

Education



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International Education Connection

Spring 2023 Newsletter

Global Industry Updates from the U.S. Commercial Service

A Message from Global Education Team Leader:

Dear U.S. Education Providers,

Happy spring! Our Education and Training Services team continues to work hard to assist the U.S. education industry to expand market access and increase exports. Enclosed in this newsletter you may find a variety of programs to assist with your international outreach to students, potential partners, and agents. We hope you will take advantage of these opportunities and encourage you to stay in touch with your local trade specialist to learn more.

Thank you for your continued collaboration.

Kind regards,



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INTERNATIONAL DEMAND FOR U.S. SUSTAINABILITY PROGRAMS

	Country	Are sustainability programs in demand in your respective country?	Are government and/or nongovernment organizations funding sustainability programs in your respective country?	Are public and/or private educational institutions looking to enhance their program offerings with sustainability programs?	If your market is agent driven, are recruitment agencies interested in supporting recruitment for sustainability programs?
	Chile	✓	✓		✓
	Vietnam	✓		✓	✓
	China	✓		✓	✓
	South Korea	✓	✓	✓	
	Japan	✓	✓		
	Sweden	✓	✓		
	Turkey	✓	✓		✓
	Taiwan	✓	✓	✓	✓
	Myanmar	✓		✓	✓
	Finland	✓	✓	✓	
	Peru	✓	✓	✓	✓
	Kenya	✓	✓	✓	✓
	Mexico	✓	✓	✓	✓

DEMAND BY EDUCATIONAL LEVEL

	Country	Secondary Education	Undergraduate	Graduate	Other
	Chile		✓	✓	
	Vietnam	✓			
	China	✓	✓	✓	
	Korea		✓	✓	
	Japan		✓		
	Finland	✓	✓	✓	
	Turkey			✓	Certificate
	Taiwan	✓	✓	✓	
	Myanmar		✓		
	Finland		✓	✓	
	Peru	✓	✓	✓	
	Kenya		✓	✓	
	Mexico	✓	✓	✓	

What are the best methods to recruit for U.S. sustainability programs?

	Country	Recruitment Agents	Educational Institution Partnerships	Direct Outreach to Student via Student Fairs, etc.	Online Outreach
	Chile	✓	✓	✓	
	Vietnam	✓	✓		
	China	✓	✓	✓	
	South Korea		✓		✓
	Japan		✓		
	Sweden		✓		
	Turkey	✓	✓	✓	
	Taiwan	✓	✓	✓	✓
	Myanmar		✓	✓	✓
	Finland		✓		
	Peru	✓		✓	✓
	Kenya	✓	✓	✓	
	Mexico	✓	✓	✓	

Date: April 18-21, 2023



USA: A Study Destination Global Virtual Connection Program featuring U.S. Sustainability Programs

USA: A Study Destination Virtual Connection Program

Virtual – April 18-21, 2023

The U.S. Commercial Service is offering this USA: A Study Destination Global Virtual Connection Program promoting U.S. Sustainability Programs, April 18 - 21, 2023, to help U.S. educational institutions quickly build a network of reliable contacts throughout the globe. The program is open to U.S. educational institutions, organizations, and U.S. companies with sustainability programs for undergraduate, graduate, and short-term training programs, to connect with international agents, counselors, organizations, and foreign government officials across the globe.

U.S. participants will have an opportunity to schedule one-on-one meetings with agents, counselors, university partners, and foreign government officials through the MyBusinessMatches platform. U.S. Commercial Service Diplomats and CS Education Specialists will participate in the program and will be available to advise U.S. institutions and marketing partners on market selection, education policy, landscape, and understanding foreign students' preferences.

Participating countries and meeting agendas are subject to change and offer flexibility to your schedules. For more information, please contact Mindi.Hertzog@trade.gov.

Cost: \$500 per institution

To register, click [here](#) or visit: <https://emenuapps.ita.doc.gov/ePublic/event/editNewReg.do?SmartCode=3Z05>

Sponsorship Opportunities:

To make this the best experience for your organization, we've created sponsorship packages that will give you sustained visibility before, during, and after the virtual event. All packages include digital marketing benefits that promote your company to the registered attendees. For more information on sponsorships, please contact Amina.Brock@trade.gov.





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Education and Training Services Guide

A Reference for U.S. Educational Institutions

2023-2024 Education and Training Services Resource Guide Webinar

Virtual | 11:00 am EDT | March 30, 2023

The U.S. Commercial Service is pleased to announce the 2023-2024 bi-annual Education and Training Services Resource Guide release webinar scheduled for March 30th at 11:00 am EDT.

This webinar will provide information and a general overview of the resource guide as well as highlighting key points and data. Registrations for the event are currently open. For those who are interested in registering, please visit:

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QD9>

For more questions, please contact Kristi.wiggins@trade.gov

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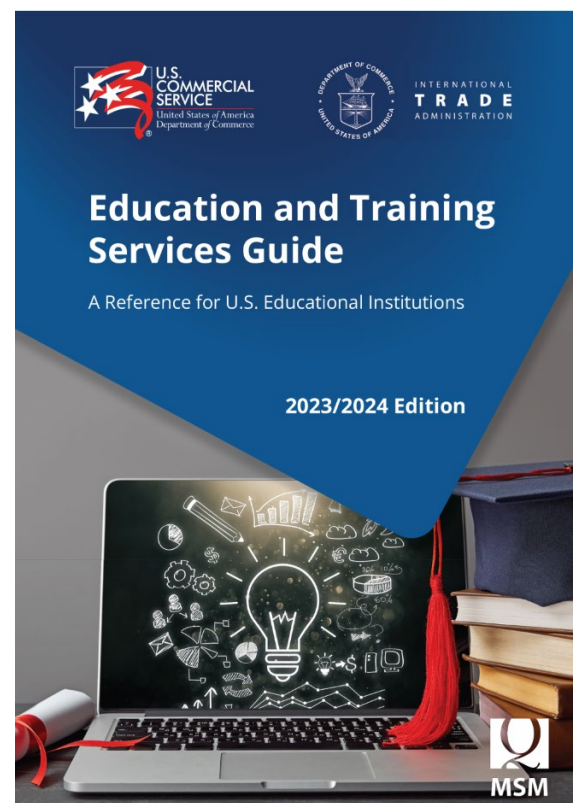


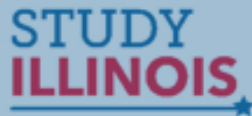
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Visit Us! USA: A Study Destination Pavilion – P901

NAFSA 2023 Conference and Expo in Washington, D.C.
May 30th – June 2nd, 2023

This year marks the 75th anniversary of the NAFSA Annual Conference and Expo to be held in Washington, D.C. The U.S. Commercial Service Global Education Team will be exhibiting alongside 16 study state consortia this year! This is the largest USA: A Study Destination pavilion we have coordinated thus far. As Global Advisors to NAFSA, please find our booth at P901 to meet with the study state consortia and our Education Commercial Specialists from around the globe. Pre-scheduled, one-on-one counseling sessions will be offered with our Education Commercial Specialists via our Showtime Program during expo hours, Tuesday – Friday, May 30 – June 2, 2023. A GovDelivery notice with registration link for Showtime will be emailed in April. Please also connect with your local Education Specialist for further information. We hope to see you at NAFSA!

CS Education Commercial Specialist Markets Participating in Showtime at NAFSA 2023:

Argentina	Hong Kong	Nigeria
Austria	India	Pakistan
Azerbaijan	Indonesia	Qatar
Brazil	Kenya	Turkey
Chile	Mexico	Vietnam

Join the U.S. Commercial Service during the following panel sessions at NAFSA 2023:

1.) “Competing Globally – National Export Strategy to Strengthen U.S. International Education”, 2.) “English Language Programs: Industry Overview, Enrollment Data, and Market Trends”, 3.) “Best Practices for Recruiting International Students from India”, 4.) “Enter the Metaverse: Strategies for Leveraging XR and Virtual Tools in University Recruitment”, 5.) “Do You Suffer from Recruitment Tunnel Vision?”, 6.) “Historically Black Colleges and Universities (HBCUs) International Recruitment Strategies: Leveraging Study State Consortia”, 7.) “USA: A Study Destination and WhyUS? Campaigns”.



Join the U.S. Commercial Service for the Embassy Circle at the NAFSA 2023 Annual Conference & Expo in Washington, D.C.!

Embassy Circle is a value-added program designed to connect U.S. educational institutions and Study State Consortia to Cultural Attachés and Ministry of Education officials from approximately ten global markets that are either emerging in the education sector or otherwise offer promising opportunities to U.S. institutions of higher education.

- ⇒ Discuss partnership opportunities and strategic initiatives.
- ⇒ Spread awareness about your institutions to country officials.

This year’s focus is reaching **under-served communities of students overseas for studies in the United States**. U.S. institutions may learn first-hand from country officials about best practices and any funding opportunities offered by the governments attending to support these under-served students to study in the United States. Additionally, U.S. schools will learn about current programs offered by the U.S. Commercial Service, upcoming priorities, and opportunities for collaboration in a variety of global markets.

International Guests: The Embassy Circle will host distinguished representatives from up to ten diplomatic missions in the United States and overseas. The event will highlight countries which provide promising opportunities for U.S. institutions of higher education. Invited markets include:

Invited	
Argentina	Mexico
Chile	Nigeria
India	Philippines
Indonesia	Qatar
Kenya	Vietnam

*Markets subject to change; *Confirmed*

Program Details:

Date: Tuesday, May 30, 2023

Time: 6:00 PM – 9:00 PM

(Reception will be held from 6:00 PM–7:00 PM; Meetings will be held from 7:00-9:00 PM)

Location: TBD, Washington, D.C.

Cost: \$150 per participant

[Register here](#)

Program schedule: Participants will be able to attend up to five pre-scheduled 20-minute roundtable discussions. Each roundtable discussion will feature one or two international representatives and up to seven U.S. participants. A brief networking reception will precede the scheduled meetings.

For questions contact:

Ruth Soberanes
U.S. Commercial Service, Phoenix, AZ
Ruth.soberanes@trade.gov

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Amplifying
HBCU_S
and Black Voices in Development



USAID Conference and Career Expo

[REGISTER HERE](#)

The Office of the Chief Diversity, Equity, Inclusion, and Accessibility (DEIA) Officer of the United States Agency for International Development (USAID) is pleased to invite you to USAID's Hybrid Conference and Career Expo entitled [Amplifying HBCUs and Black Voices in Development: USAID Hybrid Conference and Career Expo](#), April 12 & 13, 2023.

This hybrid event will bring together students, alumni, faculty and administrators from HBCUs and predominantly black institutions, as well as other members and friends of this community to learn about USAID, careers in international affairs, and how to build new partnerships. Attendees can participate virtually or in-person at Tennessee State University in Nashville. Speakers will include members of USAID senior leadership, staff, and guests from the public and private sectors. Sessions will include:

- Resume writing workshop and advice on starting your career at USAID;
- Fundamentals of foreign assistance and partnering with USAID;
- Networking and professional development;
- Certified trainings for faculty, staff, students and alumni

BONUS: Students, we want YOUR ideas! Join the USAID and PepsiCo Foundation Case Competition to solve some of the world's biggest development challenges and win up to \$15,000 in cash prizes for your team. More details upon registration or sign up to receive more information [here](#).

Conference Registration Link: <https://usaid-hbcu.conference.tc/>





Education Trade Leads

Peru – K12 EDS Franchise

Peru is looking for a K-12 EDS Franchise that is strongly focused on bilingual education for Spanish and English. The location of the school will be located at a 5 thousand square meter area in an exclusive residential neighborhood in Lima, San Isidro. The franchise must have a strong technological focus as well as an interest in educating medium class students. If interested, please contact Jorge.Prado@trade.gov

Peru – SENATI Cooperation

SENATI is the leading institution in higher technological training in Peru. It has great recognition both nationally and internationally and has current technological equipment in the industry, alongside high-quality professional training. For any U.S. Institution interested in meeting with SENATI, please contact Laura.Robinson@trade.gov

Chile Relaunches Government Sponsored Overseas Scholarship Program “Becas Chile”

After an almost three year pause, Chile’s government-subsidized Masters, Doctorates, and Post Doctorate scholarships (Becas Chile) are accepting applications for qualified students. These grants cover the full costs for Chileans to study abroad and offer a great opportunity for U.S. universities looking to recruit international students. If interested, please contact Ana.Keener@trade.gov

Philippines – Medical Schools

The Ateneo de Manila University School of Medicine and Public Health (ASMPH) seeks to forge formal partnership agreements with Schools of Medicine and academic training hospitals in the United States of America to allow its 5th Year Medical Students (Interns) to complete a clinical elective of their choice. Please contact shelinda.soliman@trade.gov.

Saudi Arabia – IBNROSHD Educational Partnership

IBNROSHD is an educational company seeking to expand their educational capabilities. The company is looking for a K-12 American institution that is interested in a partnership. As well, the company is also looking for American Universities to help nominate their graduate students to study in America as well as American business universities to make a fellowship with IBNROSHD's business colleges. For more information, please contact Shariq.Iqbal@trade.gov

Indonesia – University in Indonesia Seeks Partnership with U.S. School

The University of Parahyangan (www.unpar.ac.id) in Bandung West Java province, would like to collaborate with a US institution that can provide vocational training in the food agribusiness sector. Specifically, the training would be focused on food production and managing agriculture products. For more information, please contact: Yulie.Tanuwidjaja@trade.gov

Indonesia – K12 Partnership

Top K-12 school in Jakarta seeks partnership with U.S. university on graduate education program to support the professional development of Indonesian teachers. Desired education program includes hybrid format with coursework that align with subjects taught by Indonesian teachers. For more information, please contact Fidhiza.Purisma@trade.gov



U.S. Commercial Service Supported Industry Events and Webinars

North America Program for the Internationalization of the Curricula

Virtual | February 15-June 21, 2023

The U.S. Embassy in Mexico will be sponsoring workshops where attending institutions will have the chance to collaborate with Mexican HEIs. Attendees of these workshops will have the opportunity to learn more about the fundamentals of COIL Methodology, as well as training for the design of the COIL components. Various registration days ranging from February 15th to June 21st are available.

To register, please visit <https://forms.gle/hP5pAsakcccaFuKz9>

R&D and Talent Development in Semiconductors Webinar

April 11 | 8PM EDT | Virtual

What U.S. HEIs Need to Know About the CHIPS Act & Opportunities for International Collaboration to Address Talent Development

The CHIPS Act aims to position the United States as a leader in semiconductor manufacturing, which is critical to America's economic and national security. U.S. universities are well positioned to support this historic national investment to drive America's leadership in the development of advanced semiconductor technology and address global workforce challenges. This webinar will: 1.) inform U.S. higher educational institutions (HEIs) about the CHIPS Act, 2.) provide an overview of the international education and semiconductor markets in South Korea and Taiwan and opportunities for joint collaboration, and 3.) share best practices for engaging in international partnerships at the university level. Speakers include: Industry & Analysis, ITA, U.S. Department of Commerce; Commercial Specialists from Seoul, Korea and Taipei, Taiwan; and Purdue University. Cost: Free (advance registration required for login details). For additional information, contact: LeeAnne.Haworth@trade.gov. To register, please visit:

<https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QEU>

Trade Tuesdays Virtual Informational Webinars

April 4, 2023 (3:00 pm – 4:30 pm EDT) – Topics covered: The U.S. Field and U.S. Exports, Multi-Party Negotiations and Trade Agreements, Developing an Executive Presence

May 2, 2023 (3:00 pm – 4:30 pm EDT) – Topics covered: Standards and Barriers to Trade, Work Across Cultures, Managing Up

Are you interested in an exciting career in international trade? The Department of Commerce has the job of a lifetime for you! Learn about opportunities to work in the U.S. or as a diplomat at one of our embassies or consulates abroad in any of 78 foreign markets. Discover how to help U.S. companies expand their exports and to promote inward investments by foreign companies. Understand the complexities of the global marketplace and relevant U.S. policy tools by joining our Trade Tuesdays webinar series!

For more information, please visit our website: <https://www.trade.gov/trade-tuesdays>.

To register, please visit: [Trade Tuesdays Registration \(office.com\)](https://www.trade.gov/trade-tuesdays). For questions, please contact: tradetuesdays@trade.gov.



International Education in California

By the numbers

International students studying at U.S. colleges and universities contribute \$37.68 billion and support 335,423 jobs to the U.S. economy. In California, the impact is significant (see below).



54,023 Jobs Supported.



134,043 International Students Enrolled.



China, India, South Korea, Taiwan, Japan are leading places of origin in rank order.



\$5.439 billion Financial Contribution.

Sources:

NAFSA International Student Economic Value Tool by State and Congressional District

<https://www.nafsa.org/policy-and-advocacy/policy-resources/nafsa-international-student-economic-value-tool-v2>

Institute of International Education by State, Open Doors 2022

<https://opendoorsdata.org/annual-release/international-students/>

Contact your Local Trade Specialist

California U.S. Export Assistance Center

Gabriela Zelaya | Global Education Team Leader

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[Trade.gov/education-industry](https://trade.gov/education-industry) ///

