

World Cup fever impacts on sales

Currency

		1xUS\$ =currency*
Argentinean	Pesos	3.510
Australian	Dollar	1.761
Brazilian	Real	2.854
British	Pound	0.645
Bulgarian	Leva	1.966
Canadian	Dollar	1.518
Chilean	Pesos	697.98
Chinese (PR)	Yuan	8.272
Czech	Koruny	29.27
Danish	Kroner	7.503
Egyptian	Pound	4.632
EU	Euro	1.011
Hong Kong	Dollar	7.799
Hungarian	Forint	253.30
Icelandic	Kronur	86.093
Indonesian	Rupiah	8907.4
Israeli	New Shekels	4.709
Japanese	Yen	118.02
Maltese	Lira	0.428
Mexican	Peso	9.828
New Zealand	Dollar	2.037
Norwegian	Kroner	7.371
Polish	Zloty	4.163
Russian	Rubles	31.580
Singaporean	Dollar	1.751
Slovakian	Koruny	44.994
South African	Rand	9.996
South Korean	Won	1172.7
Swedish	Krona	9.377
Swiss	Franc	1.489
Taiwanese	NT Dollar	33.130
Thai	Baht	41.185
Turkish	Lira	1,631,019.8
Venezuelan	Bolivar	1,269.8

*Rates are subject to change and should be used as indications only. 11/07/02

Activity in Cape Town

A NEW English language school has been launched in South Africa by the Geos network.

Situated in a self-contained building on St Georges Mall in Cape Town, Geos Cape Town has themed classrooms and offers a complete range of English language courses from beginner to advanced, as well as Cambridge examinations. In the absence of national quality standards in South Africa, it will follow the standards of its schools in Australia and New Zealand.

Meanwhile, Cape Studies has moved to a new location between Sea Point and the central business district in Cape Town, conveniently situated just across the road from its student residence. □

Football's World Cup tournament, jointly hosted by Japan and Korea in June this year, caused many prospective Korean and Japanese language travellers to stay at home to enjoy the event, according to sources in the language travel industry.

'We experienced a decrease in the volume of registrations [during the tournament], especially from Korea,' said Monika Szybalska of Study English in Canada, based in Toronto. 'However in [late June] the volume increased again, but it is not at the level typical for this season.'

Fellow Canadian, Josh Stevenson, Director of Global Expression Language School in Toronto, agreed. 'Korean and Japanese enrolments are definitely down.'

Agents in Korea and Japan confirmed that bookings dropped during the World Cup. 'I feel that many students postponed their departure date, or simply, they

[were] not looking for a school because of World Cup matches,' said Soonhee Park of Camel Travel at Soong Sil University in Korea, who was confident that business would pick up again.

In Japan, Masaru Yamada of ICS said that the company had experienced a 20 per cent drop in bookings during the World Cup season. 'Our counsellors believe that not many people will come back [after the World Cup], especially not the short-term language students,' he said. 'We believe that students may be abandoning their plans for this season. [However] bookings for the long-term have not been affected much.'

Clark Egnor, Director of the English as a Second Language Institute at Marshall University in West Virginia, USA, said that student numbers had halved compared with last year, although he suggested that visa problems could also have been to blame. 'I think a bigger reason is the restric-



The World Cup held the attention of Koreans and Japanese

tion on using tourist visas to study in short-term programmes,' he said (see *Language Travel Magazine*, July 2002, page 4). 'We used to have many Japanese and Koreans who would come on a tourist visa or visa waiver and we would admit them.' □

Sevis is hot topic at Nafsa

AT THIS year's Nafsa Conference in the USA, which was held in San Antonio, Texas, the Student and Exchange Visitor Information System (Sevis) proved to be one of the hot discussion topics. The event, held in May, provided US institutions with a chance to meet agencies and fellow institutions and discuss business in the international education industry.

A number of seminars and events were held during the conference, which also included an international education exhibition, where 274 organisations from around the world exhibited their products.

Speakers at the conference, attended by 5,600 delegates, included former US Secretary of Education, Richard Riley, and Judith Kipper, a well-known expert on the Middle East and international affairs, from the Center for Strategic and International Studies.

'We learned a lot about the new Sevis laws and implementa-

tion [during the conference],' commented Mary Brooks, President of the Consortium of University and College Intensive English Programs (UCIEP). 'We had many discussions on what it all means, what the next steps might be. We were discouraged over the political erosion of trust towards international students [but] we were encouraged over the affirmation of the tremendous source of talent gained through international exchange.'

The Immigration and Naturalisation Service (INS) is continuing to work towards a January 30 deadline for implementation of Sevis, which will see all foreign students monitored via an Internet-based central tracking scheme. The US government is providing the initial funding for Sevis (see *Language Travel Magazine*, May 2002, page 5). However, following an inquiry into the INS, the US Justice Department has stated that it believes this deadline will not be met. □

Eurocentres head office moving to London

INTERNATIONAL language school chain, Eurocentres, is to move its headquarters to London, UK, after 42 years based in Zurich, Switzerland.

According to Eurocentres Chief Executive, Michael Gerber, the UK accounts for more than 60 per cent of Eurocentres' business, and the move - scheduled to take place within three years - will enable the company to bring its management and school operations closer together.

Eurocentres, which is subsidised by Swiss retail group, Migros, has also failed to break even over the last three years, although Gerber stressed that it had 'developed very satisfactorily'.

'Achieving [financial break-even point] entails implementing a smoother and more efficient organisation of operations between schools and their international agents, and of the school administration. [We] intend to facilitate [this] with the planned move,' explained Gerber. □

Calendar

Canadian Act becomes law

CANADA'S new Immigration and Refugee Protection Act became law on June 28, ushering in the changes to the student visa programme announced earlier this year as well as a raft of other measures (see *Language Travel Magazine*, June 2002, page 4).

From now on, international students do not need to apply for a student authorisation if they intend to study in Canada for less than six months.

'[The new Act] and the accompanying regulations take a balanced approach,' commented Canada's Minister of Citizenship and Immigration, Denis Coderre.

He added, 'They build on the important contributions immigrants and refugees have made in the past and will continue to make in the future, yet are tough on those who pose a threat to national security.'

Chinese consider surgery for perfect accent

CHINESE students, desperate to gain a good accent when speaking English, are resorting to surgery on their fraenum, the flap of tissue under the tongue, according to the *Shanghai Youth Daily*. The 'fad' was confirmed by a plastic surgeon, Dr Chu Jian, at Renai Hospital, although he said he had turned down all such requests.

'We have had several cases here over the past month,' he commented, 'all patients speaking Chinese perfectly.'

One student was said to be considering the operation after having been refused a student visa to the USA, while another 15-year-old girl asked for the operation because her mother was worried that she could not pronounce the letter 'r'. All students believed that the surgical procedure would leave their tongues more flexible.

USA and UK loses favour among Muslim students

A SURVEY carried out by the British Council of nearly 5,000 people aged between 15 and 25 years old, in countries with substantial Muslim populations, has revealed that the UK and the USA are becoming less popular as overseas study destinations, while Australia, Canada and Japan are all gaining in appeal.

The results of the survey were compared with those of surveys from 1999 and 2000, which canvassed people aged between 24 and 35 years old.

Although in this year's survey, the USA and UK remained the first-choice destination for 35 per cent and 22 per cent of those surveyed, the countries' shares had slipped from 49 per cent and 32 per cent in the previous surveys.

Canada, Japan and Australia accounted for the first choice of 26 per cent of students overall, up from 11 per cent. Japan has gained considerable ground as a study destination with students from Nigeria and Malaysia.

SGV expands its network into Australia

SHANE Global Village (SGV), the international language school chain which was formed through the merger of the Shane and Global Village brands (see *Language Travel Magazine*, November 2001, page 6), acquired Universal English College in Sydney, Australia earlier this year.

Director of Universal English College, Mikio Kamokasu, said, 'I am excited by the development opportunities this presents to us - not only in marketing, but academically and in IT, too. We look forward to the continued support of our students and agents as we embark on this exciting phase in our school's history.'

SGV Managing Director, Stephen Cassells, added, 'Sydney is one of the world's most popular destinations for English language students and [this] addition to the group makes perfect sense strategically.' The school will operate under a joint Universal English College/SGV brand until May 2003.

MEI-Relsa Agent Workshop

Date: 2 September
Venue: Co. Clare, Ireland
Contact: MEI-Relsa,
17 Lower Camden St,
Dublin 2, Ireland
Tel: +353 147 53122
Fax: +353 147 53088
Email: info@mei.ie

Language Parade

Date: 6-8 September
Venue: Budapest, Hungary
Contact: LingVisit Educational & Language Travel Ltd.
PO Box 435, Budapest 62,
H-1395, Hungary
Tel: +36 12695489
Fax: +36 13022863
Email: lingvisit@lingvisit.hu

14th Annual Conference of the EAIE

Date: 11-14 September
Venue: Porto, Portugal
Contact: EAIE Secretariat
PO Box 11189
Amsterdam, 1001
The Netherlands
Tel: +31 205 254 999
Fax: +31 205 254 998
Email: eaie@eaie.nl

Expo-Estudenoexterior.com Brazil Roadshow

Date: 12 September
Venue: Rio de Janeiro, Brazil
Date: 14 September
Venue: Londrina, Brazil
Date: 16 September
Venue: Curitiba, Brazil
Date: 18 September
Venue: Riberão Preto, Brazil
Contact: Daniel Ripplé
Front Page Promotions Media
7421 Frankford Road #1236
Dallas, TX, 75252, USA
Tel: +1 972 612 9659
Fax: +1 972 612 9659
Email: daniel@fppmedia.com

The California Workshop

Date: 13-14 September
Venue: Los Angeles, USA
Contact: Icef, Am Hofgarten 9
Bonn, 53113, Germany
Tel: +49 228 201 190
Fax: +49 228 201 1944
Email: icefbonn@icef.com

Foreign Languages Plus

Date: 19-22 September
Venue: Moscow, Russia
Date: 28-29 September
Venue: St Petersburg, Russia
Contact: Stas Gaponov, BKC International House
Starovagankovskiy pr 15 off 5,
Moscow, 121019, Russia
Tel: +7 095 737 5225
Fax: +7 095 737 6579
Email: plus@study.ru

WYSTC 2002

Date: 29 September - 5 October
Venue: Rhodes, Greece
Contact: WYSTC Secretariat
Bredgade 25H, Copenhagen,
DK-1260, Denmark
Tel: +45 339 39620
Fax: +45 339 35646
Email: mailbox@wystc.org

Salon "Education"

Date: 16-20 October
Venue: Namur, Belgium
Contact: People & Places,
Blvd Emile Bockstael 191
Brussels, 1020, Belgium
Tel: +32 242 32880
Fax: +32 242 32889
Email: info@saloneducation.be

The Tokyo Workshop

Date: 21-22 October

Venue: Tokyo, Japan
Contact: Icef (as above)

Expolingua Portugal

Date: 24-26 October
Venue: Lisbon, Portugal
Contact: Goncalo Borges de Sousa
Expolingua Portugal
Rua da Esperanca,
4 - 2 Lisbon, 1200-657
Portugal
Tel: +351 139 66089
Fax: +351 139 66223
Email: info@expolingua.pt

International Education Fair

Date: 26-27 October
Venue: Taipei, Taiwan
Contact: Vivien Liu, Tosa
Room 1122,
No. 15 Fuhsing Rd, Taipei
ROC 105, Taiwan
Tel: +886 277 39330
Fax: +886 277 39481
Email: tosa@tosa.org.tw

The Alphe Asia Workshop

Date: 29-31 October
Venue: Phuket, Thailand
Contact: Matthew Northover/Jane
Gilham
Hothouse Media
11-15 Emerald Street
London, WC1N 3QL, UK
Tel: +44 207 440 4027
Fax: +44 207 440 4033
Email: matthew@hothousemedia.com
jane@hothousemedia.com

London Language and Culture Show

Date: 1-2 November
Venue: London, UK
Contact: Frazier Chesterman/Vincent
Sherard-Bornshin,
Brixton
32 Vauxhall Bridge Road
London, SW1V 2SS, UK
Tel: +44 207 9736697
Fax: +44 207 2335054
Email: f.chesterman@hemming-group.co.uk

International Education Fair

Date: 2-3 November
Venue: Bangkok, Thailand
Contact: Saijai Sriyanta, Tiecea
503/30 KSL Tower
18th Floor
Sri-Ayudhaya Road
Phayathai, Rajthavee
Bangkok, 10400, Thailand
Tel: +662 642 6114
Fax: +662 642 6115
Email: admin@tiecea.com

CIEE Annual Conference

Date: 4-9 November
Venue: Atlanta GA, 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

Vieca International Education Fair

Date: 8-9 November
Venue: Hanoi
Date: 10-11 November
Venue: Ho Chi Minh City, Vietnam
Contact: Vieca c/o Vietnam Education
Promotion Association
30 Ta Quang Buu, Hanoi
Vietnam
Tel: +84 482 23675
Fax: +84 482 23699
Email: vieca@fpt.vn

The Berlin Workshop

Date: 11-12 November
Venue: Berlin, Germany
Contact: Icef (as above)