

# Workshops provide forum for industry

## Currency

1xUS\$ =currency\*

Argentinean	Pesos	2.994
Australian	Dollar	1.442
Brazilian	Real	2.907
British	Pound	0.563
Bulgarian	Leva	1.620
Canadian	Dollar	1.287
Chilean	Pesos	622.7
Chinese (PR)	Yuan	8.276
Czech	Koruny	26.29
Danish	Kroner	6.147
Egyptian	Pound	6.209
EU	Euro	0.827
Hong Kong	Dollar	7.799
Hungarian	Forint	205.10
Icelandic	Kronur	72.422
Indonesian	Rupiah	9,279.9
Israeli	New Shekels	4,504
Japanese	Yen	109.30
Maltese	Lira	0.353
Mexican	Peso	11.565
New Zealand	Dollar	1.546
Norwegian	Kroner	6.889
Polish	Zloty	3.632
Russian	Rubles	29.220
Singaporean	Dollar	1.698
Slovakian	Koruny	33.153
South African	Rand	6.624
South Korean	Won	1,150.6
Swedish	Kroner	7.539
Swiss	Franc	1.269
Taiwanese	NT Dollar	33.900
Thai	Baht	41.645
Turkish	Lira	1,503,500.0
Venezuelan	Bolivar	1,917.0

\*Rates are subject to change and should be used as indications only. 07/09/04

## Concern in UK as language study in decline

RESULTS from A-level exams in the UK have revealed that language learning is in decline. The number of students taking German A-level dropped by eight per cent on the previous year and French students declined by two per cent.

At the same time, as the new school year begins in which students can now decide to drop language study at the age of 14, there are concerns that the move to step up language learning at a primary level in the UK is not on course, according to a report in the *TES*. Four out of five local education authorities may not meet government targets to incorporate language learning into the primary school day. □

The UK workshop season was in full swing again earlier this year when the Alphe Workshop in London and the International Languages & Education UK Fair in Brighton took place, providing a forum for many representatives from the international study abroad industry to meet up, do business and socialise together.

The first event to take place was the Alphe Workshop, organised during the bank holiday weekend in August. The weekend itinerary kicked off with a meeting of representatives from the Global Alliance of Educator and Language Associations (Gaela) and a meeting of members of the Federation of Education and Language Consultant Associations (Felca). The two parties then joined for a cross-industry discussion, and became part of a TV programme about study abroad opportunities being filmed by a Vietnamese film crew in London. The TV crew were accompanying Huong Dao from the Vietnamese agency association, Vieca.

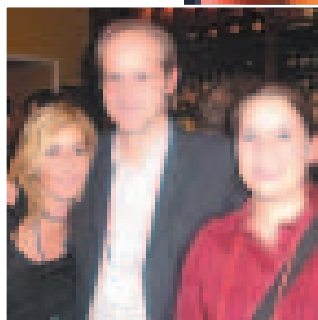
Alphe Extra, a one-day workshop focusing on work experience and internship opportunities, also took place on the Friday preceding the two-day Alphe workshop, and good business was reported by delegates at the event.

Close to 300 delegates arrived in London for the weekend workshop, which drew together a diverse range of agents and educators from around the world. Alphe Organiser, Jane Gilham, reported great feedback from participants, focussing on the high quality agents, the friendliness of the event and the Saturday night entertainment, which this year was at rooftop restaurant Coq d'Argent, overlooking the city.

"[The workshop was] really well organised and very pleasant,"



The Alphe Workshop (above) was one of the events providing business and social opportunities in the UK



said Agent, Marzia Di Croce from International Language School in Italy. "There are lots of people but not too many, and it has also been sociable." Maryam Kisray at St Mary's Hall independent school in the UK said, "Networking is as important on a social level, and the way [Alphe] is organised is really lovely. The Saturday night dinner was lovely." Inma Sanchez-Ortega of Choices

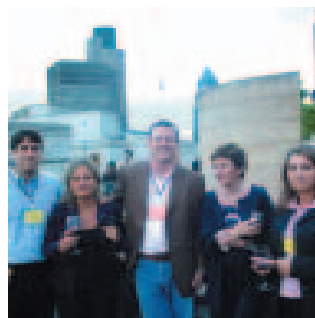
agency in Spain, who has attended Alphe every year, added, "The hotel was really nice, everything was well organised, it was excellent."

Following on from the Alphe Workshop was the International Languages & Education UK Fair, which saw over 800 representatives from the industry converge on Brighton seafront for a three-day event. Pre-fair conference sessions looked at issues of visa issuance for UK schools and plans for agent accreditation from

English UK as well as trends in Brazil's outbound market. A gala dinner on the eve of the two-day workshop was followed by two days of fair activity.

"It's been intense," said Agent, Jody Yurkowsky from Lideris Education Center in Latvia. "It's really good to see such a collection of professional organisations in one place." Yurkowsky commented that for Latvia, the study abroad market into Europe has really opened up since European Union membership was achieved this year. "Business has gone up a lot already," she said. "Next year, it's going to explode."

Lucy Quaggiotto, of Globorama agency in Venezuela said that for well established agencies such as hers, attendance at the Brighton fair was most useful to meet partners, although she added that she was interested in meeting Maltese and South African language schools. Zoltán Nagy of Katedra agency in Hungary echoed this view. "Here, we can meet



at least 80 per cent of our partner schools," he said.

Graham White from Eastbourne School of English in the UK said he had found it more difficult to make appointments prior to the fair than in previous years, although the quality of agents he had met with seemed better. "We had two or three strong leads, from Poland, Russia and Korea," he related.

At Manchester College of Arts & Technology in the UK, Jeff Barker was pleased with his participation. "I'm hopeful that it will bring us a lot more business and more importantly, good quality students," he said.

Many of the UK and international schools attending the two workshops used the opportunity of having many of their agents in one place to organise social occasions. Malvern House School of English in London organised a post-Alphe "Pimms in Piccadilly" event to allow agents to see their new school site in central London. In Brighton, many other schools had been busy organising the social event of the season.

Study Group hosted a rock and roll theme dinner and disco, while Managing Director, Andrew Thick, announced the company's investment in accommodation, its developing infrastructure for academic study and plans for online application. Aspect hosted a Beatles-tribute band for an evening of entertainment for guests, while Eurocentres invited partners to a dinner in the Seattle hotel in Brighton Marina.

British Study Centres took their guests by vintage bus to their school in nearby Hove for an outdoor garden party, while EF and Ialc hosted functions inside the workshop venue, the Hilton Metropole. The OISE group of schools also opted for a dinner for



## FielsNZ sheds its skin

THE FEDERATION of International English Language Schools of New Zealand (FielsNZ) has changed its name to English New Zealand. A new brand design and website is in the pipeline.

William Neale, Chairperson of the 18-year-old association, said the name change was intended "to reaffirm [members'] guardianship of the good reputation of English language teaching in New Zealand". It also brings the association into line with the chosen titles of other national associations, such as English Australia and English UK.

Neale said, "English New Zealand represents schools which provide a quality and truly New Zealand experience to their students. We hope to represent all English language schools that share our vision, ethics and quality standards." English New Zealand currently has 25 members, including some that have operated for over 25 years. □

their invitees. Till Gins, Director of OISE, related, "We had a dinner in the Brighton Pavilion for about 45 with a champagne reception and a meal outside on the terrace. It was a wonderful occasion and a great pity we could not invite all our agents."

A more unusual post-workshop party was organised by English in Chester and Harrow House International College from the UK, to celebrate the launch of their new English language school, English in Barbados. Richard Day explained, "Thirty agents enjoyed a pun punch drinks reception followed by a delicious Caribbean buffet. There was a live steel band throughout the evening." □

## Calendar

### Expolingua Prague

Date: 5-6 November  
Venue: Prague, Czech Republic  
Contact: Beate Kleessen, ICWE  
Leibnizstr. 32  
Berlin, D - 10625, Germany  
Tel: +49 303 276140  
Fax: +49 303 249833  
Email: beate.kleessen@icwe.net

### The Language Show

Date: 5-7 November  
Venue: London, UK  
Value Added Events  
1st Floor, Capital House  
2 Michael Rd  
London, SW6 2AD, UK  
Tel: +44 207 7369955  
Fax: +44 207 7361645  
Email: info@thelanguageshow.co.uk

### The Berlin Workshop

Date: 7-9 November  
Venue: Berlin, Germany  
Contact: Andreas Marks, ICEF  
Am Hofgarten 9  
Bonn, 53113, Germany  
Tel: +49 228 201190  
Fax: +49 228 2011944  
Email: a.marks@icef.com

### ICC/ISS Workshop

Date: 7-14 November  
Venue: Tokyo, Osaka, Nagoya - Japan  
Contact: ICC,  
Sankei BLDG 3F, 1-28-10,  
Takadanobaba, Shinjuku-ku,  
Tokyo, 169-0075, Japan  
Tel: +81 3 5272-2433  
Fax: +81 3 5272-2447  
Email: uk@iss-ryugaku.co.jp

### CIEE Annual Conference

Date: 10-13 November  
Venue: Santa Fe, NM, USA  
Contact: Karen Bailey, CIEE  
633 Third Avenue, 20th Floor  
New York, NY, 10017, USA  
Tel: +1 212 822 2782  
Fax: +1 212 822 2779  
Email: conference@ciee.org

### Expolingua Berlin

Date: 12-14 November  
Venue: Berlin, Germany  
Contact: ICWE, Leibnizstr. 32  
Berlin, D - 10625, Germany  
Tel: +49 303 27614-17  
Fax: +49 303 249833  
Email: info@expolingua.com

### 20th International Fair "Education and Career"

Date: 18-20 November  
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@znanie.info

### Le Salon de L'Education

Date: 18-21 November  
Venue: Paris, France  
Contact: Camille Rabehanta, L'Etudiant  
27 Rue du Chemin Vert  
Paris, 75011, France  
Tel: +33 148 07 42 86  
Fax: +33 148 07 02 92  
Email: camille.rabehanta@letudiant.fr

### Fitur 2005

Date: 26-30 January  
Venue: Madrid, Spain  
Contact: Feria Internacional de Turismo, Apdo. de Correos  
67.067, Madrid, 28080, Spain  
Tel: +34 91 722 30 00  
Fax: +34 91 722 5787  
Email: fitur@ifema.es

### Expolangues

Date: 9-1 February  
Venue: Paris, France  
Contact: L'Etudiant (as above)

### Nolia Education and Future Fair

Date: 16-17 February  
Venue: Piteå, Sweden  
Contact: Annica Renberg,  
Nolia AB  
Noliagatan, 1, Piteå  
94131, Sweden  
Tel: +46 911 933 33  
Fax: +46 911 183 30  
Email: info@nolia.se

### Kub Educo 2005

Date: 25-27 February  
Venue: Belgrade, Serbia  
Contact: Magdalena Jugovic  
Kub Travel Enterprises  
Vasina 10, Belgrade  
11000, Yugoslavia  
Tel: +381 116 34648  
Fax: +381 116 33957  
Email: maggie@kub.co.yu

### The Pacific-Rim Workshop

Date: 1-2 March  
Venue: Tokyo, Japan  
Contact: ICEF (as above)

### The Partnership Workshop

Date: 3-5 March  
Venue: São Paulo, Brazil  
Contact: Rupert Merrick  
C&S Associadas  
Alameda Santos, 1470  
Sao Paulo, 1470, Brazil  
Tel: +55 112 896599  
Fax: +55 112 510251  
Email: rupert@csglobal.net

### Salao do Estudante

Date: 5-6 March  
Venue: São Paulo, Brazil  
Date: 8 March  
Venue: Curitiba, Brazil  
Date: 10-11 March  
Venue: Belo Horizonte, Brazil  
Date: 13-14 March  
Venue: Rio de Janeiro, Brazil  
Contact: C&S Associadas (as above)

### ExpoBeta 2005

Date: 5-6 March  
Venue: Sao Paulo, Brazil  
Date: 8 March  
Venue: Curitiba, Brazil  
Date: 10 March  
Venue: Rio de Janeiro, Brazil  
Date: 12 March  
Venue: Salvador, Brazil  
Contact: Maria Eglantine Gabarra  
Beta, Av. Paulista, 2006  
cj. 507, Sao Paulo,  
01310-200, Brazil  
Tel: +55 11 3284 6661  
Fax: +55 11 3266 9133  
Email: expobeta@beta.org.br

### Aula - Education Opportunities Exhibition

Date: 9-13 March  
Venue: Madrid, Spain  
Contact: IFEMA  
Parque Ferial Juan Carlos 1  
Apdo de Correos 67.067  
Madrid, 28067, Spain  
Tel: +34 917 225052  
Fax: +34 917 225788  
Email: aula@ifema.es

### The Alphe Korea Workshop

Date: 13-15 March  
Venue: Seoul, Korea  
Contact: Jane Gilham  
Hothouse Media Ltd  
11-15 Emerald Street  
London, WC1N 3QL, UK  
Tel: +44 20 7440 4027  
Fax: +44 20 7440 4033  
Email: jane@hothousemedia.com

### The Alphe Japan Workshop

Date: 16-18 March  
Venue: Tokyo, Japan  
Contact: Hothouse Media (as above)