The King Abdullah Scholarship Program (KASP) began in 2005, with the aim of sending over 15,000 Saudi students to the United States for higher study in the fields of medicine, allied health sciences, pharmacy, engineering, computer science, basic sciences, law, accounting, and electronic commerce. Currently in the 6th phase there are over 32,000 students in the U.S. This very generous scholarship program provides an automatic scholarship for spouses, stipends for children, housing, one year of language study, annual tickets back to Saudi Arabia, insurance, etc. For more information on Saudi Arabia's Trends in Education, please visit: Trends in Saudi Arabia's Education</p>
<p>Indonesia: Opportunities in Education</p>	<p>60 million Indonesians projected to move up into the middle class in the next 10 years 1.7 million high school graduates per year 70,000 Indonesians studying abroad</p> <p>For an overview of Indonesia Education – click here. USAID Higher Education Programming – click here.</p>
<p>Vietnam: Overview Vocational Training</p>	<ul style="list-style-type: none"> ▪ <i>Vietnam's economy has grown dramatically in the last five years, averaging 7-8% per year.</i> ▪ The demand for skilled labor has also increased, but the vocational training structure of the country has not kept pace with these developments. ▪ Two critical challenges face the Vietnamese vocational training system: <ul style="list-style-type: none"> ○ training curriculum, materials and equipment are obsolete, ○ the capacity of trainers and training of trainers is extremely limited. <p>For more information visit Vietnam: Vocational Training Overview</p>
<p>Argentina: Educational Opportunities in the U.S.</p>	<ul style="list-style-type: none"> ▪ The U.S. educational system has attracted many Argentine students wishing to pursue university degrees, training and student exchange experiences in the following areas: Humanities and Social Sciences, Business & management, Engineering and Computer Sciences, Agricultural and Biological Sciences, Natural and Physical and Life Sciences. <p>For more information visit http://www.buyusainfo.net/docs/x_2294689.pdf</p>

<p>Singapore: International Educations & Recruitment</p>	<ul style="list-style-type: none"> • Singapore hosts more than 90,000 foreign students from more than 120 countries. With the goal of developing the island nation of 5.1 million people into a “global schoolhouse”, the government aims to increase this number to 150,000 by 2015. • U.S. universities and colleges interested in offering courses in Singapore have a number of market entry options. <p>For more information visit http://www.buyusainfo.net/docs/x_7776772.pdf</p>
<p>Thailand Education Industry Overview</p>	<ul style="list-style-type: none"> • In 2010, over 80,000 Thai students were studying abroad • The USA continues to be the most popular destination for Thai students wishing to continue higher education • Thai parents are unlikely to sacrifice education for their children <p>For more information visit Thai Education Overview</p>
<p>Greece: Education Services</p>	<ul style="list-style-type: none"> ▪ As a leading country in the region of Southeast Europe and a member of the EU, Greece is often the destination for students from neighboring countries. ▪ Greece’s State-controlled learning institutions are superior to the private schools. <p>For more information visit http://www.buyusainfo.net/docs/x_9074555.pdf</p>
<p>Mexico: On-Line Education Opportunities</p>	<ul style="list-style-type: none"> ▪ On line education is an emerging sector in the Mexican market and offers good growth opportunities to U.S. universities, educational institutions, training providers and other content developers. ▪ Public and private universities in Mexico are looking to develop more relationships with international universities to offer joint programs through e learning platforms. ▪ U.S. education providers in the training sector, many of which have pioneered distance education programs and have course material in Spanish, are advised to look closely at opportunities in Mexico. <p>For more information visit http://www.buyusainfo.net/docs/x_5481624.pdf</p>
<p>Turkey: Education Market</p>	<ul style="list-style-type: none"> ▪ There are over 3 million secondary education students in Turkey, who should be considered as prospective university students. Due to shortage of universities and limited quotas, only 30% of the Turkish students at the age of higher education are enrolled in Turkish Universities, which provides recruitment opportunities for American universities. ▪ As of December 2010, there are 102 public and 52 private foundation universities in Turkey, serving 3 million students in various academic programs. ▪ According to the Turkish Ministry of National Education, annually around 20,000 Turkish students study abroad for short or long term ESL courses and 10% of these students head to the U.S. <p>For more information visit http://www.buyusainfo.net/docs/x_678799.pdf</p>

International Enrollment Figures: [2005 – 2010](#)



USA Enters Education Cooperation Partnership with Brazil - Read more: [U.S. Dept. of State](#)

Upcoming Events

U.S. Commercial Service Webinar
Student Recruitment on a Shoestring – April 12, 2012 (1PM CDT)
 To view more details, please see our announcement: [Recruiting on a Shoestring Budget](#)

U.S. Commercial Service Webinar
Social Media for Higher Education International Recruitment – May 3, 2012 (1PM CDT)
 To view more details, please see our announcement: [Using Social Media to Advance Recruitment](#)

U.S. Commercial Service Virtual Fair

India Virtual Education Fair – May 10, 2012 (9:00am EST)

Present to Recruiting Agents all across India!

To view more details, please see our announcement: [Virtual Education Fair with India](#)

U.S. Commercial Service Trade Mission

Education Trade Mission to Brazil – August 30 – September 6, 2012

To view more details, please see our announcement: [Education Trade Mission to Brazil](#)

2012 Fall OH! Study Education Fair

OH! Study Education Fair is the largest overseas education exhibition in Taiwan. It is a four-day integrated event in Taiwan's three major cities, Taipei, Taichung and Kaohsiung. The Fair typically has 100 participants and over 15,000 attendees -- it is the best-known and best-attended event in Taiwan. CS Taiwan has co-sponsored the OH! Study Fair since 2007 and we have found the event to be very effective in helping U.S. schools recruit students from Taiwan.

Date: 10/13/2012 - 10/16/2012

Location: Taipei, Taichung, Kaohsiung, Taiwan

For more details see [Education Fair](#)

China Education Expo

China Education Expo, approved by Ministry of Education and sponsored by China Education Association for International Exchange (CEAIE), is one of China's premier education fairs. The October Expo is held in 5 Chinese cities starting in Beijing, and then going to Shanghai. The Expo is a great opportunity for U.S. schools to expand their presence in the world's potentially largest student recruitment market. The U.S. pavilion at the Beijing portion of the Expo typically has over 50 U.S. schools. Over 100,000 parents and students will visit the Expo that is also heavily covered by local and national media.

Date: 10/15/2012 - 10/16/2012

Location: Beijing, China

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