

# 3<sup>rd</sup> CARIFORUM EU BUSINESS FORUM



## International Education Mobility and Marketing Trends

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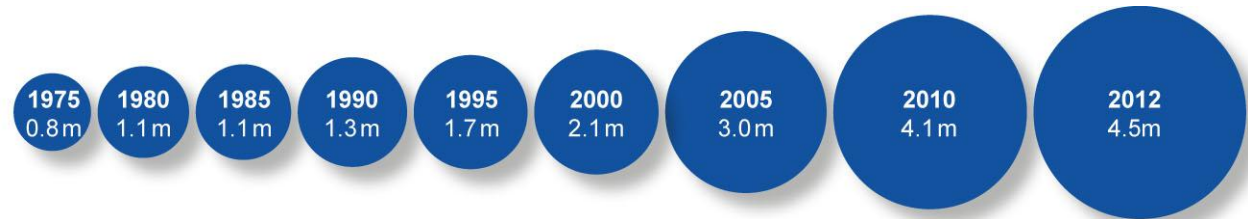
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# Global trends in student mobility: rising demand

## Growth in internationalisation of tertiary education (1975-2012)

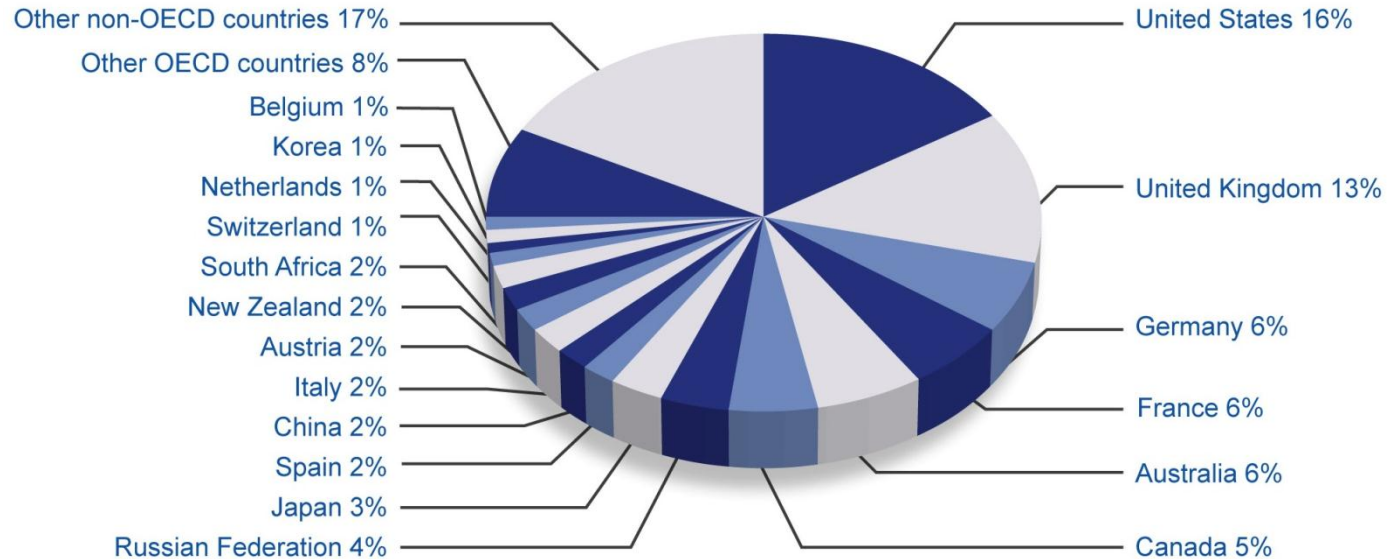


- Over 4.5 million students enrolled in higher education abroad
- An exponential growth of 114% since 2000, with an annual growth rate of over 8%
- Australia, Austria, Luxemburg, New Zealand, Switzerland and the UK have the highest % of international students
- The most international students come from China, India and South Korea
- Asians represent 53% of international students



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# Main host countries - increasing worldwide competition

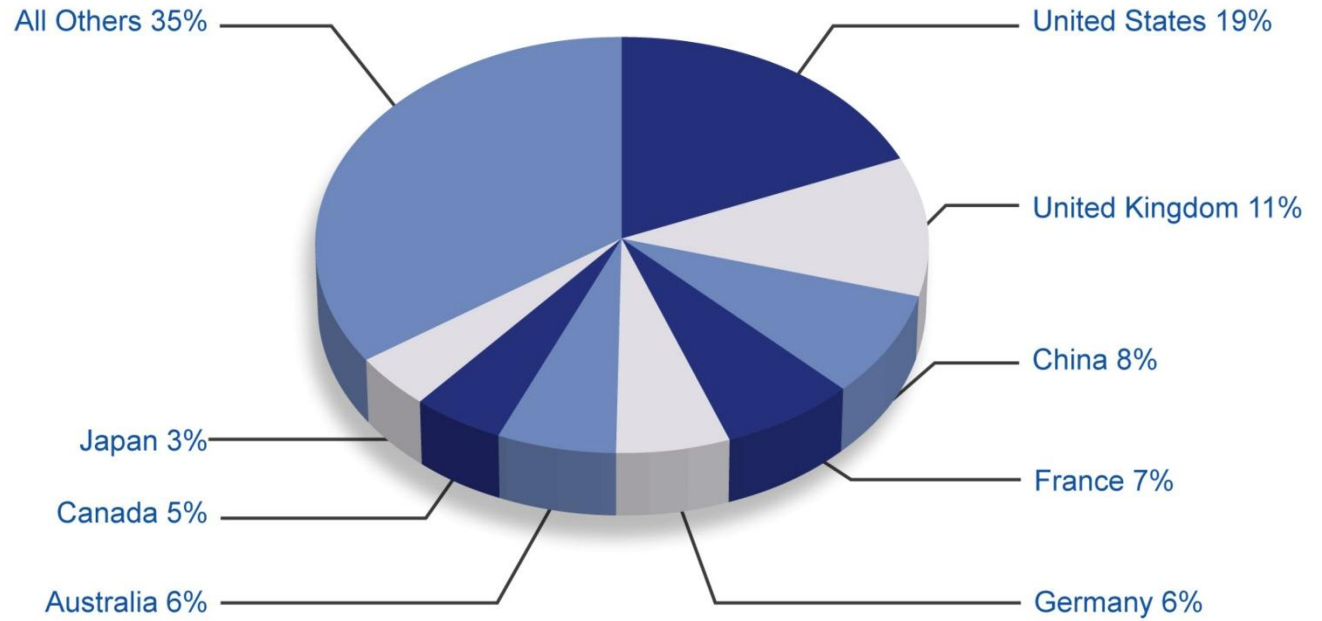


- US, UK, Germany, France, Australia, Canada: 52% of int'l students
- 29% of students study in the US and the UK (51% in 2000)
- Europe receives 48%, North America 21% and Asia 18%
- The number of international students has almost tripled in Oceania since 2000, although the region only hosts 8% of the total amount
- Japan hosts 3% of all int'l students, of which 93% are from Asia



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# Institute of International Education data shows recent rise of China



- US based IIE shows China as being in 3rd place, a huge growth in recent years
- This paradigm shift is not reflected in OECD findings (2%)



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# Main student origin countries 2012



	USA 819.644	UK 488.380	China 328.330	France 289.274	Germany 265.292	AUS 245.531	Canada 214.955
1.	China 25.4%	China 17.0%	S. Korea 21.3%	Morocco 11.3%	Turkey 10.4%	China 40.2%	China 26.1%
2.	India 13.1%	India 6.5%	USA 8.0%	China 10.3%	China 9.7%	Malaysia 7.4%	S.Korea 11.3%
3.	S. Korea 9.5%	USA 5.2%	Japan 6.1%	Algeria 8.2%	Russia 5.2%	India 6.4%	India 8.0%
4.	S. Arabia 4.5%	Germany 4.2%	Thailand 4.8%	Tunisia 4.5%	Poland 4.0%	Vietnam 4.5%	S.Arabia 5.9%
5.	Canada 3.5%	Nigeria 3.8%	Vietnam 4.6%	Sénégal 3.3%	Ukraine 3.5%	Indonesia 3.9%	USA 5.2%

• NB: **Red = considerable increase, Green = new growth**

- Asian students in the majority with a few exceptions:
- **Geographical:** Canada/USA, East European students in Germany
- **Historical / Linguistical:** French ex-colonies, Turkish in Germany, US and Nigerian students in UK
- **Saudi Arabian student surge** due to Saudi government scholarships



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# Increasing competition is creating a new paradigm



- Given new context, HEI's now have to “compete” for the best students
- HEI's need to switch from “supply” to “customer” orientation
- Quality and the “student experience” is crucial
- Role of education agents is paramount in student enrolments
- Marketing & recruitment increasingly important



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# Ideal marketing & recruitment for Higher Education Institutions (HEI's)

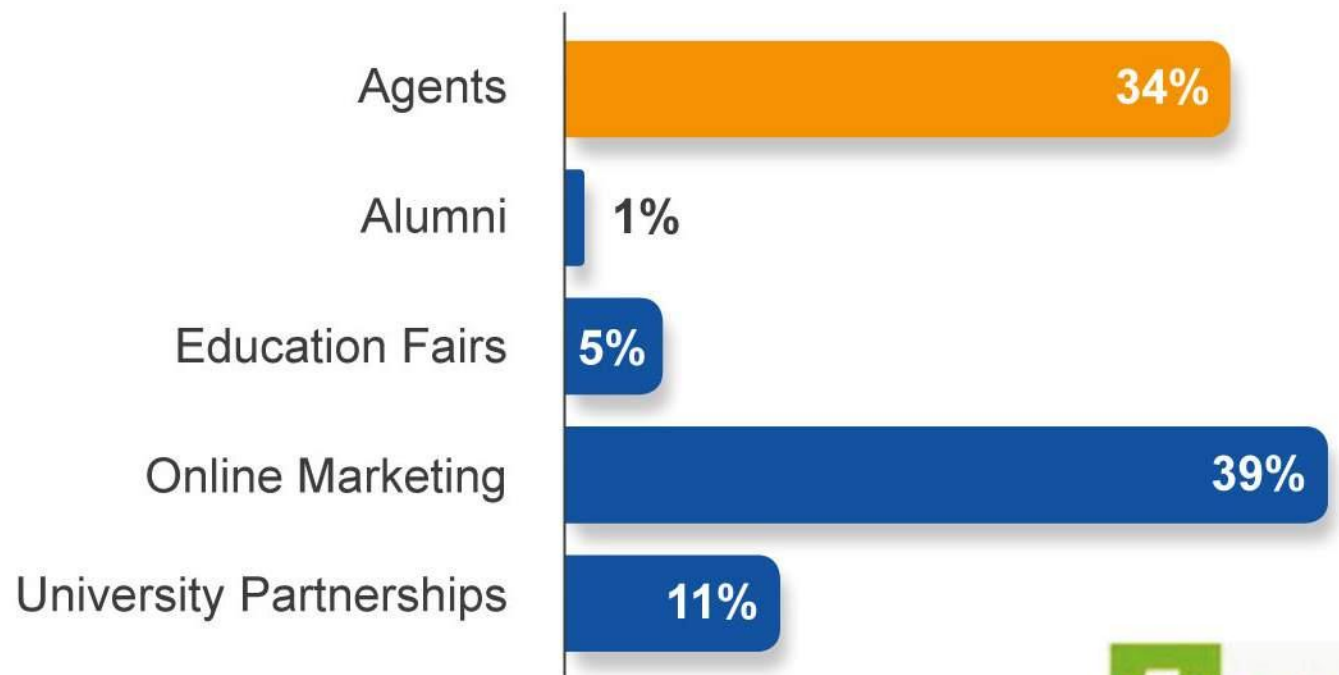


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# EAIE Marketing & Recruitment Survey July 2013



Which of these recruitment channels is most important to your institution in recruiting international degree students?



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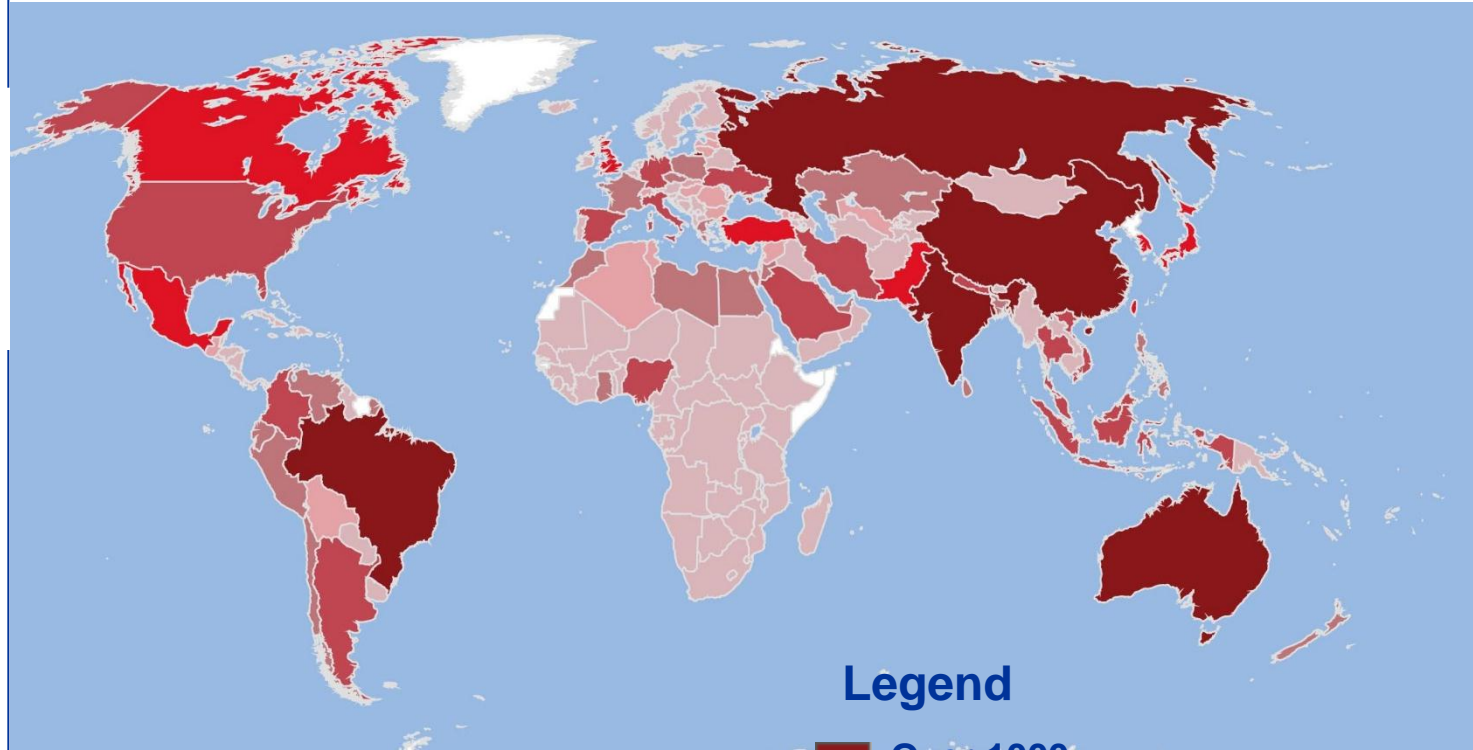


# What is an education agent?

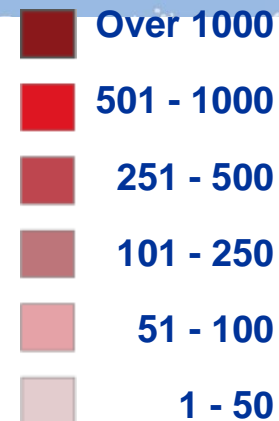
**An individual, a company or an institution that provides educational advice, support and placement to students wishing to study abroad**

**For you – a person or an organization abroad that markets your institution, generates inquiries and qualified applicants**

# Student recruitment agencies worldwide – 23 400 in 192 countries

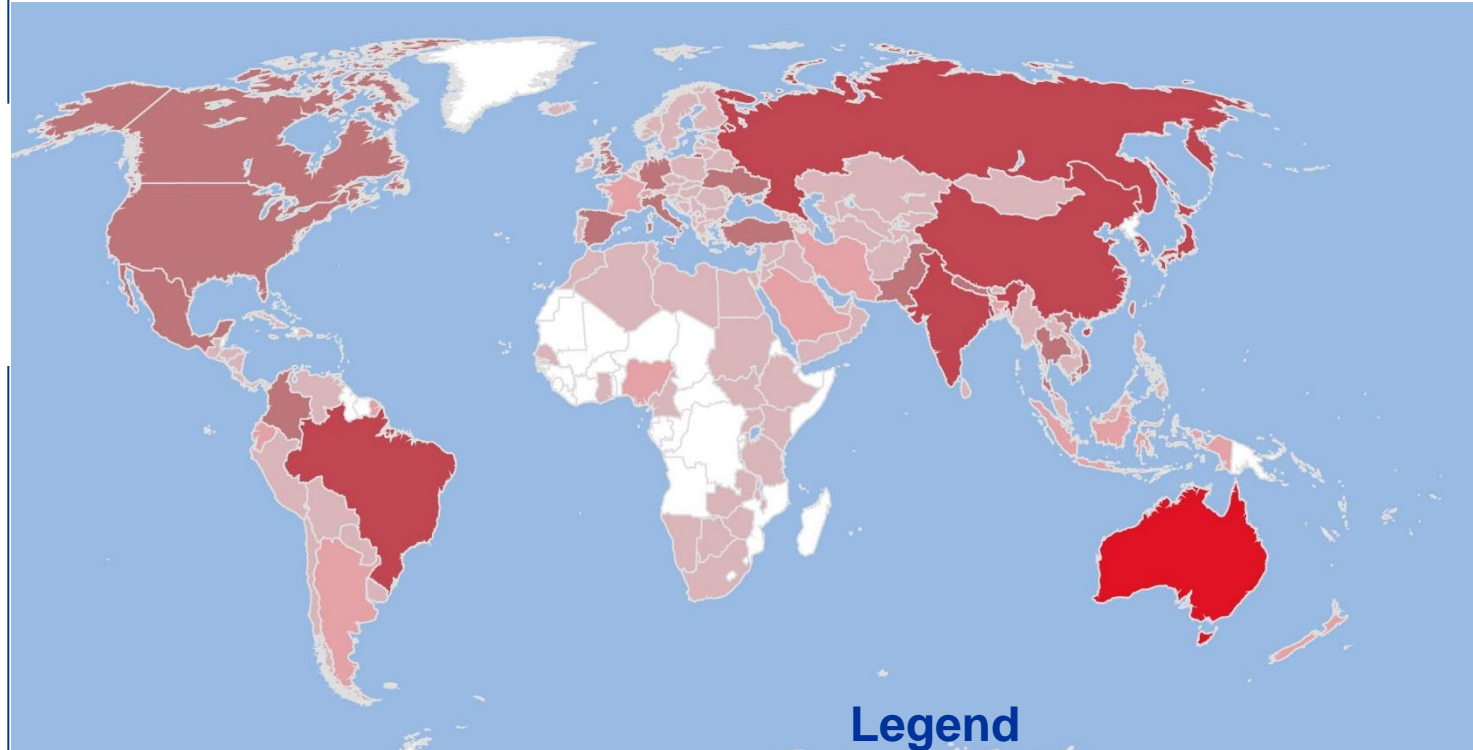


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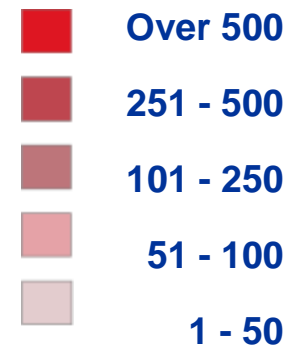


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# Qualified recruitment agencies – 7 000 in 146 countries

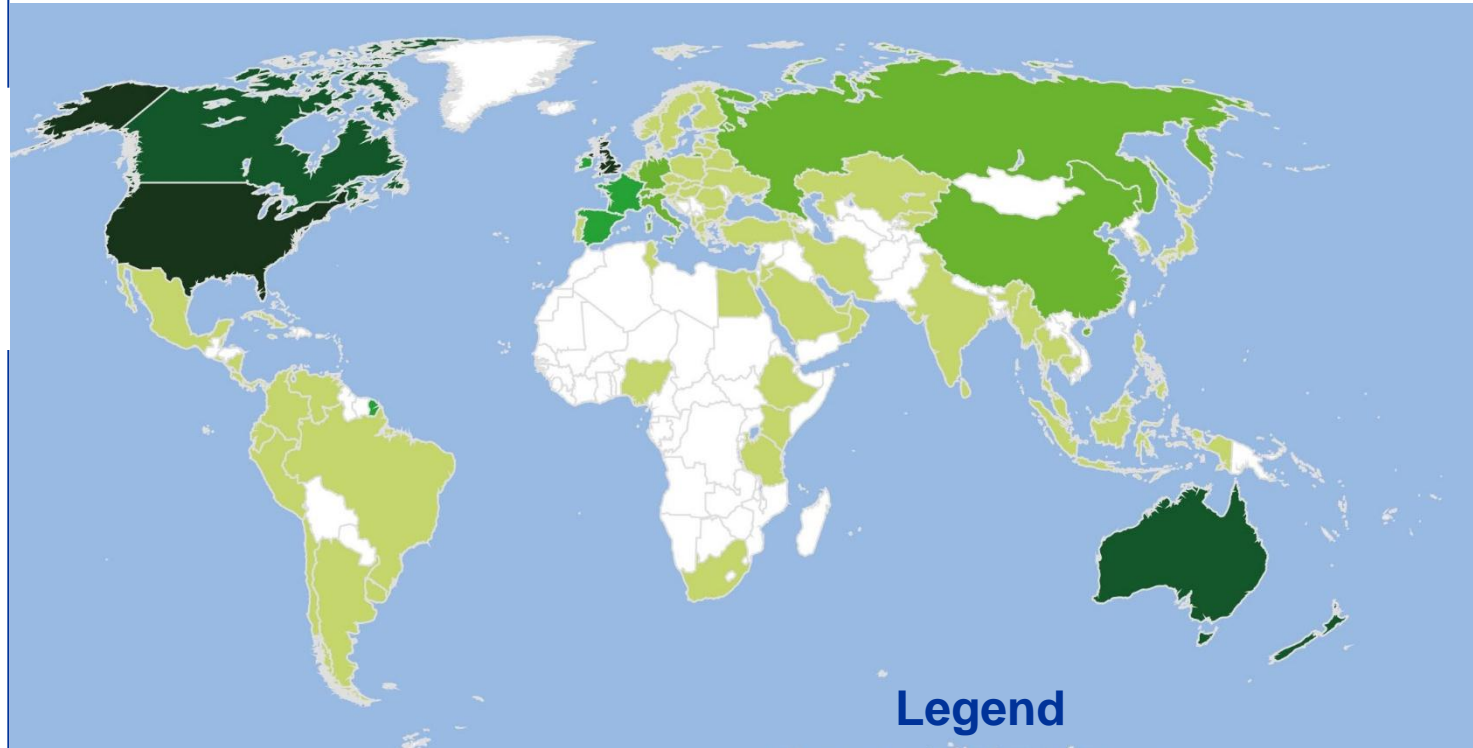


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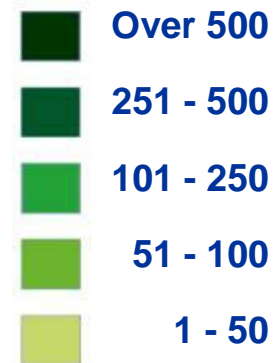


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# Educators working with recruitment agencies – 4 200 in 96 countries



## Legend



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# Why education agents are important

- Agents are a low risk, low cost way of getting involved in international student recruitment activity
- They provide fast, direct access to specific local markets
- In some countries, 60 to 80% of int'l students go through agents
- Their contribution in terms of student numbers are significant
- They do not just provide quantity, but also student quality
- Agents can save work & time for admissions departments

# What agents can do for you

- Represent you on a year round basis
- Provide you with reliable local market information
- Distribute your promotional material regularly
- Advertise in targeted local media
- Represent you at local fairs and college days
- Provide you with a local infrastructure
- Arrange student appointments & presentation opportunities
- Improve your “application -> admission” conversion rates
- Pass on post-study feedback (positive/negative)

# What agents do for students

- Agents constitute a trustworthy and accountable local contact
- They give local language advice to students - and parents!
- Good agents can suggest an optimal institution / student match
- Agents provide valuable counselling services
- They also deliver useful added-value services
- If needed, they can provide telephone & e-mail support