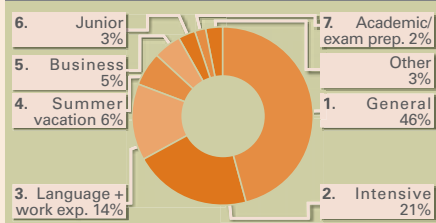


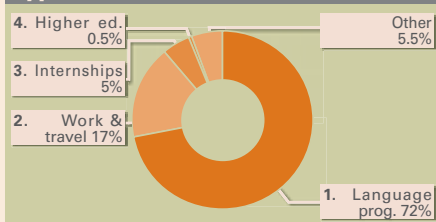
Brazil stays strong

Brazil's outgoing student market continued to increase in 2006 and the beginning of 2007, fuelled mainly by a healthy economy and an increased interest in studying overseas.

Most popular courses



Types of courses

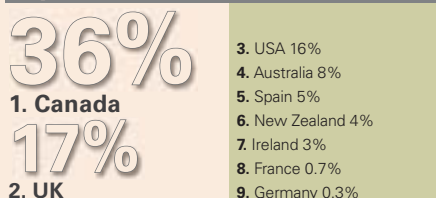


Economic overview

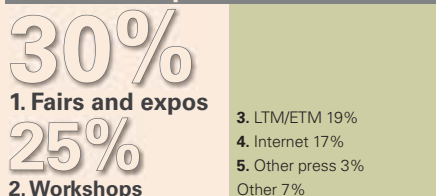
- Brazil's exports and imports rose to record levels this year, with exports reaching US\$15.1 billion in August and imports rising to US\$11.6 billion, according to the Trade Ministry.
- Brazil's currency appreciated by 13.9 per cent in the first eight months of 2007, reassuring investors that the economy remains in good shape and will continue to grow, along with demand for the country's main exports of orange juice, steel, coffee and soya beans.
- Central Bank President, Henrique Meirelles, said that the Brazilian economy, "remains on a trajectory of sustained expansion." Economists predict that the country's GDP will rise to an overall 4.7 per cent for the whole of 2007.

Source: Bloomberg.com, IHT

Top destinations



How do agencies find new schools to represent?



Market growth

Brazilian agencies have reported good times for their businesses in the last few years and this year's Agency Survey on Brazil shows that this upward trend is continuing. Just one of the 17 agencies that took part in our survey reported that business had declined over the last 12 months, while average business growth across all our respondents was a healthy 25 per cent. This figure is, however, a decrease on the results of our previous survey, when business growth reached 49.5 per cent (see *Language Travel Magazine*, November 2006, pages 16-17). One agency pointed out that there was increased competition for clients among agencies in Brazil as mainstream travel agents were increasingly diversifying into this area and more agencies were being set up.

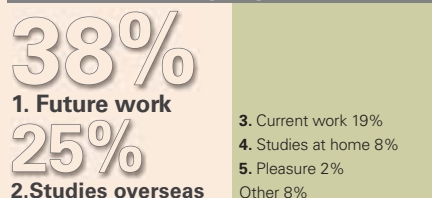
Language and destination trends

Canada's appeal in the Brazilian student market declined very slightly this year with 36 per cent of students choosing to study in this country, compared with 43 per cent in our previous survey. Otherwise, the favourite destinations were fairly similar to last year although slightly more students were choosing to study in Spain – up one percentage point on the previous year – and Ireland, up two percentage points on 2006's result.

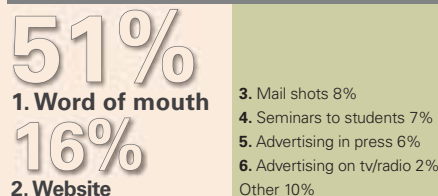
Student and course trends

The most common reason students gave their agencies for studying overseas was in order to improve their future job prospects and this trend has not changed since our previous survey. The percentage of students giving this reason for their studies had, however, increased by 10 percentage points while those with plans for further studies overseas increased from 17 per cent previously to 25

Reasons for language travel



How do agencies recruit students?



Key points

- The total number of students placed by the **17 agencies** in our survey was **13,295**
- Individual agencies placed between **10 and 8,000 students** on courses per year
- Average business growth was **25 per cent** in the last 12 months
- The average length of stay for Brazilian students was **nine weeks**
- Overall, **79 per cent** of Brazilian students stayed with host families when studying overseas
- Seven agencies charged their clients a handling fee of between **US\$50 and US\$150**
- On average, each agency worked with **23 schools** in the last 12 months

per cent this year. In contrast, those wanting to learn a language overseas for their current studies decreased from 19 per cent to just eight per cent this year. The growing number of students learning a language for future work purposes may explain the increase in popularity of general language courses, which were taken by 46 per cent of students this year, compared with 35 per cent in 2006. Meanwhile, the need for specialist programmes such as business or academic preparation courses declined somewhat.

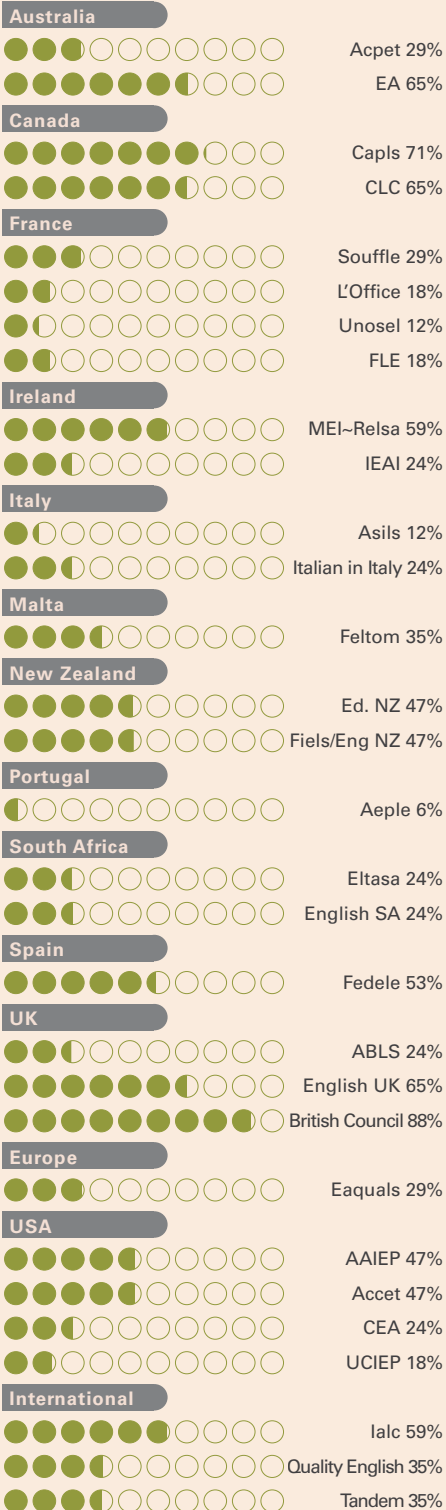
Agency business

A greater proportion of agency business was geared towards students wanting to study on language programmes abroad than previously – up by 20 percentage points – which is an interesting development as previous Agency Surveys on other countries have tended to show an increased diversity in the programme types opted for by students. Volunteer programmes in particular appear to have fallen out of favour with Brazilian students as the percentage of agency business dealing with this sector was negligible this year, compared with six per cent previously.

Looking ahead

With a booming economy, most agencies predict business growth will continue in 2008 with more Brazilians able to invest in their education overseas. Specific factors that are likely to help the market along in the future include the possibility of Brazil making an agreement with New Zealand regarding the working holiday scheme and an increase in interest among students for new destinations and products. One development that was expected to have a detrimental effect on work programmes in the USA was a recent change in visa regulations.

Percentage of agents who recognised each of the following organisations



Brazilian agents named a range of language programmes they work with, including, in Australia: Gold Coast, QLD; Phoenix Academy, Perth, WA; Shafton College, Brisbane, QLD; International Language Academy of Canada, various; Pacific Language Institute, various; Vancouver English Centre, Vancouver, BC; Western Town College, various; **In Ireland:** English in Dublin, Dublin; International Study Institute, Dublin; **In New Zealand:** Crown English Language Academy, Auckland; Dynastepak, Auckland; Languages International, various; Worldwide School of English, Auckland; Rural Exchange New Zealand, Christchurch; **In Germany:** Tandem, various; **In Spain:** Enforex, various; Estudio Sempere, various; **In the UK:** British Study Centres, various; East London School of English, London; Hampstead School of English, London; Hilderslade College, Broadstairs; Kings School of English, London; Malvern House, London; Millfield School, Somerset; Stafford House, Canterbury; The Oxford English Centre, Oxford; SNT International College, Bournemouth; St Giles International, various; Poly Languages Institute, Los Angeles, CA; Rennet Bilingual, New York, NY; **Worldwide:** Aspect, Embassy CES, Geos Oceania.

Thank you to the following agencies for taking part in this survey: Atrium Turismo, Bei Bridge Education International, Bex - Brazilian Exchange, Brasil Intercultural, Brazilians to the World, Canada-Brasil, Canadianz, Central de Intercambio - Ci, Cultura Inglesa, Exel Cursos e Turismo, Fit Intercambio, Hanseatic tours, ICL - StudyNet, Clete, International Schools, Kangaroo tours, Liguria Turismo.

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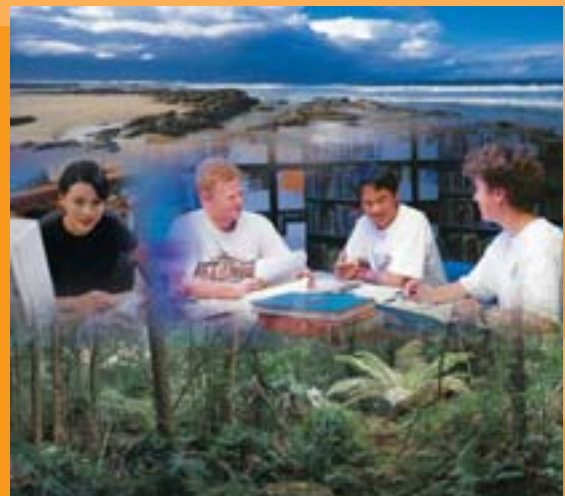
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