

# Changes in store for US industry

## Currency

		1xUS\$ =currency*
Australian	Dollar	2.028
Austrian	Schilling	15.120
Belgian	Franc	44.328
Brazilian	Real	2.656
British	Pound	0.680
Canadian	Dollar	1.579
Chinese (PR)	Renmimbi	8.267
Danish	Kroner	8.165
Dutch	Guilder	2.421
EU	Euro	1.099
Finnish	Markka	6.533
French	Franc	7.208
German	Mark	2.149
Greek	Drachma	374.41
Hong Kong	Dollar	7.799
Indonesian	Rupiah	9690.00
Irish	Punt	0.865
Italian	Lira	2127.54
Japanese	Yen	119.50
Maltese	Lira	0.442
Mexican	Peso	9.475
New Zealand	Dollar	2.463
Norwegian	Kroner	8.876
Polish	Zloty	4.223
Portuguese	Escudo	220.29
Singapore	Dollar	1.768
South African	Rand	9.020
South Korean	Won	1302.0
Spanish	Peseta	182.82
Swedish	Krona	10.635
Swiss	Franc	1.621
Taiwan	NT Dollar	34.500
Thai	Baht	44.260
Venezuelan	Bolivar	742.50

\*Rates are subject to change and should be used as indications only, 30/09/01

## Dutch government to fund study overseas

STUDENTS from the Netherlands may soon be able to receive a grant from the Dutch government to fund full-time or part-time study overseas. This move would bring the Netherlands in line with Sweden, where students can already get government funding to study overseas.

The scheme is envisaged to come into effect for the 2003/04 academic year, and will primarily be valid for study within the European Economic Area, although it might be extended at a later date. According to the Dutch Minister for Education, Culture and Science, the new policy, "Education without Frontiers", is a more flexible financing system to suit modern student needs. □

The impact of the terrorist attacks in the USA on the US English language teaching industry became clearer in the weeks following the events. As student confidence eroded and air travel was regarded with new scepticism, bookings dropped and US schools braced themselves for turbulent times ahead.

Jean-Marc Alberola from Bridge-Linguatex in Denver, CO, USA, told *Language Travel Magazine* that his institution had experienced a 47 per cent drop in business as a result of the attack. "We predict that our revenues during January and February will be down by at least 30 per cent," he added. Jose Mendez at Zoni Language Center in New York also reported cancellations. "We hope that it will not affect us too much in the long-run," he said.

Agents around the world reported that US-bound business was certainly affected. Juris Tuns, Director of Mecenats, the Centre of International Education in Latvia, said his business in the USA had been "practically destroyed" by the events of September 11. "All [US] programmes have been stopped, there is scarcely any interest in them," he said. "People are waiting to see what will happen next."

## "Super English" schools in Japan

TO INCREASE English language abilities in Japan, the country's Education Ministry has announced its intention to establish "super English language" high schools where pupils will be taught entirely in English. The schools will be the first state schools to offer tuition in the English medium, although some private schools already offer English-medium lessons.

The schools, scheduled to open in early 2003, will employ Japanese teachers fluent in English and foreign specialists in other subjects such as science, art and English. The move is seen to reflect concerns about English speaking ability among Japanese. "Children begin studying English

While the "unknown factor" was stalling many students thinking about studying in the USA, institutions were hopeful that numbers would pick up next year. According to a report in *The Japan Times*, all school trips, local government-sponsored visits and other international exchange programmes to the USA were called off in September, but some study programmes may be relocated or rescheduled for later in 2002.

Meanwhile, foreign students, who were in the USA when the attacks took place, returned home in droves, and there were reports that some Middle Eastern students were experiencing harassment. At the University of Wisconsin-EAU Claire, all students were contacted after such incidents emerged. "Our international students are so far from home. A lot of people are frightened," said Karl Markgraf, Director of the university's Centre for International Education.

According to a report in the *Chronicle of Higher Education*, some students were leaving because they felt in danger. Abdulla Al-Mosallam, from Qatar, told the publication that friends of his had been attacked, which prompted his decision to leave the country. "I'm not willing to take that chance," he said.

at elementary school, yet Japanese people have a reputation as bad English speakers," Professor Miyahara Osamu at Ochanomizu University in Tokyo told the *Times Educational Supplement (TES)*. "[It] will change with more effective English instruction."

English language tuition is already said to be a national obsession in Japan. According to the *TES*, Berlitz Japan Inc. estimates the domestic English language teaching market to be worth UK£3 billion (US\$4.4 billion). Japan is also an important student provider country in the language travel industry, accounting for high numbers of students studying English in countries such as the UK, USA and Canada. □

English language programmes were also affected by students wanting to cut short their programme. Alexandra Rowe at the English Program for Internationals, at the University of South Carolina in Columbia, said, "[These students] are more vulnerable because they don't have the English yet to defend themselves." Of 25 Middle Eastern students at the programme, 16 had returned home by October.

As it emerged that the suspected suicide pilot who flew into the Pentagon enrolled on an English language programme in November 2000, questions about the efficacy of immigration control were raised. According to press reports, it can take up to a year for the Immigration and Naturalisation Service (INS) to notify an institution that a student has entered the country to study on one of its programmes. "This lag in reporting time is something of great concern to us," Brice Harris, Chancellor at Los Rios Community College, told *The Sacramento Bee*.

The terrorist attacks also seemed certain to influence the US industry's approach to the SEVP programme. While there had been industry opposition in the past, many are now supportive of the idea. "In light of the attacks on September 11, it is inconceivable to me that [we] could do anything other than urge the federal government to move forward with a system... which could be used to protect the nation," said Todd Davis, a director at the Institute of International Education.

Nafsa also revised its policy on the issue. The association said that while it still believed SEVP was very complex and expensive, "the time to devise a considered response to [the threat of] terrorism has arrived". However, Nafsa was fighting a more drastic proposal at the time of going to press. Senator Feinstein had called for a six-month moratorium on student visa issuance, while security measures were improved. "This legislation is probably the first of many that Nafsa [needs] to fight," it told its members. □



PHOTOGRAPH: NZIEMN

International alumni are used to promote New Zealand's new image

## New image for New Zealand

AN EXCITING new marketing brand for New Zealand's education industry has been launched which aims to enhance the country's image as an important international study destination.

"The new world class – educated in New Zealand" is the slogan that accompanies the brand image, which is the result of extensive market research. The brand also uses a clever "born, working, educated" catchphrase to illustrate what international alumni from New Zealand institutions have achieved.

Peter Laurenson, Project Manager at the New Zealand International Education Marketing Network (NZIEMN), who oversaw the development of the brand, explained that the initiative highlights what makes New Zealand Education different and "proves conclusively that a New Zealand education can and does lead to the main desired outcome [for students] – international employment and success".

The brand is being used to promote seven key qualities of New Zealand, which together contribute to a unique study destination and a rounded education experience for international students. These qualities include a British-based education system, high quality living conditions and outstanding recreation opportunities, set within a wonderful natural environment.

Lester Taylor, Chief Executive of Education New Zealand, said that members and agents had been extremely positive about the new brand. "Over 100 institutions have ordered a starter kit [to use the branding materials]," he added. Resources, such as videos and display stands, will also be available to agents, and the brand will be promoted at education fairs, via Trade NZ offices and in strategic international media.

Laurenson added that a new website, mynzed.com, is also a crucial part of the brand, attracting enquiries to a single online entry point. He worked with an education strategist to poll students from over 30 countries studying in New Zealand, Australia, the UK and the USA, to develop the brand and formulate its essential selling points. Focus groups were also held with parents, teachers, agents and employers in 10 Asian markets.

Analysis revealed that New Zealand was not generally well known as a study destination, but many people had an open mind about the opportunities available in the country. In addition, international students already in New Zealand chose the country for distinctive reasons. Unlike reasons given for choosing the USA or UK, such as prestige and status, New Zealand was favoured for its safe, welcoming and more intimate environment. □

### Saco Student Fair

Date: 28 November - 1 December  
Venue: Stockholm, Sweden  
Date: 5-6 December  
Venue: Malmö, Sweden  
Contact: Eva Bergman  
Saco, Box 174, Sollentuna  
19123, Sweden  
Tel: +46 8 506 650 25  
Fax: +46 8 506 652 25  
Email: eva.bergman@sollfair.se

### 13th Annual Conference of the EAIE

Date: 6-8 December  
Venue: Tampere, Finland  
Contact: EAIE Secretariat  
PO Box 11189  
Amsterdam, 1001  
The Netherlands  
Tel: +31 205 254 999  
Fax: +31 205 254 998  
Email: eaie@eaie.nl

### International Studies Fair

Date: 18-20 January 2002  
Venue: Paris, France  
Contact: Stéphanie Romano, L'Etudiant  
27 Rue du Chemin Vert  
Paris, 75011, France  
Tel: +33 1480 74206  
Email: stephanie.romano@letudiant.fr

### Foreign Languages Plus

Date: 25-28 January 2002  
Venue: St Petersburg, Russia  
Date: 7-10 February 2002  
Venue: Moscow, Russia  
Contact: Mikhail Koudriavtsev  
BKC International House  
Moscow, Starovagankovskiy  
per, 15, office 5,  
Moscow, 121019, Russia  
Tel: +7 0957375225  
Fax: +7 0957376579  
Email: abroad@study.ru

### International Study Fair

Date: 26-27 January 2002  
Venue: Bangkok, Thailand  
Contact: Ms Boonsiri  
Trakulseangrutsamee  
Study Overseas Centre  
179 Bangkok Bazar  
Nr Big C Dept.  
Rajdamri Road, Lumpini  
Bangkok, 10330, Thailand  
Tel: +66 2255 7592  
Fax: +66 2255 7593  
Email: studyoverseas@fareast.net.th

### Expolangues

Date: 30 January - 3 February 2002  
Venue: Paris, France  
Contact: Camille Rabehanta  
L'Etudiant (address as above)  
Tel: +33 148074372  
Email: camille.rabehanta@letudiant.fr

### Nolia Education and Future Fair

Date: 12-24 February 2002  
Venue: Piteå, Sweden  
Contact: Annica Renberg  
Nolia AB, Noliagatan, 1  
Piteå, 94131, Sweden  
Tel: +46 911 93324  
Fax: +46 911 18330

### Kub Educo 2002

Date: 15-23 February 2002  
Venue: Belgrade, Yugoslavia  
Contact: Irina Kubik/  
Magdalena Jugovic,  
Kub Travel Enterprises  
Vasina 10  
Belgrade, 11000  
Yugoslavia  
Tel: +381 11634648  
Fax: +381 11633957  
Email: maggie@kub.co.yu

### Salão Do Estudante

Date: 28 February 2002  
Venue: Ribeirão Preto, Brazil  
Date: 2-3 March 2002

Venue: São Paulo, Brazil  
Date: 5 March 2002  
Venue: Curitiba, Brazil  
Date: 7 March 2002  
Venue: Salvador, Brazil  
Date: 9-10 March 2002  
Venue: Rio de Janeiro, Brazil  
Date: 12-13 March 2002  
Venue: Belo Horizonte, Brazil  
Contact: Nexus Media Ltd.  
Nexus House, Azalea Drive  
Swanley, Kent, BR8 8HU, UK  
Tel: +44 1322 660070  
Fax: +44 1322 616305  
Email: info@nexusmedia.com

### Salon de L'Etudiant

Date: 14-17 March 2002  
Venue: Paris, France  
Contact L'Etudiant (as above)

### Vieta International Education Fair

Date: 16-17 March 2002  
Venue: Hanoi, Vietnam  
Date: 19-20 March 2002  
Venue: Ho Chi Minh, Vietnam  
Contact: Vieta c/o Vietnam Education  
Promotion Association, 30 Ta  
Quang Bui, Hanoi, Vietnam  
Tel: +86 48223675  
Fax: +86 48223699  
Email: vieta@ipt.vn

### Tieca International Education Fair

Date: 23-24 March 2002  
Venue: Bangkok, Thailand  
Contact: Tieca, Saijai Srijayanta  
503/30 KSL Tower 18th  
Floor, Sri-Ayudthaya Road,  
Phayathai, Rajthavee,  
Bangkok, 10400, Thailand  
Tel: +662 642 6114  
Fax: +662 642 6115  
Email: admin@tieca.com

### Tosa International Education Fair

Date: 29-31 March 2002  
Venue: Taipei, Taiwan  
Date: 2 April 2002  
Venue: Taichung, Taiwan  
Date: 3 April 2002  
Venue: Kaohsiung, Taiwan  
Contact: Albert Lee, Tosa, Room 1122,  
No. 15 Fu-hsing North Rd,  
Taipei, ROC 105, Taiwan  
Tel: +886 277 39330  
Fax: +886 277 39481  
Email: ablee@tpts6.seed.net.tw

### Expolingua Madrid

Date: 11-14 April 2002  
Venue: Madrid, Spain  
Contact: Brenda Groot-Wesseldijk/  
Carmen Alemany  
Expolingua Madrid  
Guzmán el Bueno, 99-1° izda  
Madrid, E-28015, Spain  
Tel: +34 915431702  
Fax: +34 915432519  
Email: info@expolingua.es

### The Alphe USA Workshop

Date: 15-17 April 2002  
Venue: Las Vegas, USA  
Contact: Matthew Northover  
Hothouse Media Ltd  
11-15 Emerald Street  
London, WC1N 3QL, UK  
Tel: +44 20 7440 4027  
Fax: +44 20 7440 4033  
Email: matthew@hothousemedia.com

### ExpoBelta 2002

Date: 19-20 April 2002  
Venue: Belo Horizonte, Brazil  
Date: 27-28 April 2002  
Venue: Sao Paulo, Brazil  
Contact: Maria Eglantine Gabarra  
Belta, Avenida Vieira de  
Carvalho, 115 sala 72  
Sao Paulo, 1210010, Brazil  
Tel: +55 11 32250744  
Fax: +55 11 32250744  
Email: belta@belta.org.br