



EVERYTHING YOU NEED TO KNOW ABOUT LATIN AMERICA

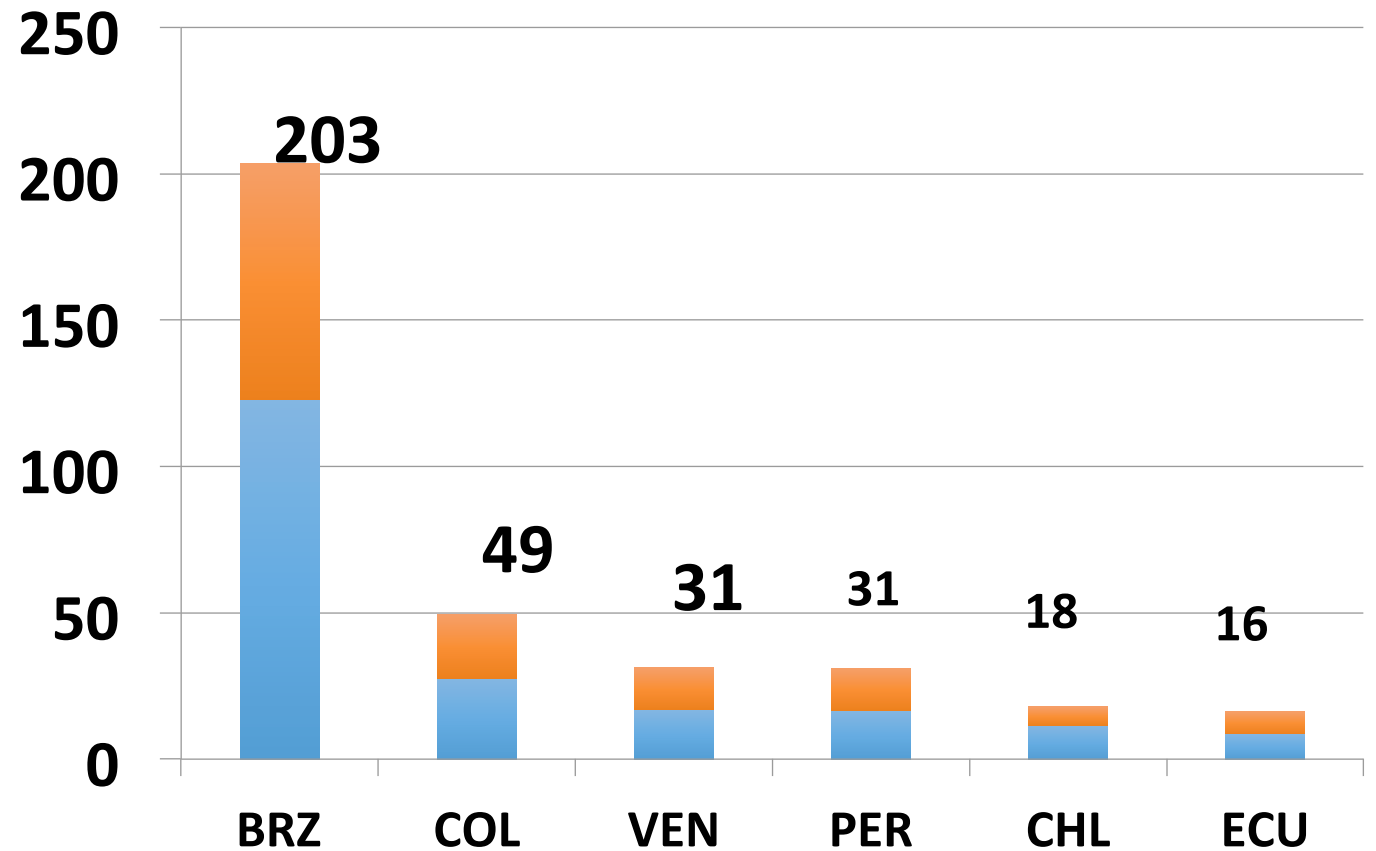
ABOUT THE SPEAKER



Samir Zaveri
President & CEO, BMI



40% OF THE POPULATION ARE UNDER 25



 = 139 Million people under 25 y/o estimated for 2015.
Source: UN

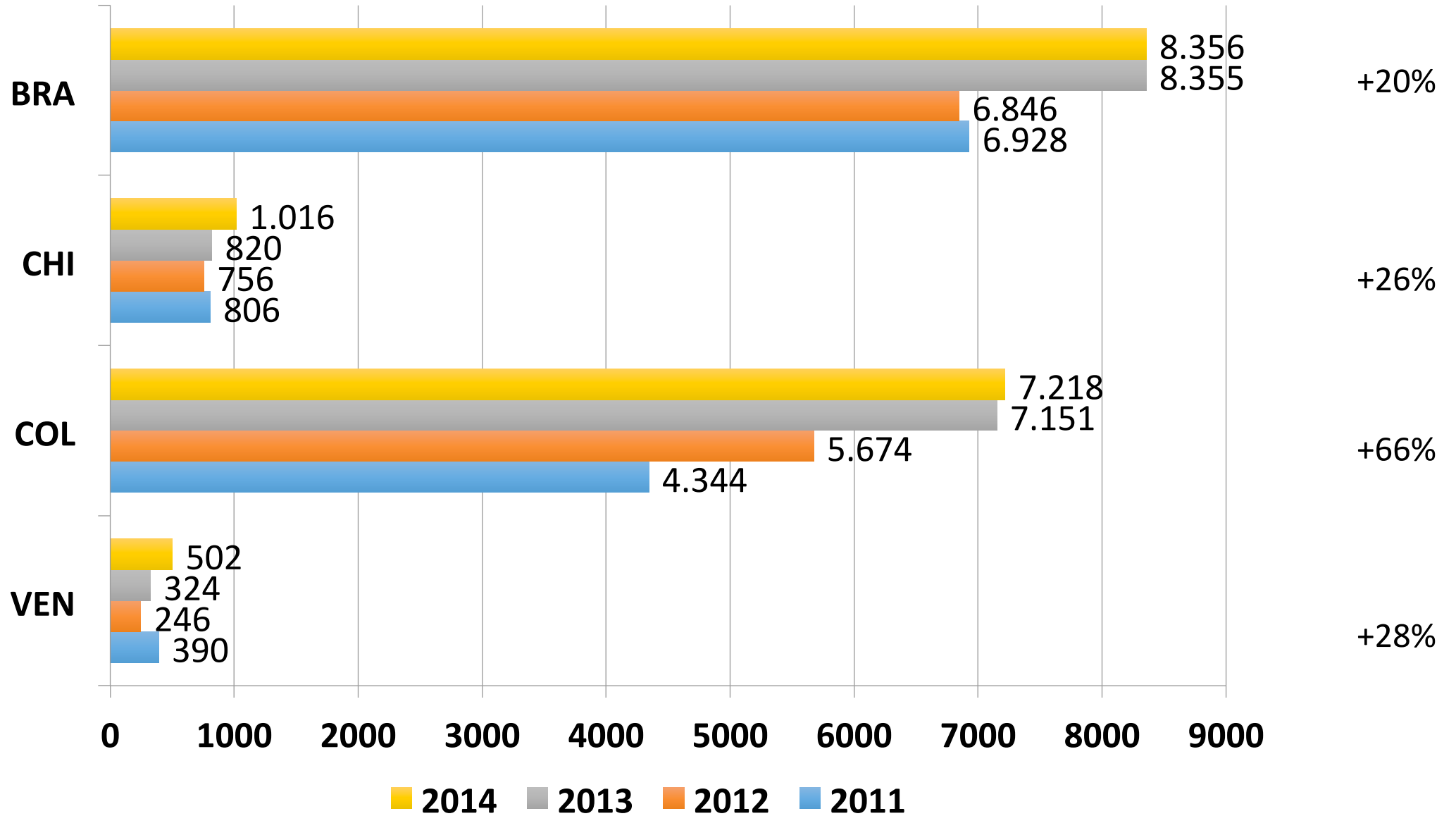
TOP RECRUITMENT CITIES IN LATINAMERICA



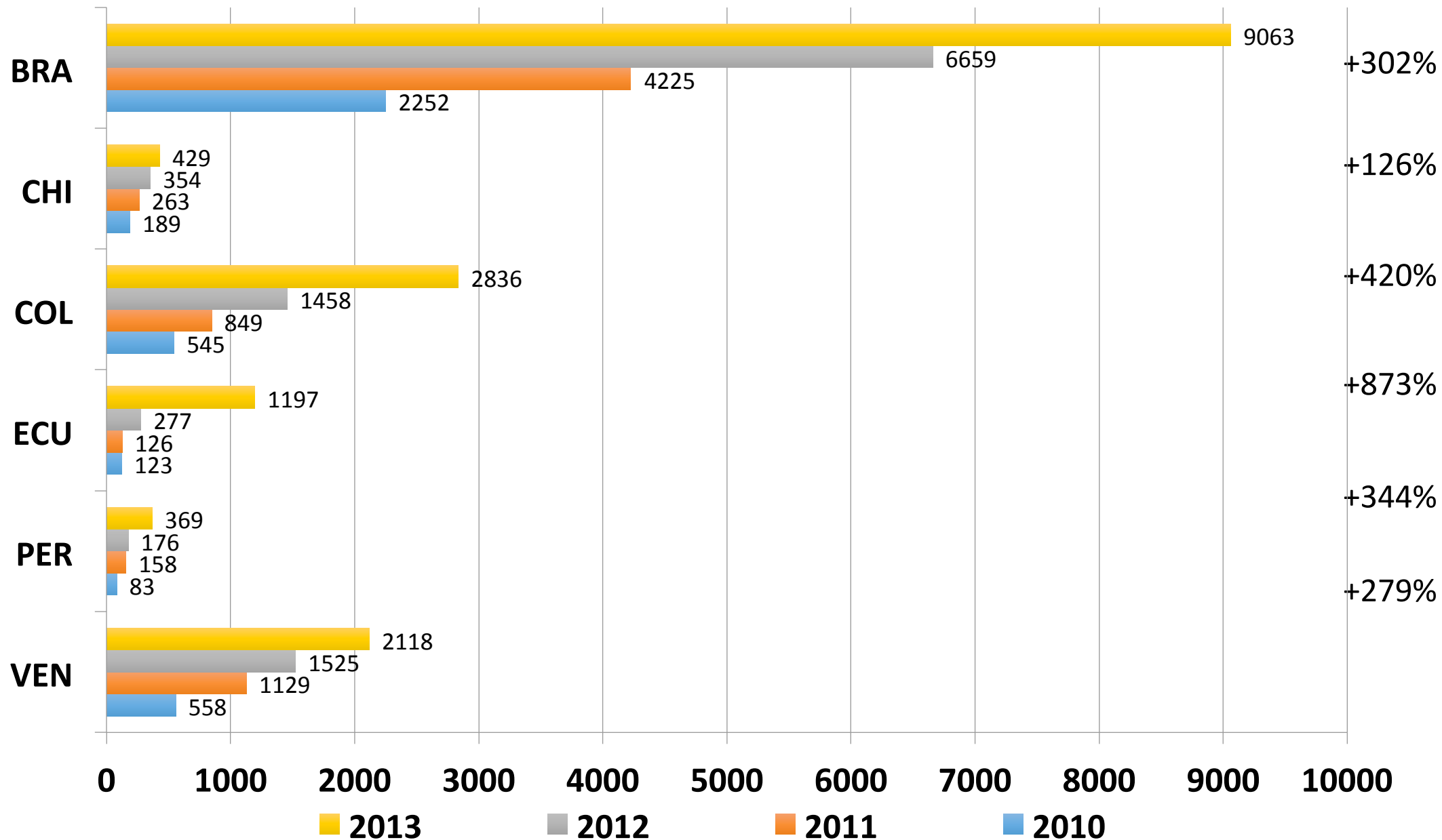
ENGLISH STUDIES IN AUSTRALIA

- Top ten source countries in 2014: China, **Brazil**, Thailand, Vietnam, **Colombia**, India, South Korea, Japan, and Taiwan.
- The strongest growth in weeks comes from Vietnam, **Brazil**, Thailand and **Colombia**. Globally student weeks in 2013 up 35%, 16.2 weeks from the region.

ESL NUMBERS IN AUSTRALIA



ESL NUMBERS IN THE USA



ENGLISH IN UK

Ranking	Country/Region	No. of student weeks*	Percentage of total student weeks* (%)
1	Italy	248,844	12.46
2	Spain	174,972	8.76
3	Rest of Middle East	132,130	6.62
4	Russia	112,353	5.63
5	Saudi Arabia	110,176	5.52
9	Brazil	101,402	5.08
10	Japan	100,277	5.02
11	S. Korea	99,406	4.98
16	Colombia	56,936	2.85
18	Venezuela	32,227	1.61
19	Taiwan	26,865	1.35
20	Rest of Central & S. America	26,450	1.32
21	Mexico	21,354	1.07

Source: English UK 2013

COLOMBIA



COLFUTURO 2014

- 1464 scholarships in 2014 and 1111 in 2013. +24%
- UK has become #1 for the first time
- A total of USD 51.2 M
- USA: Increased to 334 students compared to 242 in 2013 (+38%)



24
%



23%



13%



11%



6%



6%



4%



4%



1%



1%

ICETEX

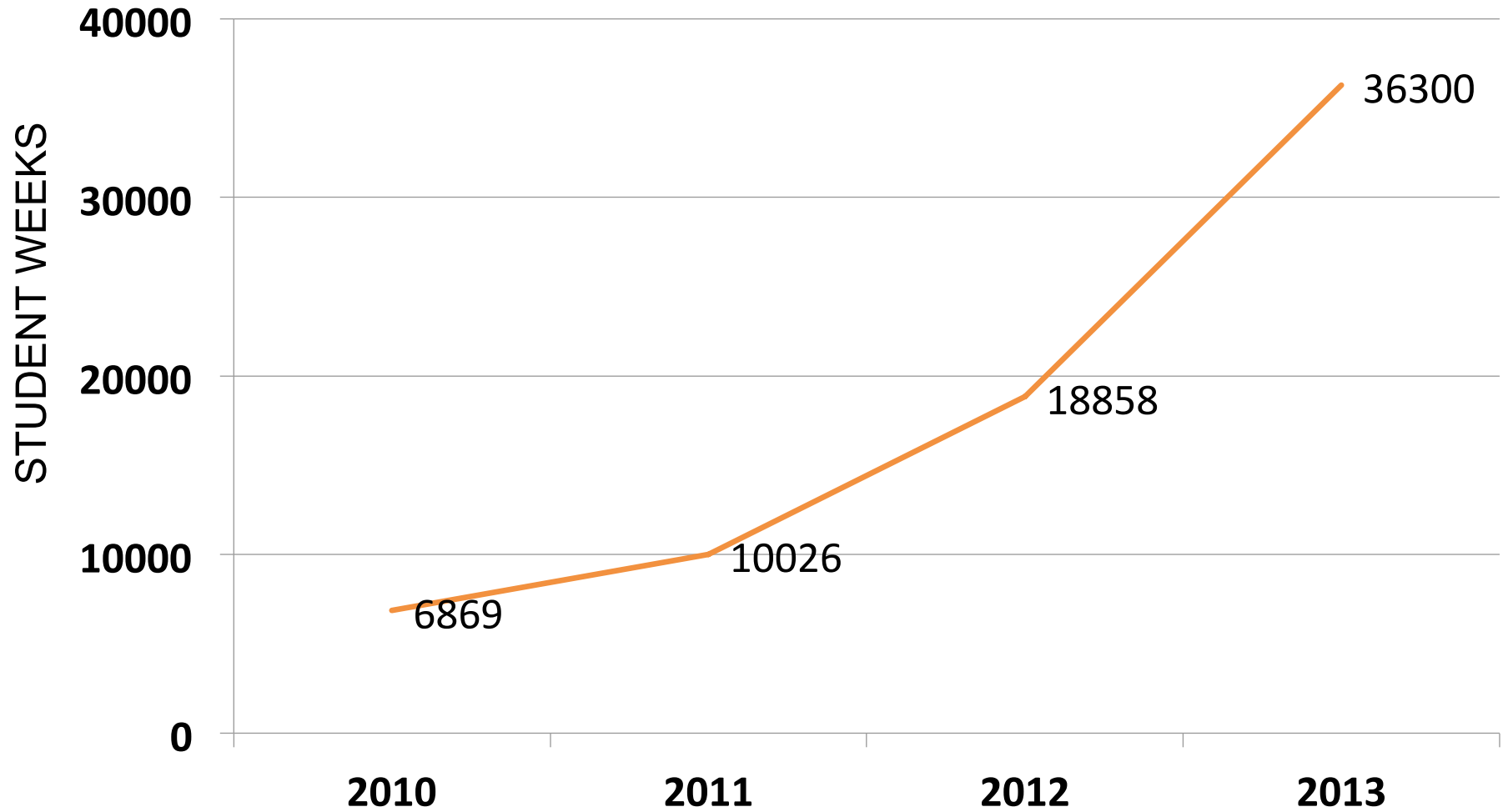
Colombians have access to significant loans to study English abroad through ICETEX.

ICETEX finances English language courses with 3 months to 1 year of duration. ICETEX also finances postgraduate courses abroad.

The maximum amount to loan for language courses is USD8,000 which can be distributed among tuition fees and living expenses. For postgraduate courses the amount is USD25,000 (Max. USD12,500 per semester)

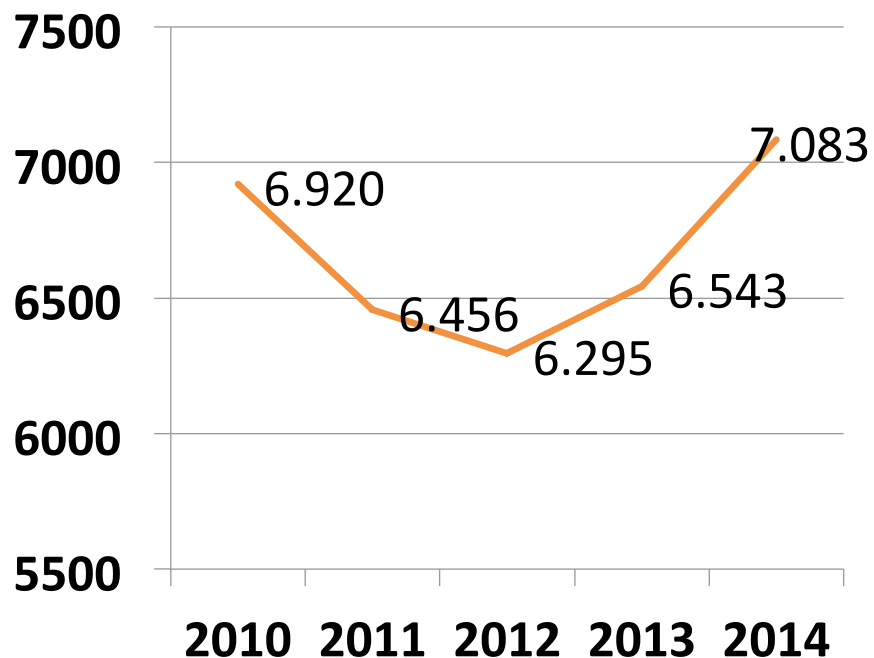
The interest rate in 2014 was 13,66% APR. It is variable depending on inflation plus 10 points.

English Language- Student weeks in the USA



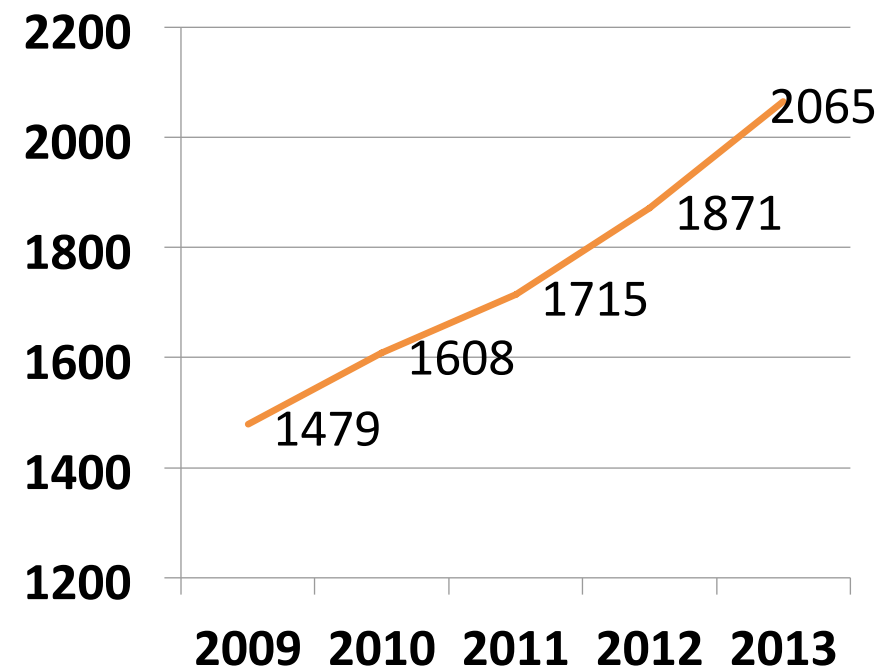
Source: Open Doors

Colombian Students in the USA (HE)



Source: Open Doors

Colombian Students in Germany (HE)

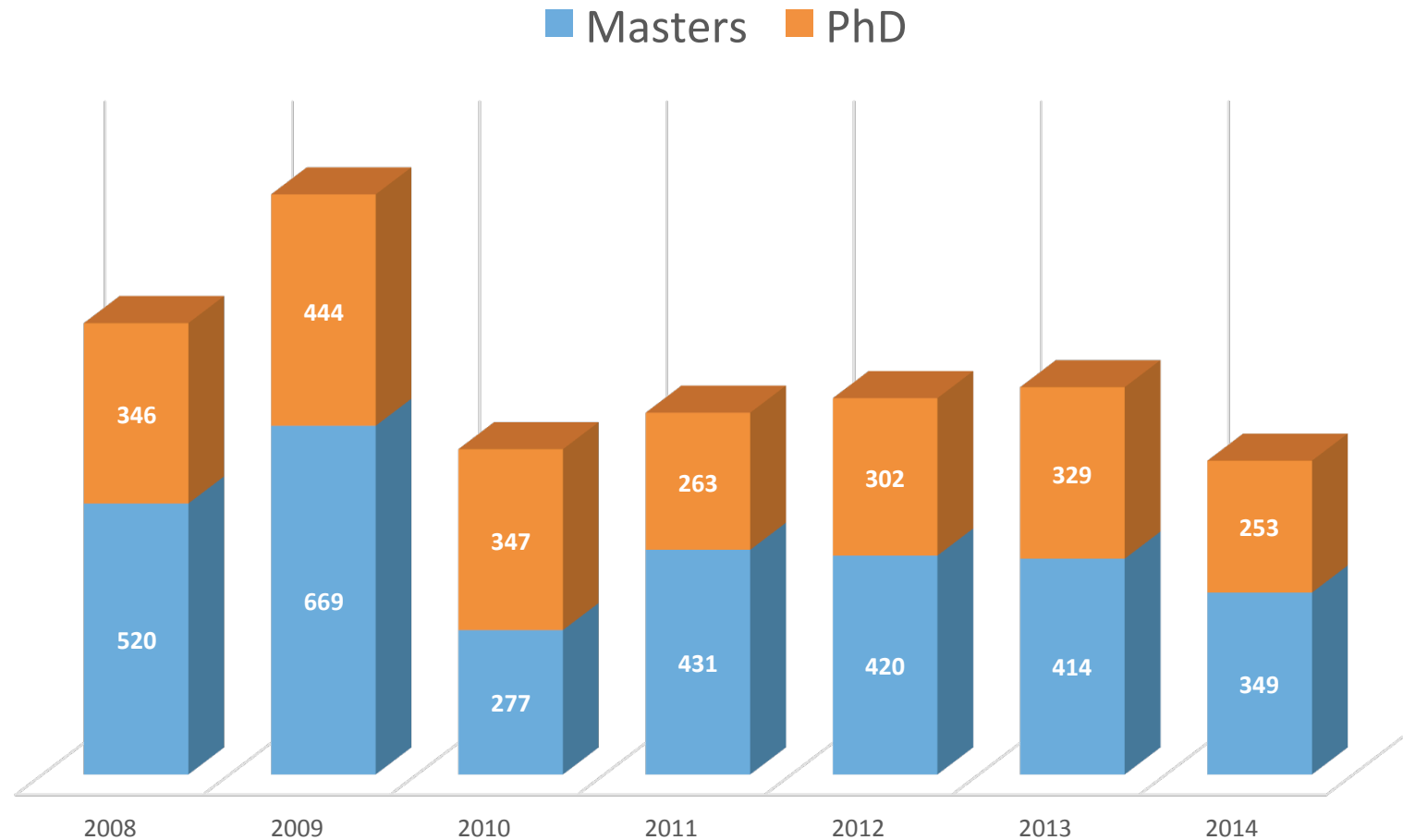


Source: <http://www.wissenschaftweltoffen.de/>

CHILE

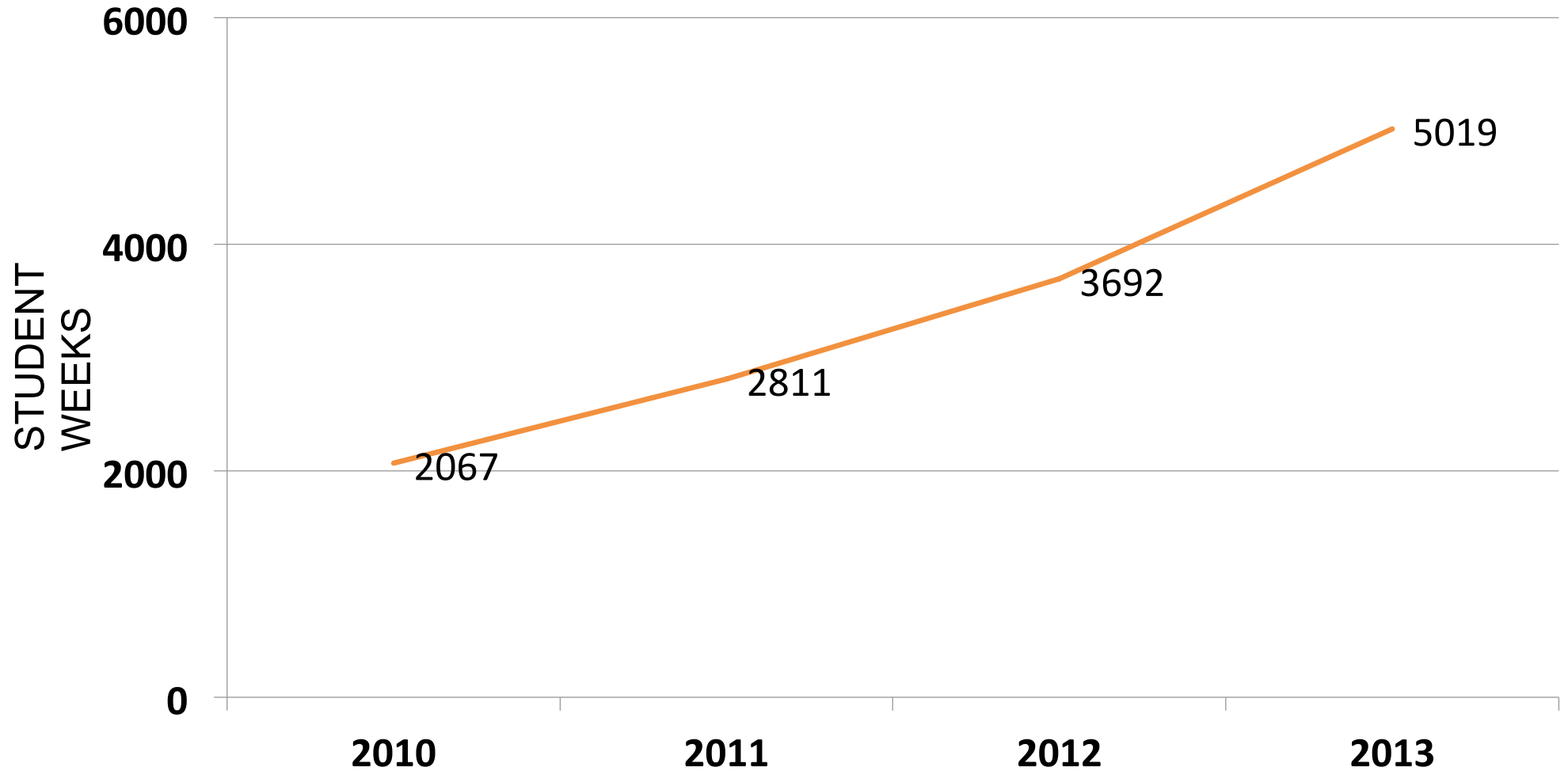


BECAS CHILE SCHOLARSHIPS



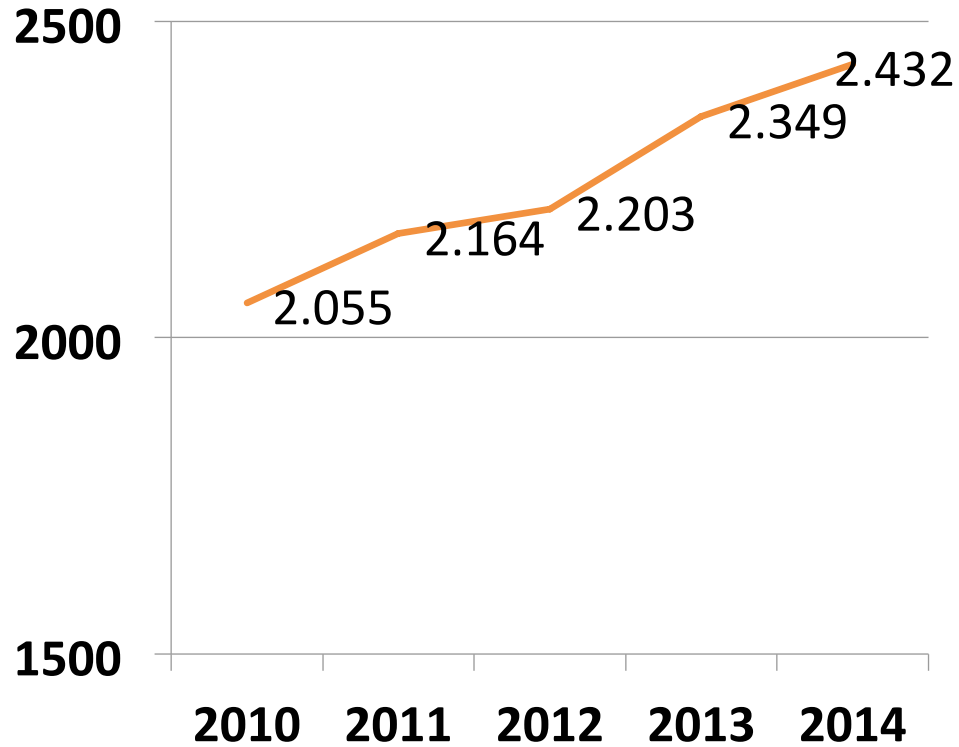
TOTAL
2284
3080
5364

English Language- Student weeks in the USA



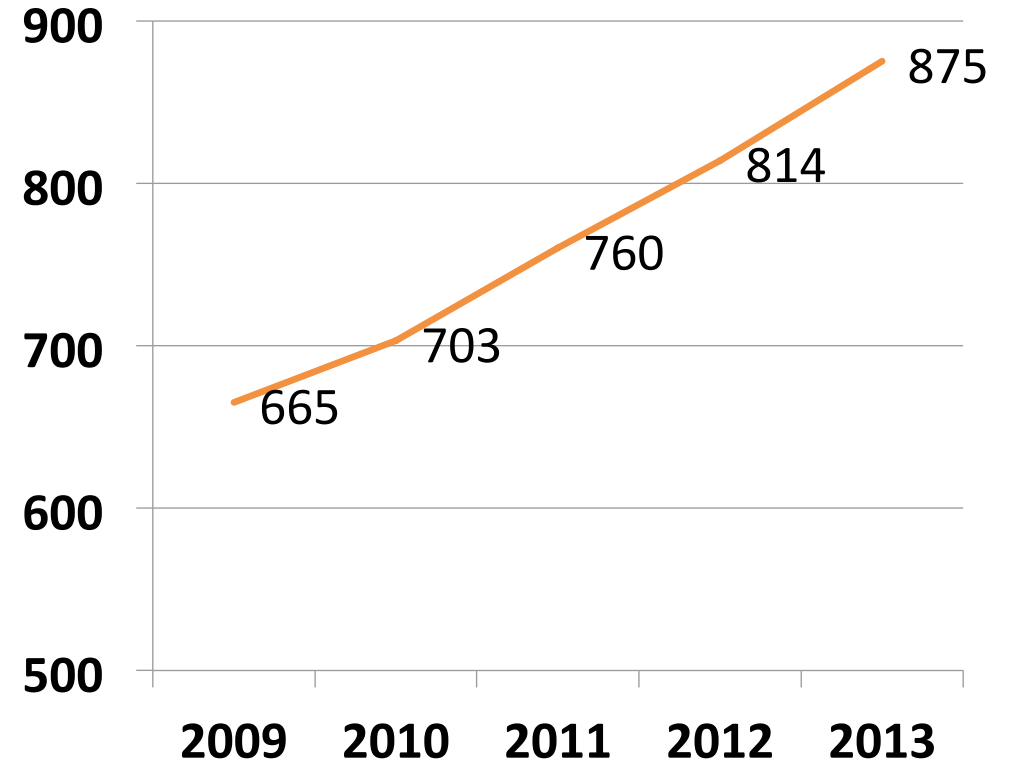
Source: Open Doors

Chilean Students in the USA (HE)



Source: Open Doors

Chilean Students in Germany (HE)



Source: <http://www.wissenschaftweltoffen.de/>

ECUADOR



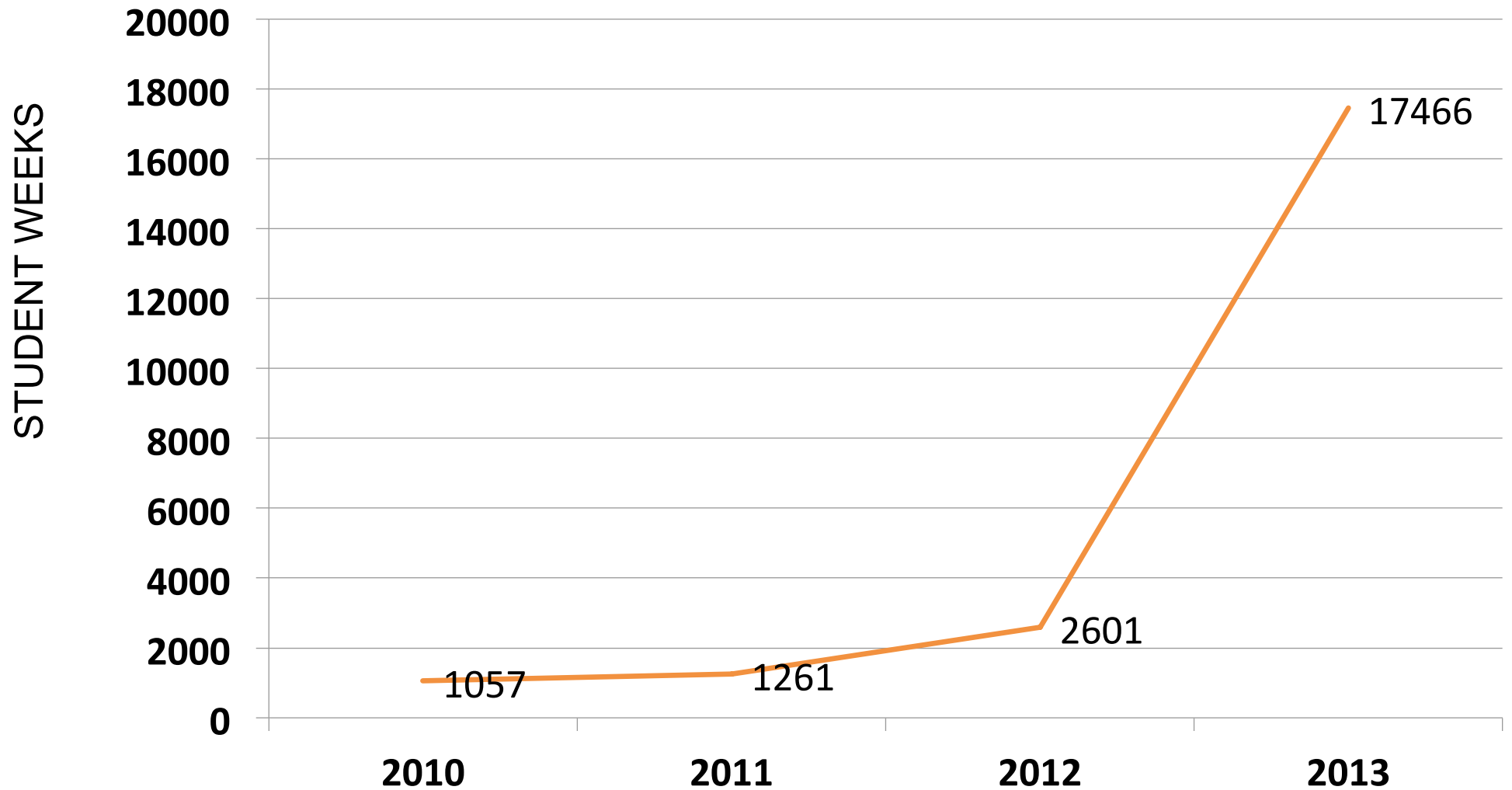
SENECYT SCHOLARSHIP PROGRAM

- Scholarships for postgraduate studies abroad. The scholarships covers 100% tuition and other costs like airplane tickets, course materials/books, dissertation costs, health insurance and living costs. Some of the extra costs have a maximum amount.
- SENECYT publishes a list of institutions accepted to apply for the scholarships, according to each of the 7 priority areas defined by SENECYT.
- Currently, 4 Hungarian universities are part of the approved universities to receive students.

IECE LOANS

- The Ecuadorian Institute for Educational Loans and Grants (IECE) provides loans to Ecuadorians to pursue further and vocational studies, undergraduate, postgraduate and language courses abroad.
- Loan amount of up to USD50,000. Fixed rate of 7.8% APR.
- The loan covers are tuition, airplane tickets, course materials/books, dissertation costs, health insurance and living costs.
- Hungarian Universities approved:
 - Budapest University Of Technology And Economics
 - Central European University
 - Corvinus University Of Budapest
 - Eotvos Lorand University
 - Hungarian Academy Of Sciences
 - Semmelweis University
 - Szent Istvan University
 - University Of Debrecen
 - University Of Pecs
 - University Of Szeged

English Language Student weeks in the USA

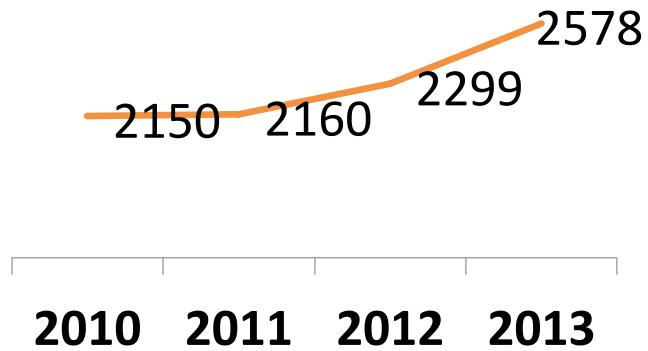


Source: Open Doors

ECUADORIAN STUDENTS (HE)

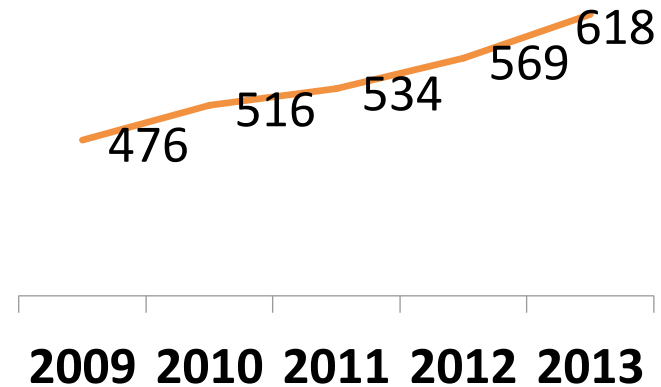


USA



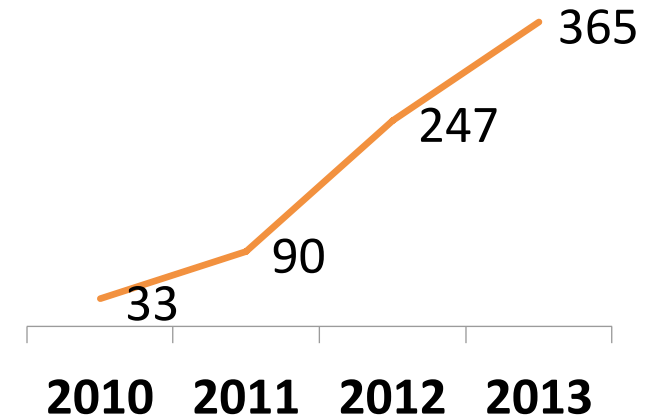
Source: Open Doors

AUSTRALIA



Source: Australian Government

GERMANY



Source: <http://www.wissenschaftweltoffen.de/>

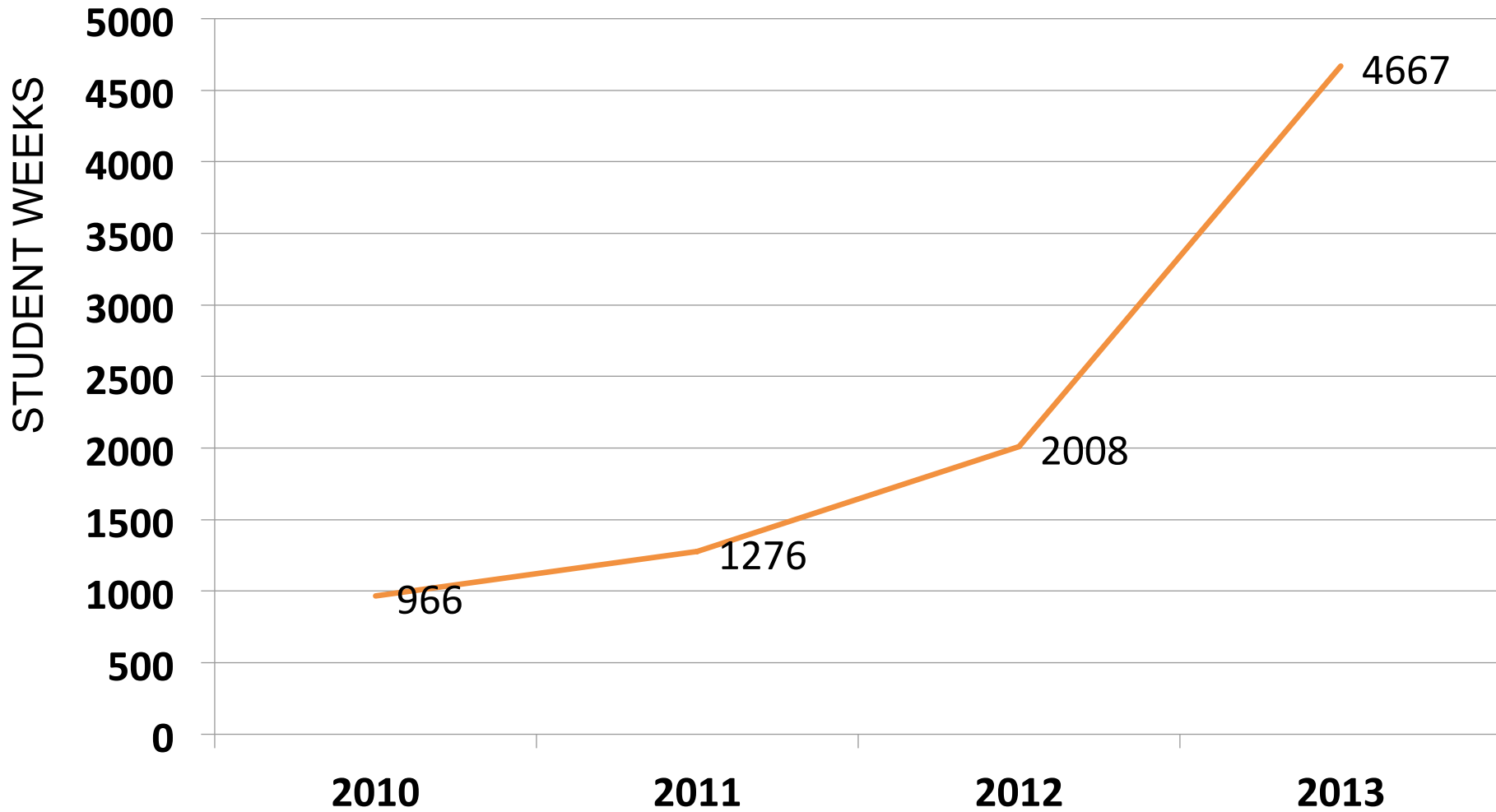
PERU



PRONABEC REQUIREMENTS

- Be a Peruvian citizen living in Peru
- Accreditation that monthly income is insufficient to meet the cost of graduate studies
- Have an unconditional or conditional letter of acceptance to a postgraduate program abroad
- Have finished an undergraduate program if applying to a master's program or have finished a master's program if applying to a doctorate program 5
- Have a certificate of proficiency of the language in which the program will be taught
- One Hungarian University eligible: Eötvös Loránd Tudományegyetem University

English Language Student weeks in the USA

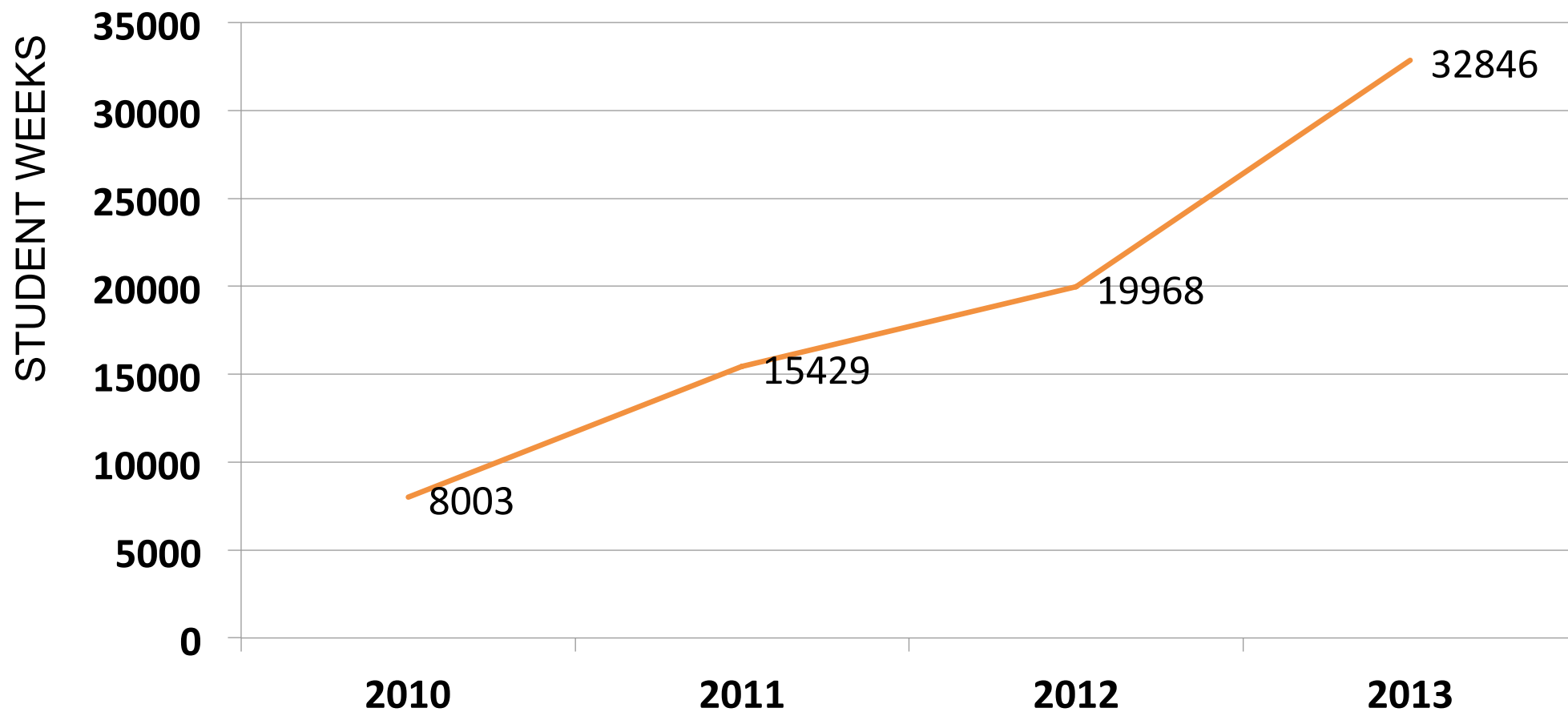


Source: Open Doors

VENEZUELA

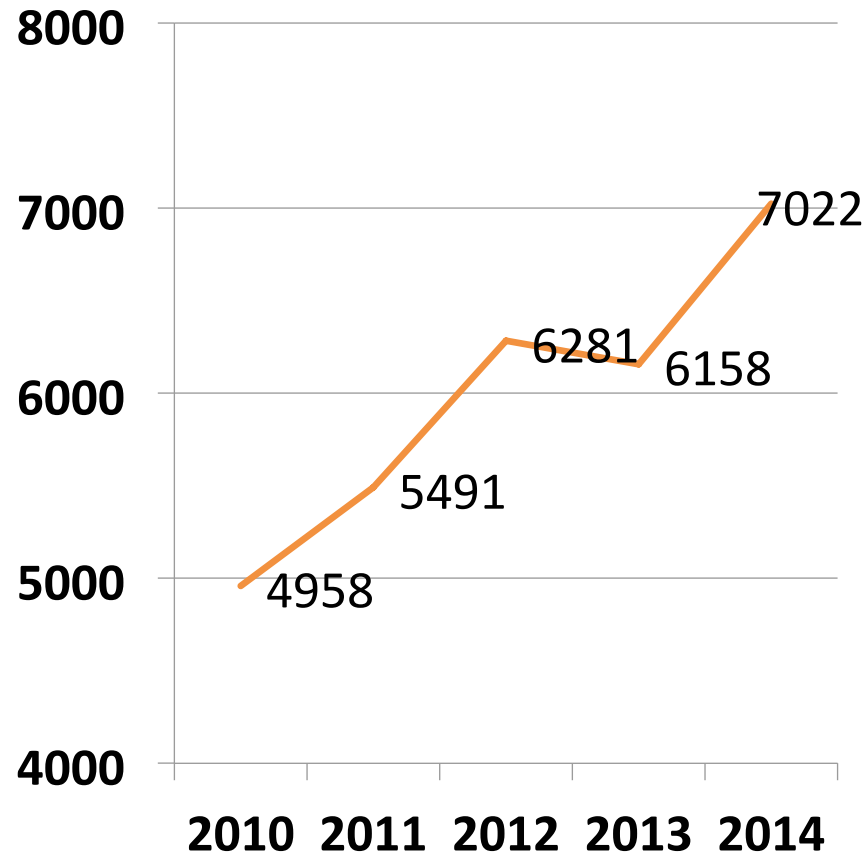


English Language Student weeks in the USA



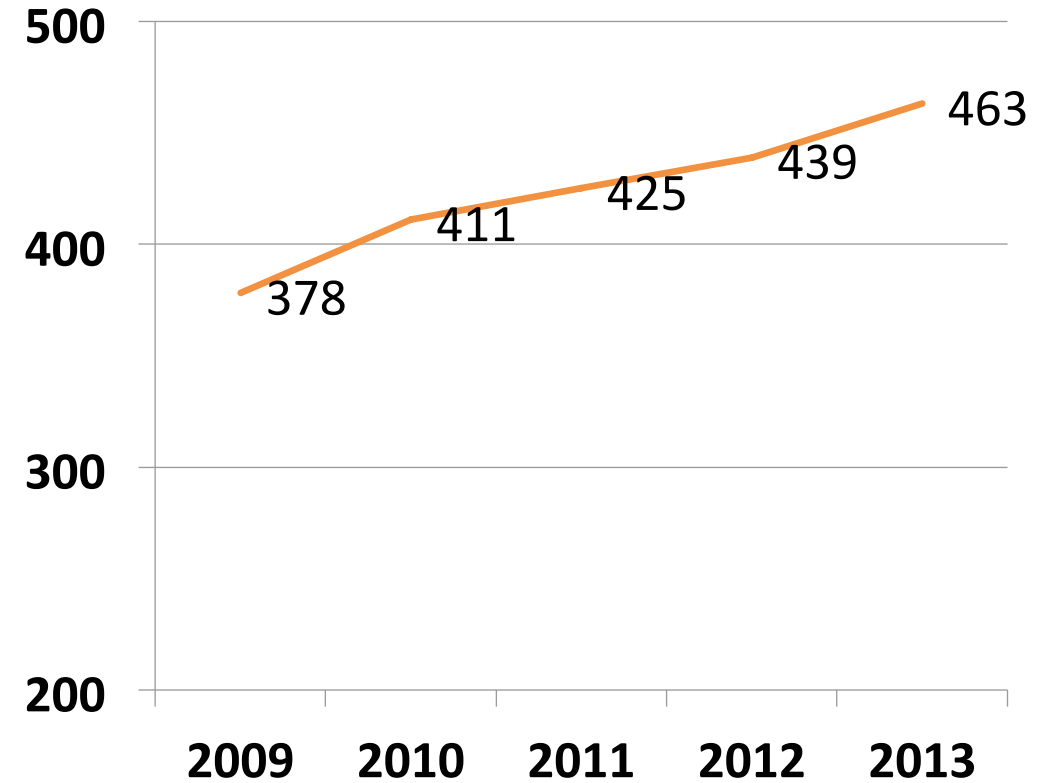
Source: Open Doors

Venezuelan Students in the US (HE)



Source: Open Doors

Venezuelan Students in Germany (HE)



Source: <http://www.wissenschaftweltoffen.de/>

BRAZIL



DIVERSE CULTURE

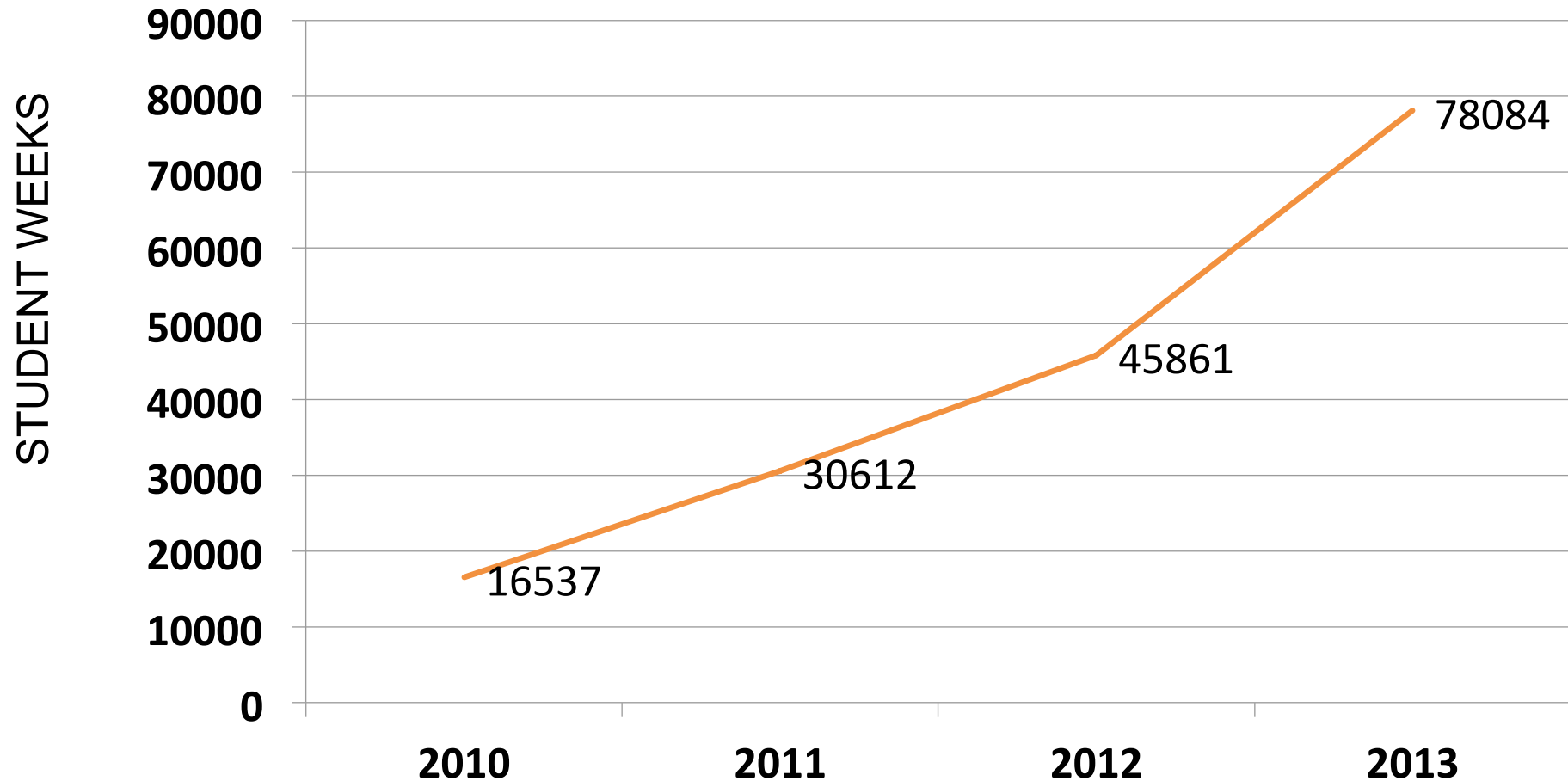
Large populations of Germans, Italians, Japanese, Koreans, Portuguese and Lebanese



BRAZIL

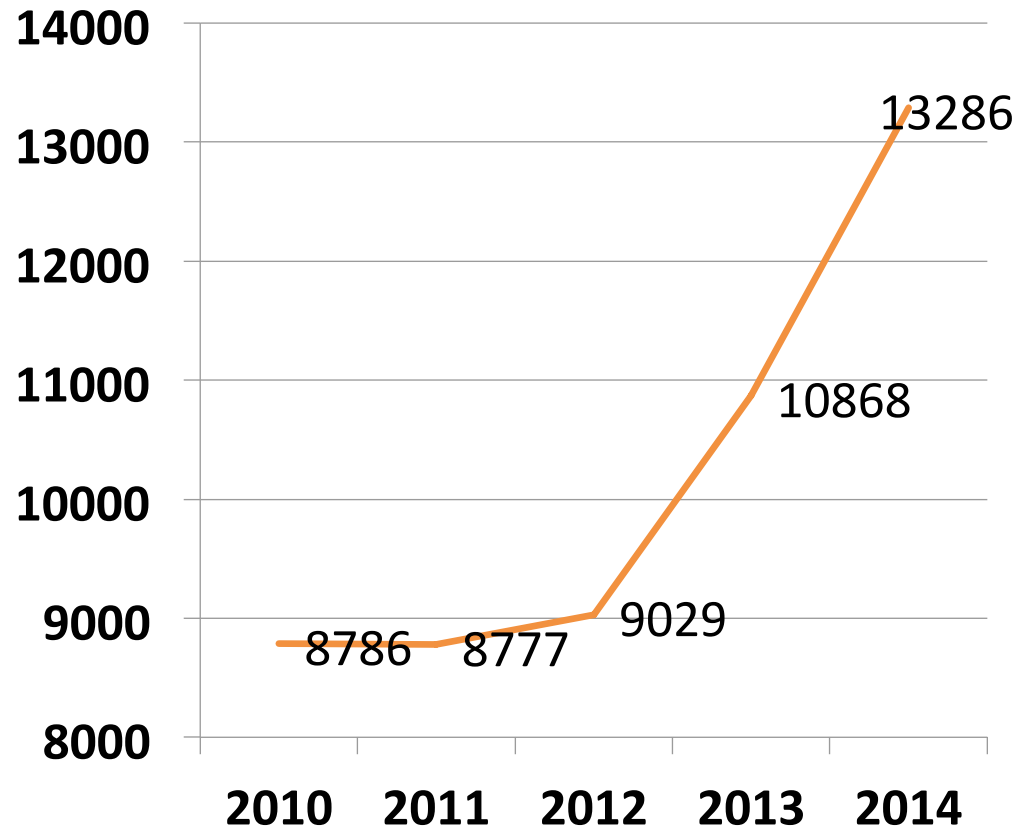


English Language Student weeks in the USA



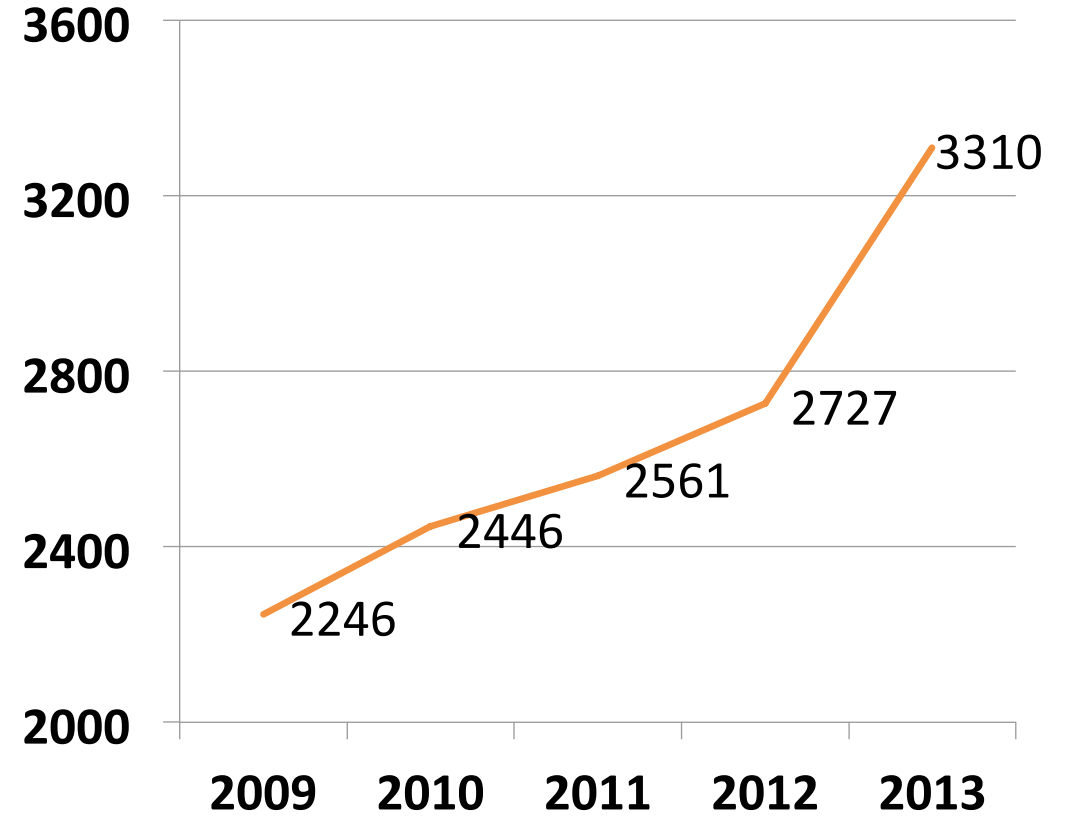
Source: Open Doors

Brazilian Students in the US (HE)



Source: Open Doors

Brazilian Students in Germany (HE)



Source: <http://www.wissenschaftweltoffen.de/>

PRICES OF COURSES IN BRAZIL

- FGV – Undergraduate course
R\$ 40,200 / year = €11,474/ year
- FGV – PG course
R\$ 60,900 (2 years) = € 17,383
- PUC Rio – Undergraduate Business
R\$ 33,876 / year = € 9,669 per year



PRICES OF COURSES IN BRAZIL

- St Paul's São Paulo. 2015.
 - R\$ 6,200 = € 1,7696 per month
 - R\$ 23,718 entrance fee = € 6,770
 - Does not include after school classes/ activities, bus fair, education insurance and application fee
- Colégio São Luis
 - R\$ 2,624 = € 755 per month. 13 installments per year.
 - Does not include after school classes/ activities, bus fair, education insurance and application fee



BEST MARKETS



STATE	Population	Capital	Population
SÃO PAULO	43.66	São Paulo	11.82
MINAS GERAIS	20.59	Belo Horizonte	2.48
RIO DE JANEIRO	16.37	Rio de Janeiro	6.43
BAHIA	15.04	Salvador	2.88
RIO GRANDE DO SUL	11.16	Porto Alegre	1.47
PARANA	11.00	Curitiba	1.85
PERNAMBUCO	9.21	Recife	1.60

*millions

BSMP: Brazil Scientific Mobility Program 110,000 scholarships

- Undergraduate (sandwich): a one-year, non-degree program + internship
- Master's Degree in Applied Sciences
- Doctoral Degree (full and sandwich)

DESTINATION OF BRAZILIAN STUDENTS - SWB

TOP 10	Destination	Full Doctoral Degree	Sandwich Doctoral Degree	Pos-Doc	Sandwich Undergraduate Program	Special Visiting Researcher	Professional Master's	Young Talents	Total
1	US	495	2464	1368	17223		514		22064
2	UK	429	616	492	7578				9115
3	Canada	144	565	272	5550				6531
4	France	247	806	487	4916				6456
5	Australia	86	228	122	5523				5959
6	Germany	282	518	346	4515				5661
7	Spain	175	772	326	2895				4168
8	Portugal	416	749	312	2122				3599
9	Italy	79	311	128	2759				3277
10	Ireland	50	35	18	2089				2192
	Brazil	0	0	0	0	628			628
	Hungary								1781
	Total	2687	8064	4332	61542	628	557	363	78173

Brazilian students sent to Hungarian Universities through Science Without Borders

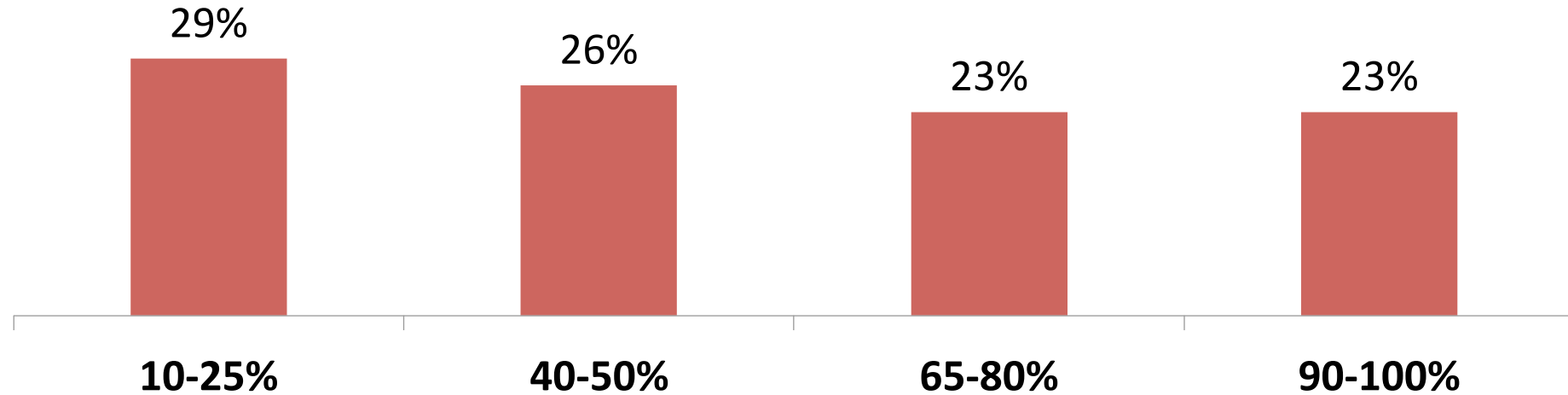
Budapest University of Technology and Economics	653	Hungarian University of Fine Arts	48
University of Debrecen	198	University of Szeged	42
Lorand Eotvos University	145	Pannon Egyetem	31
Obuda University	120	University of Miskolc	30
Szent Istvan University	105	Eotvos Jozsef College	15
Corvinus University of Budapest	96	University of West Hungary	15
Semmelweis Medical University	73	Dennis Gabor College	14
University of Pecs	70	Eszterhazy Karoly College	12
Budapest Business School	58	Kaposvar University	1
College of Dunaujvaros	55	Total	1781

Source: Ciencias Sem Fronteiras Website

www.cienciasemfronteiras.gov.br

	Complete	Significant	Little-Nonne
1. How much influence do you have over selecting a candidate who will be approved for the Brazil Government scholarship program?	14%	45%	42%
2. How much influence do you have over selecting the country in which the student will study for the Brazil Government scholarship program?	2%	24%	74%
3. How much influence do you have over selecting the final institution in which the student will study for the Brazil Government scholarship program?	0%	29%	81%

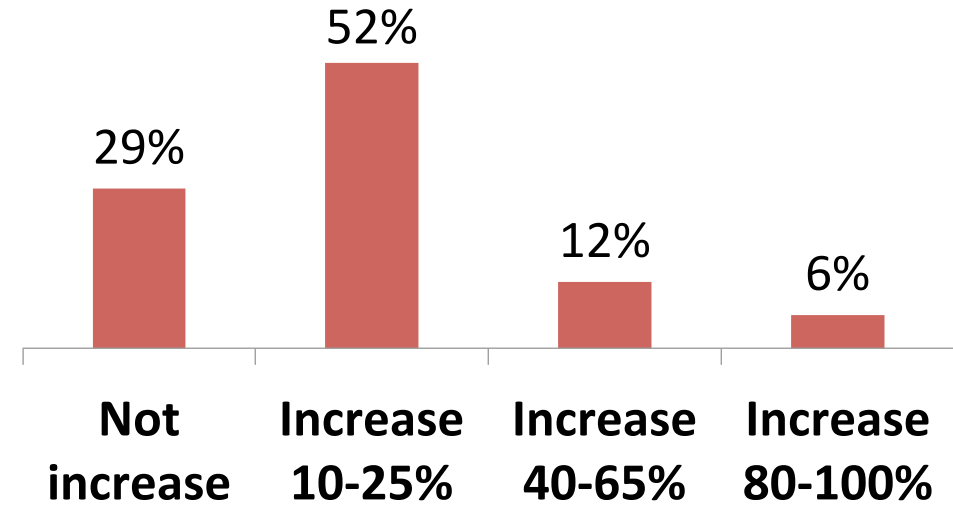
4. What percentage of students are **interested in a study abroad or exchange program** not related to the scholarship program?



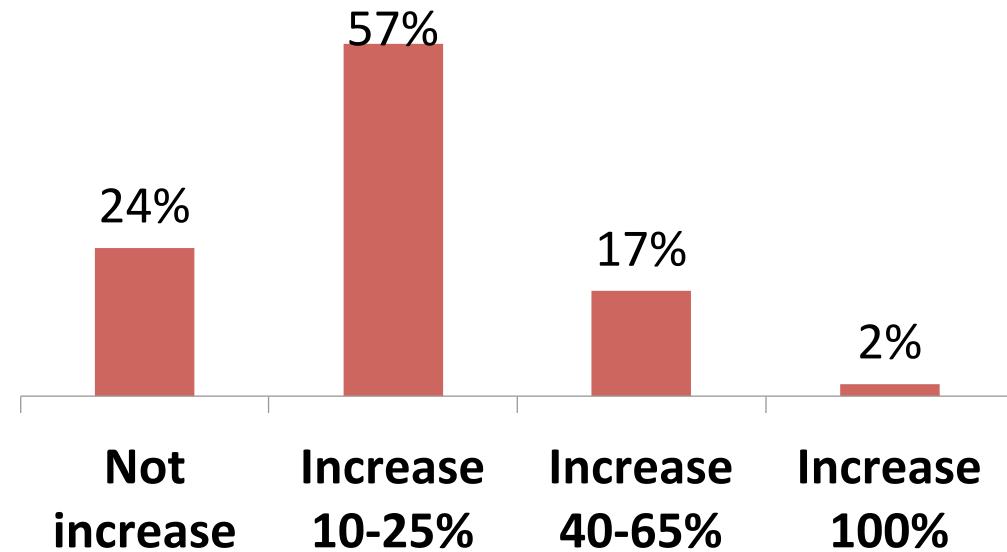
5. What will **most influence you to send your students** to a specific overseas institution?

a .Establish an exchange program with you and send students to your institution	52%
b. Offer scholarships to your students for a semester or year abroad	29%
c. Exchange of teachers	12%
d. Send professors for specialised seminars or a semester	6%

6. Do you believe the number of Brazilian students **who will pay (non-exchange program) for a semester or one year abroad** will increase in the next 3 years?



7. Do you believe the number of Brazilian students **who will pay for undergraduate and Masters (non-exchange program)** will increase in the next 3 years?



AGENTS



WHY CAN BE IMPORTANT IN BRAZIL?

- Depending on the city and country, Agents send between 30-70% of students abroad. This used to be higher.
- Many Parents do not speak English and want to speak to someone who speaks their language
- Latin Families are very close and some Parents want to have a local contact in case their child has a problem abroad.

BMI AGENT SURVEY COMMISSION

Type of Course	Range	Most Common	Average Commission
High school	10% to 50%	15%	20%
Summer camps	15% to 40%	20%	20%
Language courses	15% to 30%	25%	24%
Undergraduate	10% to 25%	10%	12%
Postgraduate/MBA	10% to 30%	10%	15%
Executive/Certificate Courses	10% to 35%	20%	22%



AND FINALLY – SOME TIPS!

- There are a lot of people who do not want to work with agents - respect this
- Location and Cost of Living
- Material in language of the country
- Send the right person
- Have meetings out of the office

THANK YOU

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