



Education Industry

Recent Reports	
<p>Taiwan Education Sector Update</p>	<ul style="list-style-type: none"> In 2012, Taiwan was the 6th leading origin of foreign students studying in the U.S., with 23,250 students enrolled in U.S. institutions. The U.S. remains the top destination for Taiwan students that want to study abroad. The AIT Consular Section issued a total of 16,023 new student visas in 2011. With Taiwan being accepted into the U.S. Visa Waiver Program in October 2012, it is expected that the market for short-term U.S. ESL programs will show strong growth in the near future. <p>For more information visit: Taiwan – Education Sector Update</p>
<p>Argentina: Opportunities for the U.S. Education Market</p>	<ul style="list-style-type: none"> U.S. education is well-positioned in Argentina. There continues to be strong interest but yet diminishing demand for U.S. education in Argentina. As the amount of both official and unofficial trade barriers increases, creative solutions to continue to export to Argentina can still be found for U.S. based companies, specifically with regards to education. <p>For more information visit: Argentina: Opportunities for the U.S. Education Market</p>
<p>China: Guangdong Education Report 2012</p>	<ul style="list-style-type: none"> Guangdong is the wealthiest province in China, contributing approximately 12.5% of national economic output, and has enjoyed double digit GDP growth for 20 years. Guangdong’s residents have enough wealth to pay for their children to study abroad. Due to China’s one-child policy, many families are willing to invest large portions of their income in their only child’s education. Though Guangdong residents account for only 1/13th of the total Chinese population, they comprise a fourth of all students who study abroad. <p>For more information visit: Guangdong Education Report 2012</p>
<p>Mexico Education & Training – A Top Prosepect</p>	<ul style="list-style-type: none"> Mexico is the ninth country of origin for students studying in the United States, with over 13,500 Mexican students enrolled, primarily in undergraduate programs. Mexican students choose to study in the United States because of the strong ties between the countries, proximity, and the prestige of the higher education system in the United States. Approximately two percent of foreign students in the United States are from Mexico. <p>For more information visit: Education & Training Services A Top Export Prospect for Mexico</p>
<p>Sweden: International Student Recruitment</p>	<ul style="list-style-type: none"> Out of W. European countries, Sweden has the highest number of students per capita going to the U.S.A. to study. In 2010/11 (July 1 – June 30) there were as many as 4,715 Swedes studying in the U.S.A., the majority of which were undergraduate students and most of them were so called “free movers”, having organized their studies independently. One main reason to why studying abroad has become so popular is the fact that it is possible for students to receive financial assistance from the Swedish Government to study in other countries. This enables thousands of students to go abroad each year. <p>For more information visit: Sweden: International Student Recruitment</p>
<p>France Education Overview</p>	<ul style="list-style-type: none"> In France, the United States is known to be home to some of the world’s best colleges and universities. Since English is the language of business and diplomacy in the European Union, there is growing interest in studying in English speaking countries, such as the U.S. During the 2011-2012 academic year more than 8,000 French students pursued academic study at U.S. colleges and universities. <p>For more information visit: US Market for French Students</p>

Archived Reports:	
India: Opportunities in Education	<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>
Saudi Arabia: Trends in Education	<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>
Indonesia: Opportunities in Education	<ul style="list-style-type: none"> • 60 million Indonesians projected to move into the middle class in the next 10 years • 1.7 million high school graduates per year • 70,000 Indonesians studying abroad • For an overview of Indonesia Education – click here. • USAID Higher Education Programming – click here.
Vietnam: Overview Vocational Training	<ul style="list-style-type: none"> ▪ <i>Vietnam's economy grew dramatically in the last few 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: <ol style="list-style-type: none"> 1. training curriculum, materials and equipment are obsolete, 2. the capacity of trainers and training of trainers is extremely limited. <p>For more information visit Vietnam: Vocational Training Overview</p>
Argentina: Educational Opportunities in the U.S.	<p>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. For more information visit http://www.buyusainfo.net/docs/x_2294689.pdf</p>
Singapore: International Educations & Recruitment	<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>
Thailand Education Industry Overview	<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>
Greece: Education Services	<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>
Mexico: On-Line Education Opportunities	<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>

Turkey: Education Market

- 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.
- For more information visit http://www.buyusainfo.net/docs/x_678799.pdf

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

Upcoming Events

The U.S. Commercial Service is in the planning stages for a number of overseas events, including:

- Trade Mission to Thailand and Malaysia (November 2013)
- Virtual Education Fairs with: Taiwan / Indonesia / Thailand / France and Vietnam (Boarding Schools)

Dates for these Virtual Education Fairs have yet to be determined but will take place in 2013.

These virtual education fairs will give you the opportunity to present to recruiting agents in the target market.

U.S Education Catalog Show at USA Fair 2013 – May 31 – June 2, 2013

The U.S. Commercial Service, Thailand is pleased to promote the U.S. education catalog show at the 6th USA Fair, which is an annual fair co-organized by U.S. Embassy Bangkok and the American Chamber of Commerce in Thailand, to promote all American brands products and services in one place. The fair will contain an education pavilion for international schools, universities and learning centers to provide information to potential students at the ground floor of Central World Department Store. The participation cost for exhibiting catalog show is US\$200.

U.S. Education Institutions interested in participating in the U.S. Education Catalog Show at USA Fair pavilion, please contact Mrs. Thanyathorn Voravongsatit, Commercial Specialist, U.S. Commercial Service – Bangkok.

Contacts:

Thanyathorn Voravongsatit, Bangkok
Commercial Specialist
Phone: 66-2-205-5282
Thanyathorn.Voravongsatit@trade.gov