

WYSTC wins in Toronto

The annual World Youth and Student Travel Conference (WYSTC) hosted jointly by the Federation of International Youth Travel Operations (Fiyto) and International Student Travel Confederation (ISTC) was a hit for the 824 delegates who attended the event, held in Toronto, Canada, in October.

The central city location meant that the "atmosphere was better", according to Jose Luis Ponti of CEI - Clubs des Quatre Vents in France, who added that he saw a lot of new products at the event, which showcases a wide range of companies from language schools and language travel agencies to hostels, backpacker tours, mainstream adventure travel operators and associated products. "I saw a lot of products related to internships and work & travel, presented in a different way," he said, adding that he also appreciated the responsible travel campaign launched by ISTC. "Everybody knows the message but it is still good to remind everyone." ISTC launched a plastic wristband to promote their message during the conference: Travel to explore, live, respect and for peace.

At the week-long event, ISTC and Fiyto also announced their intention to merge, following the efforts of a steering committee convened after the proposal was announced in 2004. "For more



Of 443 companies, 138 were at WYSTC for the first time



The mailboxes for delegates were rather full by the final day

than 50 years our two organisations have been side-by-side in establishing, promoting and protecting the unique identity of youth, student and international educational travel," said Susan Goldstein, Acting Director General of Fiyto. "Now, we have joined forces to provide a single voice." At the time of going to press, no further details were available regarding the new name or operations.

Matt Wyatt from Global Village Backpackers in Canada backed the move. "It seems like a logical step and a better way to target the student/travel demograph and a better use of resources," he said. Fiyto, based in Denmark, has over 450 members while ISTC, based in the Netherlands, represents 5,000 offices, and its members have sole rights to sell the ISIC student discount card.

Overall, delegates seemed pleased with the range of companies present at WYSTC and the social opportunities. Robin Adams at Global Village English Centres said, "It's been a great opportunity to speak more closely with agents in a pretty social setting." Mike Walkey of ELS Language Centres in Canada, who said he would like to have met more Asian agents, agreed that the social opportunities were good. "We have a school in Toronto so [the event] has been effective for getting people through the door," he added. ●

New consortium in Canada

A CONTINGENT OF language schools in Canada has grouped together and branded itself as the Archer Education Group (AEG). The group represents schools in Toronto, Vancouver and Hamilton and has support offices in Brazil, China, South Korea and the Czech Republic. AEG describes itself as a "combined technology and international education" company that aims to become a one-stop shop for agencies sending clients to Canada.

The schools involved are Languages International, Diamond Institute, the Canadian College of Business and English, and Toronto Academic School in Toronto; Winfield College in Vancouver; and The Language Circle in Hamilton. They represent language schools, high schools and colleges.

Douglas McKibbin, Director of Languages International, explained that the idea was the brainchild of Jason Hiebert, Chief Executive of AEG, who has two successful education technology companies offering online English language tuition. McKibbin said that Hiebert had "brought together a group of schools that were already well-established and, in fact, these schools are really shaping the future of Archer through their close collaboration and enthusiasm for this new venture." All the owners of each institution are now part-

owners in a larger operation, and McKibbin said, "Our plan is to grow with more locations, even in other countries, not just in Canada."

As well as a central website, the group has support offices that have either been created internally or through acquisition. "In China, we have staff who help create our technology services and provide support to prospective students," said McKibbin. The office is headed by Tang Zhonghua, ex-employee of the Ministry of Education in Beijing. McKibbin added that in the Czech Republic, the support office is primarily a local English language school. ●



Expolangues

Date: January 18-21
Venue: Paris, France
Email: camille.rabehanta@letudiant.fr
Web: www.expolangues.fr

Fitur 2006

Date: January 25-29
Venue: Madrid, Spain
Email: fitur@ifema.es
Web: www.fitur.ifema.es

The Pacific-Rim Workshop

Date: February 28 - March 2
Venue: Tokyo, Japan
Email: info@icef.com
Web: www.icef.com

Aula - Educ. Opportunities Exhibition

Date: March 8-12
Venue: Madrid, Spain
Email: aula@ifema.es
Web: www.aula.ifema.es

Salao do Estudante

Date: March 11-12
Venue: São Paulo, Brazil
Date: March 14-15
Venue: Curitiba, Brazil
Date: March 17
Venue: Porto Alegre, Brazil
Date: March 19
Venue: Rio de Janeiro, Brazil
Date: March 21
Venue: Florianopolis, Brazil
Email: rupert@csglobal.net
Web: www.csglobal.net

The Alphe Korea Workshop

Date: March 11-13
Venue: Seoul, Korea

The Alphe Japan Workshop

Date: March 15-17
Venue: Tokyo, Japan
Email: jane@hothousemedia.com
Web: www.hothousemedia.com

The Moscow Workshop

Date: March 26-28
Venue: Moscow, Russia
Contact: Icef, as before

OISE decides to delay flotation

ONE OF THE INDUSTRY'S largest private language school operators, OISE, has delayed plans to raise up to UK£3 million (US\$5.3 million) by listing on the UK's Alternative Investment Market (AIM). The company was planning on continued expansion with the funds generated by a partial flotation in late 2005.

Till Gins, Chief Executive of the OISE Group, which operates seven brands, told *Language Travel Magazine* that a satisfactory valuation of the company, to reflect its performance since the purchase of Regent in late 2004, could not be reached given that a valuation was based on 2004 financial year figures. "We plan to consolidate our profits and go back and get a substantially improved price in 2006," he said.

OISE is now estimated to be the UK's biggest private English language training provider since it acquired Regent, for which it paid UK£5 million (US\$8.8 million). The group has 22 permanent and 22 summer schools around the world, operating as OISE, Regent, Pilgrims, Basil Paterson, Central School of English, Harven School of English and Trebinshun House (formerly part of the Regent group).

Broker, Charles Stanley & Co., which advised OISE on the listing, reported that 2005 year-end pre-tax profits for the company

could reach UK£2.4 million (US\$4.2 million), with an annual turnover of UK£27.5 million (US\$48.6 million).

The company operates OISE sales offices in Bordeaux, Geneva, Heidelberg, Lille, Lyon, Madrid, Milan, Oxford, Paris and Versailles and for OISE brand schools, other agencies recruit only a minority of clients to date. Fifty-nine per cent of the company's overall business is in the young adult sector, teaching clients aged from 17 to 25, and a further 24 per cent of business is with young learners. Business language courses and teacher training represent the remainder of teaching activity. ●

Obituary: Alberto Sampere

ALBERTO SAMPERE, 1929-2005, Founder of Estudio Sampere and of the International Association of Language Centres (Ialc), passed away in Alicante on November 6, 2005. He devoted his life to languages

and pioneered Spanish language teaching in Madrid in the 1950s and language travel in Spain. He was a great educator, a pillar of the language community and a man of rock-like integrity. ●

Juan Manuel Sampere



Belta in Brazil now promoting inbound travel

THE BRAZILIAN AGENCY association, Belta, has joined forces with national tourism body Embratur to form the Brazilian Exchange Bureau (BEB). The BEB is aiming to promote inbound tourism into Brazil and aims to put the country on the map as a prime 21st-century study destination.

Tatiana Mendes, Chairperson of Belta and BEB, said that almost half of Belta's members were involved in the inbound travel market. "Apart from academic exchange, the principal programmes sought by foreigners interested in studying in Brazil are sports, Portuguese language and social-oriented work," she explained.

The group has published a guide, *Study in Brazil*, which will help generate interest in Brazil as a study destination. It features an introduction to the five regions and a profile of the types of programmes that are available. BEB also attended the Nafsa conference in the USA and WYSTC in Toronto, Canada. And in early 2006, *Language Travel Magazine* will be visiting Brazil to see the programmes and training institutions first-hand.

"We know that the country has a great potential for educational tourism, but we need to create a distribution network for [these] products," said Ju-remia Monteiro at Embratur. ●

Ireland wooing Chinese

IRELAND'S MINISTER for Education and Science, Mary Hanafin, addressed the Ireland China Association in October and commended the group on its success promoting business and cultural links between the two countries.

She outlined key elements of Ireland's Asia Strategy, which includes attracting 5,000 more Chinese students into Ireland's higher education system by 2009, as well as building links with other Asian countries. "As China continues to grow in importance in the world's economy it will be through our education links that Ireland – a small and distant country with its own traditions and culture – will develop its relationships with the People's Republic," commented Hanafin. ●

Currency

1xUS\$ =currency*

Argentinean	Pesos	3.010
Australian	Dollar	1.338
Brazilian	Real	2.251
British	Pound	0.564
Bulgarian	Leva	1.628
Canadian	Dollar	1.179
Chilean	Pesos	543.65
Chinese (PR)	Yuan RMB	8.068
Czech	Koruny	24.73
Danish	Kroner	6.227
Egyptian	Pound	5.754
EU	Euro	0.834
Hong Kong	Dollar	7.752
Hungarian	Forint	208.36
Icelandic	Kronur	60.901
Indonesian	Rupiah	10,117.4
Israeli	New Shekels	4.642
Japanese	Yen	116.39
Maltese	Lira	0.358
Mexican	Peso	10.790
New Zealand	Dollar	1.429
Norwegian	Kroner	6.496
Polish	Zloty	3.308
Russian	Rubles	28.560
Singaporean	Dollar	1.695
Slovakian	Koruny	32.537
South African	Rand	6.688
South Korean	Won	1,040.5
Swedish	Kronor	7.961
Swiss	Franc	1.290
Taiwanese	NT Dollar	33.515
Thai	Baht	40.716
Turkish	Lira	1,347,999.9
Venezuelan	Bolivar	2,145.0

*Rates are subject to change and should be used as indications only. 31/10/05.

Expolingua Madrid
Date: March 31 - April 2
Venue: Madrid, Spain
Email: info@expolingua.es
Web: www.expolingua.es

ExpoBelta
Date: April 1 - 2
Venue: Sao Paulo, Brazil
Date: April 4
Venue: Curitiba, Brazil
Date: April 6
Venue: Rio de Janeiro, Brazil
Date: April 8

Venue: Recife, Brazil
Date: April 11
Venue: Goiânia, Brazil
Email: mgabarra@belta.org.br
Web: www.belta.org.br

Kazakhstan Educational International Fair
Date: April 8-10
Venue: Almaty, Kazakhstan
Email: marina.khan@intellect.kz
Web: www.intellect.kz

Int. Education Fairs of Turkey
Date: April 16-23
Venue: Adana, Ankara, Izmir, Istanbul - Turkey
Email: info@ieft.net
Web: www.ieft.net

EA Agent Workshop
Date: April 20-22
Venue: Melbourne, Australia
Email: easec@englishaustralia.com.au
Web: www.englishaustralia.com.au

Ialc Agent Workshop
Date: April 27-30
Venue: Madrid, Spain
Email: info@ialc.org
Web: www.ialc.org

The Icef London Workshop
Date: May 4-6
Venue: London, UK
Contact: Icef, as before

Nafsa Annual Conference
Date: May 21-26
Venue: Montreal, Canada

Email: conference@nafsa.org
Web: www.nafsa.org

The Alphe Canada Workshop
Date: May 27-29
Venue: Vancouver, Canada
The Alphe USA Workshop
Date: May 31 - June 2
Venue: Miami, USA
Contact: Hothouse Media, as before