



Learn the meaning of

'LEARNING'

learn-ing - To acquire knowledge of or skill in by study, instruction, or experience.



MEI-RELSA
1 Lower Pembroke St.
Dublin 2
Ireland

Tel: + 353 1 618 0910
Fax: + 353 1 618 0909
Email: info@mei.ie
Website: www.mei.ie

Learn English in

'IRELAND'

WEBA Agents Workshops and Conference 2007-2008

more than 150 Institutions and Quality Agents attend our events

29-31 OCTOBER 2007 / 19-21 MAY 2008

Florence - Italy and New York - USA



"The WEBA CONFERENCE 2007-2008 will bring together education providers from all over the world with study abroad advisers/ agents and student recruiters, with the aim of establishing business arrangements for the recruitment of students in their own countries."

www.worldeducate.org / www.webaworld.com - Video of the WEBA Events: www.webavideo.com

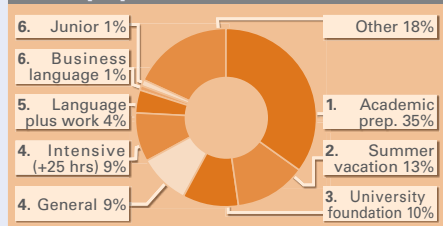
Contact Person: j.smeraldi@worldeducate.org - Phone: + 41 91 730 17 34 - Fax: + 41 91 751 15 05



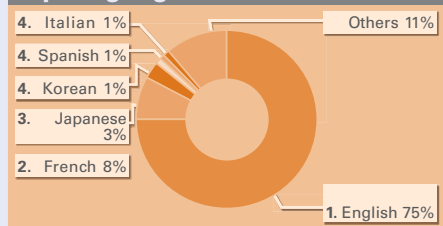
China soars

Increasing demand for education overseas whipped up momentum in the Chinese language travel market in 2006, and with China's economy on the up it looks likely that this sector will continue to grow in the future.

Most popular courses



Top languages

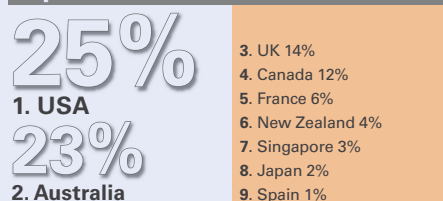


Economic overview

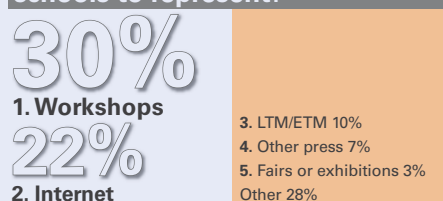
- China's economy has seen double-digit growth for four years and exceeded its eight per cent forecasts in 2006 to reach a record 10.7 per cent.
- The danger of exceeding a growth rate of 11 per cent would be a sudden rise in inflation and overheating of the economy. But economists are optimistic for China's economy in the near future.
- The consumer price index increased by 1.5 per cent in 2006.
- The World Bank revised its forecast for China's GDP growth in 2007 to 10.4 per cent and its projection for the current account surplus to almost 11 per cent of GDP.

Source: Xinhua News Agency; China Development Gateway

Top destinations



How do agencies find new schools to represent?



Market growth

An exponential increase in student weeks was experienced in 2006 by some Chinese language travel agencies, with overall growth across all the 10 businesses that took part in this issue's survey skyrocketing to just over 58 per cent. Looking at individual performances, only one agency reported a decline in student weeks, of 10 per cent – while all the other agencies recorded a growth in student weeks of between five and 300 per cent. The main driving force behind market growth, according to our respondents, was China's healthy economy enabling more students to study overseas.

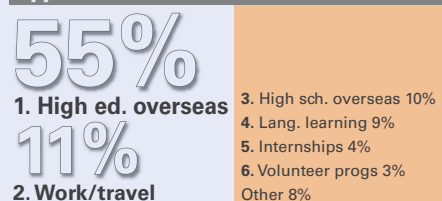
Language and destination trends

While English remained the most popular language to learn among the Chinese, accounting for 75 per cent of bookings, it is interesting that French was the second-most popular language, making up eight per cent of enrolments. Japanese was in fourth place, followed by Korean. There was a slight change in position among the top destinations this year, with the USA taking the lead in the destinations line-up with 25 per cent, followed by Australia with 23 per cent and the UK with 14 per cent. Last year, the USA trailed in third place, with the UK taking the number-one spot with 39 per cent (see *Language Travel Magazine*, July 2006, pages 14-15).

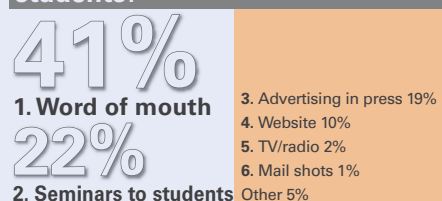
Student and course trends

The main bulk of agency business is in the academic placement sector, with higher education placements accounting for 55 per cent of client requests overall and a further

Type of courses



How do agencies recruit students?



Key points

- The total number of students placed by the 10 agencies in our survey was **1,323**
- Individual agencies placed between **15** and **250** students on language courses each year
- Average business growth was **58.1 per cent**
- The average length of stay for Chinese students was **23.8 weeks**
- Overall, **51 per cent** of Chinese students stayed with host families when studying overseas
- 84 per cent** of Chinese students took a language course for their further studies overseas
- An average of **55 per cent** of agency clients were seeking higher education opportunities overseas

10 per cent for high school placements. Pure language courses accounted for only nine per cent of business across all the agencies that took part in this survey. This strong trend towards academic education overseas is also reflected in the fact that, according to the agencies, an estimated 82 per cent of clients were learning a language for their further studies overseas. In addition, academic preparation is the most popular type of language training among Chinese students, accounting for 35 per cent of requests, and the average length of stay, at 23.8 weeks, was long.

Agency business

Personal endorsement from previous students was the most important form of recruitment among Chinese agencies, accounting for an overall 41 per cent of clients. The second-most important recruitment tool was seminars to students, followed by press advertising. For agencies finding new schools to represent, workshops have taken on a greater role, accounting for an overall average of 30 per cent of new partners, compared with 19 per cent last year. Language fairs and expos have become less important when finding new school-partners, resulting in just under three per cent of contacts compared with 20 per cent in 2006.

Looking ahead

Forecasts for the future of the Chinese market remain upbeat for 2007. One agency said the market would increase "greatly" because of the growing demand for overseas education or for language training for their future career prospects.

Quality English

Hand picked from the best English language schools

United Kingdom

- Anglolang Academy of English, Scarborough
- BEET Language Centre, Bournemouth
- Cambridge Academy of English
- Churchill House, Ramsgate
- Eastbourne School of English
- Eckersley Oxford
- English Language Centre, Brighton and Hove
- Excel English, London
- Frances King School of English, London
- Lake School of English, Oxford
- The Language Project, Bristol
- London School of English, London
- Wimbledon School of English, London

Ireland

- ATC Language and Travel, Bray
- Cork English College
- The Linguaviva Centre, Dublin

New Zealand

- Auckland English Academy
- Languages International, Auckland and Christchurch
- Rotorua English Language Academy (RELA)

Canada

- Access International English Language Centre, Toronto
- Modus Language Institute, Vancouver
- Vancouver English Centre

South Africa

- Interlink School of Languages, Cape Town

Malta

- Clubclass
- Global Village English Centre

Bosnia

- Soros School, Sarajevo

Poland

- York School, Krakow

Turkey

- British Side

Agents can be sure of

- a fast and flexible response
- a strong partnership with the decision-makers
- a commitment to individual service and attention

Become a QE agent
agents@quality-english.com



www.quality-english.com

Percentage of agents who recognised each of the following organisations

Australia



Canada



France



Ireland



Italy



Malta



New Zealand



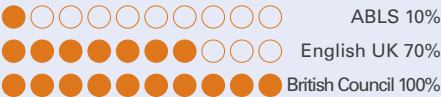
Portugal



Spain



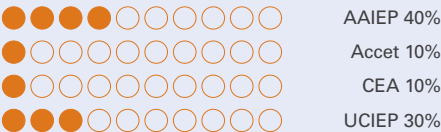
UK



Europe



USA



International



Chinese agents named a range of language programmes they work with, including, in Australia: Baiwyn High School, Melbourne, VIC; Brighton Secondary School, Melbourne, VIC; Camberwell High School, Melbourne, VIC; Kew High School, Melbourne, VIC; University of Sydney, Sydney, NSW. In Canada: ESL International, Langley, BC; Great Lakes College, Toronto, ONT. In New Zealand: ACG, Auckland; King Education, Christchurch. In the UK: EF, various; Inlingua, Cheltenham; Leeds English School, Leeds; St Andrews, Cambridge; St Giles, various; Twin, London. In the USA: California State University Fullerton ALP, Fullerton, CA; ELS, Princeton, NJ. International: Aspect, various

Thank you to the following agencies for taking part in our survey: Beijing Shiji Huihua Education & Culture Exchange, Fujian Centre for Overseas Studies, Haiyi Co. Heman International Cultural Exchange Centre, Hubei Provincial Foreign Affairs Service Center, Intrinsic Ltd, Sichuan Provincial Huaxing-Abroad Service Company Ltd, Tianjin Jinfu Exit & Entry Consultation Service Center, Zhuk (China) Ltd.