

# Students jailed in US for visa violation

## Currency

		1xUS\$ =currency*
Argentinean	Pesos	3.305
Australian	Dollar	1.714
Brazilian	Real	3.263
British	Pound	0.622
Bulgarian	Leva	1.848
Canadian	Dollar	1.539
Chilean	Pesos	710.75
Chinese (PR)	Yuan	8.276
Czech	Koruny	30.01
Danish	Kroner	7.024
Egyptian	Pound	4.620
EU	Euro	0.945
Hong Kong	Dollar	7.798
Hungarian	Forint	221.91
Icelandic	Kronur	79.526
Indonesian	Rupiah	8868.0
Israeli	New Shekels	4.827
Japanese	Yen	117.93
Maltese	Lira	0.408
Mexican	Peso	10.533
New Zealand	Dollar	1.857
Norwegian	Kroner	6.931
Polish	Zloty	3.798
Russian	Rubles	31.820
Singaporean	Dollar	1.732
Slovakian	Koruny	39.334
South African	Rand	8.832
South Korean	Won	1171.7
Swedish	Krona	8.664
Swiss	Franc	1.383
Taiwanese	NT Dollar	34.423
Thai	Baht	42.696
Turkish	Lira	1,674,427.6
Venezuelan	Bolivar	1,651.7

\*Rates are subject to change and should be used as indications only. 14/01/03

## Beijing declares war on "Chinglish"

TOURISM officials based in the Chinese capital, Beijing, have decided to root out all examples of badly spelt English on signs in public places to avoid confusion for tourists.

Anyone who comes across a confusing translation at one of 60 key tourist sites is encouraged to phone a hotline to report it, and a panel of English professors and expatriates will be evaluating the reported offences.

"There are many 'Chinglish' words on road signs, public notices, menus and signs describing scenic spots, which often puzzle foreigners," said Xiong Yumei at the Beijing Tourism Bureau. Examples include signs pointing to "Collecting money toilets". □

Many Middle Eastern men were imprisoned in the USA late last year for violating their visa status, as a strict new immigration tracking system was rolled out alongside the Student Exchange and Visitor Information System (Sevis).

The National Security Entry-Exit Registration System (Nseers) requires all men over the age of 16 from listed countries to register at their local Immigration and Naturalisation Service (INS) office to be fingerprinted, photographed and questioned. The men were arrested when INS officers found them to have violated their visa status by, in some cases, under-attending classes at the institutions in which they had enrolled.

According to Jorge Martinez, a spokesperson with the Department of Justice in Washington DC, 400 people had been detained in California related to suspected

immigration violations, although all but 20 were released after background and name checks. In Colorado, six students were reported to have been detained until they posted bail of US\$5,000.

Chris Johnson, Director of International Education at the University of Colorado at Denver, said, "We're concerned about the heavy handed nature of the enforcement. Students are being detained unfairly and callously." Mark Hallett, Director of International Student Services at Colorado State University, added, "I don't believe this is helping us with the war on terrorism. We're alienating people who could be our best friends and ambassadors once they return [home]."

The US government ordered men from the countries of Iraq, Iran, Syria, Libya and Sudan to register by December 16 and gave a deadline of January 10 for na-

tionals of the United Arab Emirates, North Korea, Morocco, Afghanistan, Algeria, Bahrain, Eritrea, Lebanon, Oman, Qatar, Somalia, Tunisia and Yemen. Pakistanis and Saudi Arabians were required to register by February 21 and more deadlines will follow, with the ultimate aim being the tracking of all foreign nationals by 2005.

Hallett pointed out that if a student chose to drop a course from now on, "they have to make sure they have legitimate documentation with them" to prove their status is still valid. Studying for less than 12 hours a week is only permissible for certain academic or medical reasons.

Terry Hartle at the American Council on Education said, "Immigration laws will be enforced more than ever. Officials have to know the rules and follow them to the letter." □

## Australia launches new brand image

THE competition for international students shows no signs of abating, as Australia launches its brand image designed to increase its market share. Following in the footsteps of New Zealand, which launched a cohesive brand strategy under the mynzed.com banner, and the UK, which developed the Education UK brand, Australia has unveiled its new marketing strategy – with a distinctive Study in Australia logo that will soon distinguish Australian products in the marketplace.

"The new brand has been developed to build Australia's position as a leading provider of education and training," explained Brendan Nelson, Minister for Education, Science and Training. "The design features a stylised logo to appeal to diverse markets and carries the messages: 'Explore the Possibilities', 'Challenge Yourself' and 'Your Future, Your World'."

Nelson pointed out that Australia's education and training industry is the country's third-largest services export worth



around AUS\$5 billion (US\$2.9 billion) to the country's economy – more than Australia's wool trade. "It is a major contributor to tourism income," he said. "Each student studying in Australia has on average four visits from family [members] during their stay."

The brand's look is the result of a comprehensive research project undertaken by Australian Education International (AEI), with input from a range of industry representatives. Research was carried out in more than 20 countries including Brazil, the Czech Republic, Germany, Indonesia and the United Arab Emirates. The visual interpretation of the kangaroo logo was tested with students in all sectors. The Australian

Council for Private Education & Training (Acpet), which participated in the project, said students thought the logo represented "a rich mix of serious and high quality study, interactive teaching, innovative thinking and opportunities for fun experiences".

The brand will be available to all international education providers for use on their promotional materials and it is also highlighted at [www.studyinaustralia.gov.au](http://www.studyinaustralia.gov.au).

Sue Blundell, Executive Director at English Australia, who was on the brand's advisory committee, welcomed a clearly focused "umbrella" brand for Australia. "It is quite distinctive and forward looking," she said. "I think it will excite students." □

## New language strategy for UK

DESPITE plans to allow UK schoolchildren to stop studying a foreign language at 14 if they desire, the British government has unveiled its national languages strategy that promotes language study for all at primary level.

Every seven-to-11 year old will have the chance to study another European language by the end of this decade, said UK Education Secretary, Charles Clarke, and language teaching assistants will be drafted in from businesses, universities and local communities to make up for a lack of qualified teachers.

"We can no longer continue to stick our heads in the sand and ignore the importance of language learning," said Clarke. "Nor can we hide behind the predominance of the English language."

### English takes hold in Switzerland, not Saudi Arabia

THE number of cantons in Switzerland teaching English as the first foreign language in primary schools, as opposed to the traditional option of French, is growing, according to news agency Swissinfo, despite initial protests when the canton of Zurich set the precedent (see *Language Travel Magazine*, January 2001, page 6).

In addition, private bilingual schools, offering tuition in German and English, are finding themselves over-subscribed, as parents are keen to make sure their children get a head start in English language comprehension.

In contrast, in Saudi Arabia, plans to begin English language tuition at the age of 10 in the coming academic year have been indefinitely delayed because of opposition to the move from religious factions.

The proposal met criticism because of concerns that studying English would mean less time for students to master classical Arabic. At present, students study English from the age of 13. □

The minister pointed out that a new approach to language teaching in schools was needed, involving children at a primary level and improving tuition in the early years of secondary education. "Compelling 14-to-16 year olds to learn a language will not keep language learning alive," he said. "We need to involve children at a much younger age."

A new National Director of Languages is to be appointed and new proficiency tests are to be introduced that will form a ladder of recognition from beginners to GCSE and A-level standard.

Language learning will also be promoted via virtual language communities, school twinning and email exchange. The first primary language classes are expected to begin this year. □

### British Council issues guidelines for junior care

WITH the issue of child safety increasingly under scrutiny, the British Council has published a set of best practice guidelines for accredited schools in the UK. They explain which British laws can apply to institutions or host families that have children in their charge, and advise codes of practice, such as checking the records of host families against the Criminal Records Bureau.

The guidelines were produced with the Department of Health, the National Care Standards Commission and the Criminal Records Bureau. John Shackleton at the British Council explained, "This is an extremely important area and we felt that we needed to take responsibility to clarify the situation."

He said that schools had prompted the production of the guidelines, as there was a certain amount of confusion about how legislation affected them. Changes to the English in Britain Accreditation scheme are expected in 2004, after consultation with the membership. □

#### 17th International Fair "Education and Career"

Date: 5-7 March  
Venue: Moscow, Russia  
Contact: Irina Shipilova, RTV Media, Shukhova str. 14 of. 301 Moscow, 113162, Russia  
Tel: +7 095 2377226  
Fax: +7 095 2370355  
Email: rtv-media@mtu-net.ru

#### USA Agent Workshop/ Student Fair

Date: 8-9 March  
Venue: Washington DC, USA  
Contact: Daniel Ripple, FPP 7421 Frankford Rd, #1236, Dallas, TX, USA  
Tel: +1 972 612 9659  
Fax: +1 972 612 9659  
Email: daniel@fppmedia.com

#### International Educational Fair

Date: 11 March 2003  
Venue: Pusan, Korea  
Contact: Mansuk Bae, KAMC 422-30 Jangjeon 3 - Dong Keumjeong-Ku, Pusan 609-840, Korea  
Tel: +82 51517 7340  
Fax: +82 51517 7341  
Email: kamc@korea.com

#### Aula Madrid

Date: 12-16 March  
Venue: Madrid, Spain  
Contact: Aula, Parque Ferial Juan Carlos 1, Apdo de Correos 67.067 Madrid, 28067, Spain  
Tel: +34 917 225052  
Fax: +34 917 225788  
Email: asteran@ifema.es

#### Italian in Italy Workshop

Date: 13-16 March  
Venue: Rome, Italy  
Contact: Italian in Italy, via Tibullo 10 Roma, 00193, Italy  
Tel: +39 066 8307796  
Fax: +39 066 869758  
Email: info@italianinitaly.it

#### Kosa International Education Fair

Date: 15-16 March  
Venue: Seoul, Korea  
Contact: c/o Myong Dong Overseas Study Centre, Rm 302 Chungung Bldg, 825-27 Yoksam-Dong Seoul, 135080, Korea  
Tel: +82 27547777  
Fax: +82 25561109  
Email: mdostudy@chollian.net

#### Salão de Estudante

Date: 15-26 March  
Venue: Sao Paulo, Curitiba, Belo Horizonte, Salvador, Rio de Janeiro, Brazil  
Contact: Rupert Merrick, C&S Associadas, Alameda Santos 1470, Sao Paulo, Brazil  
Tel: +55 112 896599  
Fax: +55 112 510251  
Email: rupertmerrick@csassociadas.com.br

#### Saló de l'Ensenyament

Date: 20-23 March  
Venue: Barcelona, Spain  
Contact: Roser Soley, Fira de Barcelona Avda. Reina Maria Cristina s/n Barcelona, 08004, Spain  
Tel: +34 932 332324  
Fax: +34 932 332648  
Email: ensenyament@firabcn.es

#### Expolingua Madrid

Date: 20-23 March  
Venue: Madrid, Spain  
Contact: Gerardo Ortiz Expolingua Madrid Guzmán el Bueno, 99-1º izda Madrid, 28015, Spain  
Tel: +34 915 431702

Fax: +34 915 432519  
Email: info@expolingua.es

#### International Education Fair

Date: 22-23 March  
Venue: Bangkok, Thailand  
Contact: Tieca, 503/30 KSL Tower 18th Floor, Sri-Ayudhaya Rd, Phayathai, Rajthavee, Bangkok, 10400, Thailand  
Tel: +662 642 6114  
Fax: +662 642 6115  
Email: admin@tieca.com

#### International Education Fair

Date: 28-31 March  
Venue: Hanoi & Ho Chi Minh City, Vietnam  
Contact: Vieca, c/o 30 Ta Quang Bui Hanoi, Vietnam  
Tel: +84 482 23675  
Fax: +84 482 23699  
Email: vieca@ipt.vn

#### American Education Expo

Date: 28-30 March  
Venue: Mexico City, Mexico  
Date: 31 March - 1 April  
Venue: Lima, Peru  
Date: 3-5 April  
Venue: Sao Paulo, Brazil  
Date: 6-7 April  
Venue: Buenos Aires, Argentina  
Contact: Max Visconti, ISN Inc. 1500 Market Street 12th Floor, East Tower Philadelphia, PA, 19102, USA  
Tel: +1 215 246 3432  
Fax: +1 215 477 7378  
Email: ISN4YOU@aol.com

#### The Moscow Workshop

Date: 30-31 March  
Venue: Moscow, Russia  
Contact: Karl Badde, ICEF Am Hofgarten 9 Bonn, 53113, Germany  
Tel: +49 228 201190  
Fax: +49 228 2011944  
Email: icefbonn@icef.com

#### ExpoBelta 2003

Date: 4-13 April  
Venue: Belo Horizonte, Salvador, Curitiba, Rio de Janeiro, Sao Paulo - Brazil  
Contact: Maria Eglantine Gabarra Belta, Avenida Vieira de Carvalho 115 sala 72 Sao Paulo, 01210, Brazil  
Tel: +55 1132846661  
Fax: +55 113 2669133  
Email: expobelta@belta.org.br

#### Latin American Agent Workshops/Student Fairs

Date: 5-6 April  
Venue: Buenos Aires, Argentina  
Date: 8 April (Agent Workshop)  
Venue: Sao Paulo, Brazil  
Date: 11-19 April (Expo roadshow)  
Venue: Meceio, Recife, Fortaleza Florianopolis, Salvador - Brazil  
Contact: FPP (as above)

#### Kazakhstan Educational International Fair

Date: 12-13 April  
Venue: Almaty, Kazakhstan  
Contact: Agency Intellect 188 Dzhambul Str. Ap 41 Almaty, 480008, Kazakhstan  
Tel: +7 3272 423708/429  
Fax: +7 3272 507052  
Email: exhibit@online.ru

#### International Education Fair

Date: 25-27 April  
Venue: Taipei, Taiwan  
Contact: Tosa, Rm 1122, 15 Fuhsing Rd Taipei, ROC 105, Taiwan  
Tel: +886 277 39330  
Fax: +886 277 39481  
Email: info@tosa.org.tw