



# ASIA NOW: NAVIGATING THE ASEAN\* REGION

## Higher Education Market

\*ASEAN stands for Association of Southeast Asian Nations

### INDONESIA

#### Market Overview

- Number of students in U.S. (2007): 7,338
- Ranking as source of foreign students into U.S. – 15
- Number of alumni of U.S. college and universities: >250,000

#### Best Prospects

- **Undergraduate:** Engineering, Computer Science, Business Admin, Creative (Film, Design, Art, Fashion).
- **Graduate :** MBA, Computer Science, Engineering

### SINGAPORE

#### Market Overview

- Number of students in U.S. (2007) – approx. 5,000
- Ranking as source of foreign students into U.S. – Top 30
- Number of alumni of U.S. college and universities - >80,000

#### Best Prospects

- **Undergraduate:** Engineering, Business Administration, Computer Science, Biotechnology, Hospitality & Tourism, etc
- **Graduate:** MBA, Life Sciences

### MALAYSIA

#### Market Overview

- Number of students in U.S. (2007) – 4,529
- Ranking as source of foreign students into U.S. – 21st
- Number of alumni of U.S. college and universities - >350,000

#### Best Prospects

- **Undergraduate:** Engineering, Business Administration, Actuarial Science, Biotechnology, Mass Communication, Psychology
- **Graduate:** MBA, Engineering

### THAILAND

#### Market Overview

- Number of students in U.S. (2007) – 15,000
- Ranking as source of foreign students into U.S. – 10th
- Number of alumni of U.S. college and universities - >300,000

#### Best Prospects

- **Undergraduate:** Engineering, Computer Science
- **Graduate:** MBA, Engineering, Computer Science, IMS, Political Science

### PHILIPPINES

#### Market Overview

- Number of students in U.S. (2007) – 3,730 (excl. Fil-Ams)
- Ranking as source of foreign students into U.S. – Top 40
- Number of alumni of U.S. college and universities – >200,000

#### Best Prospects

- **Undergraduate:** Business, Communications, Sciences and Pre-Med, Computer Science, Engineering, Culinary Arts / Hotel & Restaurant Management
- **Graduate:** MBA, Engineering, Sciences, Law

### VIETNAM

#### Market Overview

- Number of students in U.S. (2006) – approx. 4,500+
- Ranking as source of foreign students into U.S. – Top 50
- Number of alumni of U.S. college and universities - <12,000

#### Best Prospects

- **Undergraduate:** Engineering, IT, Business Administration, Banking and Finance
- **Graduate:** MBA, Banking and Finance

# Market Specifics

Indonesia



Malaysia






Philippines



<b>Governing Body</b>	<a href="#">Ministry of National Education</a>	<a href="#">Ministry of Higher Education</a>	<a href="#">Commission on Higher Education</a>
<b>Education USA Advising Center</b>	<a href="#">Fulbright Indonesia, American Indonesian Exchange Foundation (AMINEF)</a>	<a href="#">Malaysian-American Commission of Education Exchange (MACEE)</a>	<a href="#">Philippine American Educational Foundation (PAEF)</a>
<b>National Accreditation Board</b>	<a href="#">Badan Akreditasi Nasional Perguruan Tinggi (BAN-PT)</a>	<a href="#">Lembaga Akreditasi Negara</a>	<a href="#">Commission on Higher Education</a>
<b>Market Entry Strategies</b>	<p>a) Participate in education fairs.</p> <p>b) Work with recruitment agencies.</p> <p>c) Explore “2 plus 2” option popular among students. First 2 years are spent in a community college or other low-cost learning institutes, then students transfer to university and spend the remaining 2 years.</p>	<p>a) Create awareness of “brand” by participating in study fairs and similar events.</p> <p>b) Link with local private colleges to attract junior &amp; senior transfer students on a credit transfer basis or on a twinning basis.</p> <p>c) Link with local private colleges to offer 4+0 programs</p> <p>d) Partner with local institutions to offer distance learning graduate programs, especially MBA programs</p>	<p>a) Tap alumni network</p> <p>b) Awareness building efforts through participation in study fairs and similar events</p> <p>c) Liaise with Education USA advising center (PAEF) and other local education sector contacts / partners</p>
<b>Market Research</b> (available upon request)	Education and Training Market in Indonesia (Aug 2007) U.S. Higher Education (February 2008)	Undergraduate Studies (Oct 2005) Graduate Studies (May 2006)	International Student Recruitment (April 2008)
<b>Trade Events</b>	<b>Education USA Fair 2008 (No exact date yet, <a href="http://www.aminef.or.id">www.aminef.or.id</a>)</b> <b>International Education Expo 2008, 8/2-3/2008</b>	Linden Fair - Oct 2008 AEO Fair - Oct 2008 World MBA Fair – Nov 2008	AEO/ICE Fair (Sept 2008) MBA Tour (Sept 2008) ( <i>dates subject to change</i> )
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# Market Specifics

	Singapore 	Thailand 	Vietnam 
<b>Governing Body</b>	<a href="#">Ministry of Education</a>	<a href="#">Ministry of Education</a>	<a href="#">Ministry of Education and Training</a>
<b>Education USA Advising Center</b>	<a href="#">United States Education Information Center</a>	<a href="#">Institute of International Education</a>	<a href="#">Institute of International Education</a>
<b>National Accreditation Board</b>	<a href="#">Ministry of Education</a> <a href="#">CaseTrust For Education</a>	<a href="#">Ministry of Education</a>	<a href="#">Ministry of Education and Training</a>
<b>Market Entry Strategies</b>	a) Tap student / alumni network b) Awareness building through participation in study fairs and similar events c) Partner with private education organizations	a) Participate in international educational fairs b) Work with non profit study abroad consulting agencies c) Work with Counselors at international schools d) Appoint study abroad consulting companies as agents to promote the school	a) Participate in international educational fairs b) Work with IIE; c) Partner with local recruiting companies d) Organize seminar to promote the school.
<b>Market Research</b> (available upon request)	International Student Recruitment (April 2008)	International Student Recruitment (Aug 2008)	Higher Education English Training Vocational Training
<b>Trade Events</b>	Experiences 2008 – July 20, 2008 <a href="#">Linden Fair</a> – October 5, 2008	<a href="#">IIE Fair</a> - Oct 2008 OCSC* International Education Fair – Nov. 29-30, 2008 (*Office of Civil Service Commission, Royal Thai Government)	<a href="#">IIE Fair</a> , Oct, 2008
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