

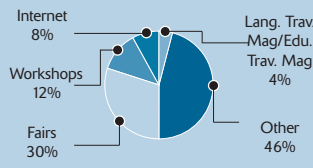
Japan

Business was slow for both the high school and university sectors in Japan last year and predictions for the future remain muted.

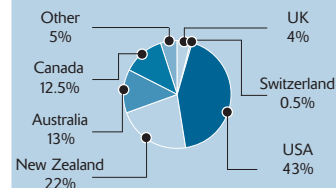
Key Facts

- Our nine respondents placed a total of 628 students in high schools and universities in 2002
- Individual consultants placed between 10 and 200 students in high schools and universities per year
- Commission rates varied from 10 to 15 per cent and averaged out at 12.5 per cent
- 67 per cent of respondents charged their clients a handling fee
- 40 per cent of respondents who dealt with university placements and 60 per cent who dealt with high school placements reported stagnant growth in 2002
- 40 per cent of respondents who dealt with university placements and 20 per cent who dealt with high school placements forecast an increase for 2003

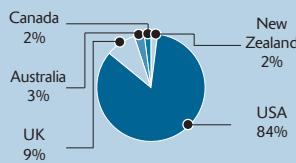
How agents find new universities?



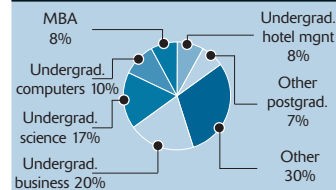
Where do high school students go to study?



Where do university students go to study?



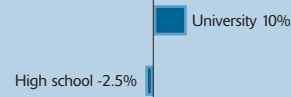
What subjects do university students study?



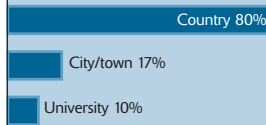
High school placements by age



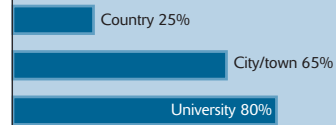
Average growth in consultants' business in 2002



% of students who knew where they wanted to study



% of uni. studs. who changed their minds after consultation



Participating consultancies:

ACE, AISE Japan, Educational Information and Consultants, Educational Planning Inc, ICS Inc, JA Study Abroad Center, Japan Youth Development Association, Sapporo Educational Alternative, World Youth Service Society Japan

Most frequently mentioned programmes:

High schools: *In Australia:* West Moreton Anglican College, Brisbane, QLD. *In Canada:* International Language Schools of Canada, Vancouver, BC; Parkland Secondary School, Sidney, BC. *In New Zealand:* AIS St Helens, Auckland; Orewa College, Orewa. *In the UK:* Internexus London, London. *In the USA:* Embassy CES, New York, NY

Universities: *In the UK:* Canterbury Christchurch University College, Canterbury. *In the USA:* Elmira College, Elmira, NY; Roger Williams University, Bristol, RI; St Norbert College, De Pere, WI; University of Wisconsin La Crosse, La Crosse, WI