



## International Education Connection

### Winter 2019 Newsletter

---

#### In This Issue:

- [Global Education Market Update Corner](#)
- [Education Trade Event](#)
- [Upcoming Webinars](#)
- [Education Trade Leads](#)
- [Promotional Events Supported by the U.S. Commercial Service](#)
- [Virtual Outreach Events](#)
- [Top Education and Training Market Research](#)
- [Business Service Provider Directory](#)

Visit the [Global Education and Training Services Team Website](#)  
[www.export.gov/industry/education](http://www.export.gov/industry/education) for more information.

---

## Global Education Market Update Corner

### Featured: Indonesia

**Overview** - Indonesia is the world's fourth most populous country and third-largest democracy. It is an archipelago comprised of over 17,500 islands and is a home to 265 million people, 87% of whom identify as Muslims, making it the world's largest Muslim-majority nation on earth. The population is dominated by a young generation; close to 50% of who are younger than 30 years old. The country's middle class is growing rapidly and is the biggest in Southeast Asia. The number of families with household income exceeding US\$ 10,000 is expected to double by 2020, while the average disposable income is expected to increase 3-5 % annually.

Indonesia has compulsory education that lasts 9 years from age 7 to age 16 years old. The primary to post-secondary education academic year begins in July and ends in June. The Indonesian school system is immense and diverse with over 50 million students and 3 million teachers in more than 250,000 schools throughout the archipelago. Based on data on Indonesian education statistics, the number of university students was about 7.5 million in 2019 and is projected to grow over 20% in the next 2 years. Universities in Indonesia are largely private. There are three ministries that supervise and

organize the entire system, namely the Ministry of Education and Culture, Ministry of Religious Affairs, and Ministry of Research & Technology. The Education and Culture Ministry oversee state primary, junior, secondary schools and vocational study; the Religious-Affairs Ministry has control of Islamic schools and other religious schools; and the Ministry of Research and Technology is responsible for universities, polytechnics and research.

To compete with other countries which offer lower tuition fees, universities are participating in “1+1” or “1+3” or “2+2” programs which enable students to apply credits from the years of study at a local university towards an undergraduate degree at a U.S. university. Studying at U.S. community colleges has also become an increasingly popular option for Indonesian students. Some 40% of Indonesians applying for student visas to the U.S. have been accepted at a community college, and half of the top 10 school destinations are community colleges.

The government supports Indonesian student to study abroad by providing an Indonesia Endowment Fund for Education, abbreviated as LPDP (Lembaga Pengelola Dana Pendidikan). LPDP is a full-ride scholarship from the Indonesian Ministry of Finance for all Indonesian citizens. LPDP has a vision to be the best regional fund management institution to prepare future leaders and encourage innovation for a prosperous, democratic and just Indonesia. The LPDP service program consists of scholarships, research funding, and fund management (investment). By 2018 there were 4,000 student awardees that went abroad. There are 20,255 students in total that have been funded by LPDP scholarships. In 2019, the government funded 50 trillion Rupiah as part of LPDP’s budget.

Additional information on Indonesia’s education sector can be accessed in the upcoming *2020 Education and Training Services Resource Guide* on [export.gov/industry/education](http://export.gov/industry/education) or by reaching out to your local U.S. Commercial Service Education Specialist.



Yulie Tanuwidjaja  
Commercial Specialist  
U.S. Commercial Service – Jakarta, Indonesia  
[Yulie.Tanuwidjaja@trade.gov](mailto:Yulie.Tanuwidjaja@trade.gov)  
+62-21-5083-1000

---

## Education Trade Event

**SAVE-THE-DATE “U.S. International Education Stakeholder Roundtable” – U.S. Department of Commerce, Washington, D.C. – Wednesday, February 19, 2020**

For more information, please contact Rachel Alarid at [Rachel.Alarid@trade.gov](mailto:Rachel.Alarid@trade.gov) and Caroline Chung at [Caroline.Chung@trade.gov](mailto:Caroline.Chung@trade.gov)

### **International Higher Education Fair 2020 - El Salvador – May 4, 2020**

Yondders, in collaboration with the U.S. Commercial Service at the U.S. embassy in El Salvador, invite appropriately accredited U.S. Community Colleges to participate at the **International Higher Education Fair 2020** to take place in San Salvador (El Salvador). Participating institutions will be active in the social media networks of Yondders, through contents that will be published continuously. This is an opportunity for U.S. Community College representatives to make connections with students from high schools in El Salvador, parents, counselors, and other important contacts to recruit students for your schools.

**Cost:** \$1,000 per institutional representative

**For additional information,** contact Marcia Herra, [mherra@yondders.com](mailto:mherra@yondders.com).

**Embassy Circle 2020 – St. Louis University, St. Louis, Missouri - Tuesday, May 26, 2020**

***Targeted for Study State Consortia. Connect with Ministries of Education and Embassies!***

During NAFSA 2020 in St. Louis, Missouri, the U.S. Commercial Service will be organizing an Embassy Circle program for the purpose of connecting Study State Consortia to Cultural Attaché's and/or Ministry of Education officials from up to ten countries. The goal of this program will be to provide opportunities for Study State Consortia to learn firsthand about partnership opportunities at the country-wide level, and to support strategic initiatives led by these Ministries/Embassies, to include current programs and upcoming priorities.

**Invited Markets**

Invited	Invited
Brazil	Lebanon
Ethiopia	Nigeria
Honduras	Pakistan
India	Spain
Jordan	Ukraine

\*Markets Subject to Change

Program participants will take part in five pre-scheduled 20-minute roundtable discussions over the course of the program. Each table discussion will feature one or two international representatives, the U.S. Commercial Service Education Specialist (if available), and up to six US participants. Following the structured 20-minute meetings there will be a brief networking reception.

**Cost** \$150 per participant (USA Pavilion Exhibitors receive two complimentary registrations)

**For more information,** please contact LeeAnne Haworth at [LeeAnne.Haworth@trade.gov](mailto:LeeAnne.Haworth@trade.gov)

---

## Webinar

**"U.S.-Europe Research University Collaboration Opportunities"- Tuesday, December 17, 2019 at 1 pm EST**

Join speakers from the National Council of University Research Administrators (NCURA), the European American Enterprise Council (EAEC), and Hannover Fairs to explore the landscape for research opportunities in Europe.

Learn more about the research landscape in Europe and how your institution/organization might benefit from engagement.

- Learn about Horizon 2020 procurement opportunities and related processes. Horizon 2020 is the largest EU research & innovation program in history.
- Learn about ENRICH in USA, which establishes European Network of Research & Innovation Centers & Hubs in the U.S. and aims to support U.S. entities in Europe.
- Consider a potential opportunity to promote your institution's research and meet potential partners Hannover Messe's Future Hub in April 2020.

**Cost:** \$25

**To Register:** <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=0QEB>

***Past Webinars Still Available!* Ask Your Local Education Specialist For:**

- ✓ **U.S. Department of Commerce Resources for U.S. Educational Institutions**
- ✓ **Emerging Education Markets in Central Europe and BeSt3**
- ✓ **Maximizing International Alumni Relationships**
- ✓ **Global Education Team 101 Webinar – U.S. Commercial Service, U.S. Department of Commerce**
- ✓ **Export Controls: When are Universities and Research Institutions Subject to the Export Administration Regulations?**
- ✓ **Virtual Reality Techniques to Market Your Educational Institution Overseas**

---

## Promotional Events Supported by the U.S. Commercial Service

### **ICEF Secondary Education – Long Beach, CA – January 20-22, 2020**

The inaugural ICEF Secondary Education provides a targeted opportunity for international secondary institutions, selected secondary education focused agents, and relevant service providers to hold pre-scheduled one-to-one business meetings effectively and efficiently. If visiting, please stop by the U.S. Commercial Service booth.

**For more information, please contact:** Maura Kawai, Education Trade Specialist at [Maura.Kawai@trade.gov](mailto:Maura.Kawai@trade.gov) and Ian Cann, ICEF Director USA, at [icann@icef.com](mailto:icann@icef.com)

### **USA Fair 2020 in Nigeria - March 31st - April 2<sup>nd</sup>, 2020**

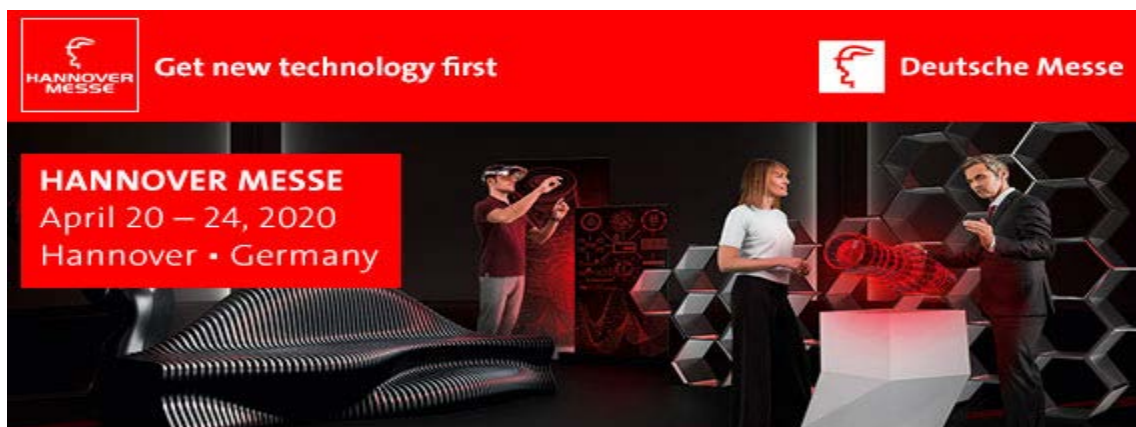
Access Nigeria at this horizontal industry Exhibition and Conference in Lagos, Nigeria. USA Fair 2020 will present American manufacturers, suppliers and service providers with showcase opportunities in the largest and most dynamic market on the African continent! Early bird registration: 10% discount until November 30, 2019. For more information, contact: Ambrose Thomas at [ambrose.thomas@trade.gov](mailto:ambrose.thomas@trade.gov) or Benedicta Nkwoh at [benedicta.nkwoh@trade.gov](mailto:benedicta.nkwoh@trade.gov). This program is organized by the U.S. Commercial Services



### **Hannover Messe Future Hub – Hannover, Germany – April 20-24, 2020**

Hannover Messe is the world’s largest industrial technology trade fair. Taking place April 20-24, 2020 in Hannover, Germany, the show boasts over 200,000 visitors, foreign buyer delegations, and a global audience from over 70 countries. Learn more about this opportunity to showcase your institution’s research and meet potential partners at Hannover’s Future Hub, where experts from science and technology gather to share their ideas. The U.S. Commercial Service will offer value added services to U.S. exhibitors at the show, including a U.S. Networking Reception for U.S. exhibitors, international partners, industry leaders, and public sector officials.

For more information, contact Jennifer Moll at [Jennifer.Moll@trade.gov](mailto:Jennifer.Moll@trade.gov) or Bill Fox at [BFox@HFUSA.com](mailto:BFox@HFUSA.com) or visit the website: <https://www.hannovermesse.de/en/expo/exhibition-topics/future-hub/>



### **Trade Winds Mission and Business Forum – Hong Kong, Japan, Korea, Thailand, Vietnam April 20-27, 2020**

The 12th edition of Trade Winds, the largest annual U.S. Government-led trade mission, will be hosted in Hong Kong with optional stops in Vietnam, Japan, Thailand and S. Korea. The Indo-Pacific continues to be a region of great growth potential for U.S. Educational Institutions. If you’re not already recruiting from this region or are, but want to increase your market share Trade Winds is the perfect vehicle for you to do so.

Trade Winds gives you the opportunity to customize a business matchmaking schedule and meet with agents and multipliers in up to 5 countries (Hong Kong, Korea, Japan, Vietnam, and Thailand), network with key industry contacts, schedule individual meetings with U.S. Economic Diplomats from across Asia, gain first-hand market insight and solidify your Indo-Pacific business strategy. Register and receive a free market assessment from any of the 5 participating

countries.

For more information contact Leandro Solorzano at [Leandro.Solorzano@trade.gov](mailto:Leandro.Solorzano@trade.gov) or visit our website: <https://live.eventtia.com/en/tradewinds2020>



### Save the Date! USA College Day 2020 – United Kingdom September 25-26, 2020

Exhibitor registration will open in Spring 2020. To express interest, email [collegeday@fulbright.org.uk](mailto:collegeday@fulbright.org.uk).  
More information: [www.fulbright.org.uk/events/usa-college-day-2020](http://www.fulbright.org.uk/events/usa-college-day-2020)

---

## Virtual Outreach Events

Are you interested in an excellent opportunity to recruit international students? How would you like to recruit students without ever setting foot on a plane? The USDOC provides Virtual Education Events, which allow schools to showcase themselves to agents using a PowerPoint presentation on a webinar platform. Below is a list of upcoming Virtual Education Events. If you participate in one of these events, please be prepared to move forward if the appropriate opportunity presents itself.

### Upcoming Virtual Education Fairs

#### India Virtual Education Fair Connecting U.S. Institutions of Higher Learning with Student Recruiters January 2020

**Why India?** According to [Open Doors](#) data conducted by the Institute of International Educators, the United States has become the destination of choice for Indian students seeking to study abroad. For the 2018-19 academic year, India was the second leading place of origin for students coming to study in the United States with a record 202,014 students. Of the students from India currently studying in the United States, about 45 percent are graduate students, while 12 percent are undergraduates. Most of the remainder are pursuing Optional Practical Training (OPT).

India consistently sends its best students to the United States. Partnerships are vital to be successful in recruiting in this diverse and complex market.

**Cost:** \$710. **Limit:** Six appropriately accredited U.S. educational institutions (focus on graduate level)  
**Date of Event:** January 2020  
**Time of Event:** TBC

## Featuring Graduate Programs focused on STEM

**Contact:** Stephanie Bethel at [Stephanie.Bethel@trade.gov](mailto:Stephanie.Bethel@trade.gov), tel.: 336-500-7518

\*\* Upcoming Virtual Education Fairs (VEF) with **Hong Kong, Honduras/Nicaragua/El Salvador and Kazakhstan**. The Hong Kong standard VEF will take place in January and will feature summer programs. If you are interested in this program or the standard VEF with Kazakhstan, contact [Kristi.Wiggins@trade.gov](mailto:Kristi.Wiggins@trade.gov) for further information. The Honduras/Nicaragua/El Salvador standard VEF program will take place in April and will feature U.S. Community Colleges and Undergraduate programs. If you are interested in the Honduras/Nicaragua/El Salvador program, contact [LeeAnne.Haworth@trade.gov](mailto:LeeAnne.Haworth@trade.gov).\*\*

## **NEW!** Virtual Education Fairs using Virtual Reality Technology



Showcase your school to top potential recruitment partners overseas using the latest virtual reality technologies available. U.S. educational institutions now have the ability to showcase their campus, classrooms, dorms, and surroundings to top recruitment partners in an immersive experience, without setting foot on campus. Make your marketing memorable and stand-out from the rest. If you are interested in this program, contact [Gabriela.Zelaya@trade.gov](mailto:Gabriela.Zelaya@trade.gov) for further information.

Country	Date and Time	Cost	Theme	Contact
*Ukraine	April 2020	\$1,000 per institution	Community Colleges with high quality university transfer options	<a href="mailto:Gabriela.Zelaya@trade.gov">Gabriela.Zelaya@trade.gov</a>
*France, Portugal, and Spain	July 2020	\$1,000 per Institution	Community Colleges and Undergraduate programs	<a href="mailto:Susan.Sadocha@trade.gov">Susan.Sadocha@trade.gov</a>

\*Institutions may opt-in to participate without a 360-degree video. Participation priority will be given to institutions with 360-degree videos for these programs.

If there is a country/region that you are interested in that is not listed here, please let us know. For more information on any of these virtual fairs, or to be added to a list for specific events, please contact: [Gabriela.Zelaya@trade.gov](mailto:Gabriela.Zelaya@trade.gov)

---

## Education Trade Leads

**Philippines** – Partnership Agreements - College of Social Sciences & Development at the Polytechnic University of the Philippines is seeking partnership agreements for student exchange, faculty exchange, research collaboration, or any internationalization activity. For more information, please contact John Giray, Education Commercial Specialists, U.S. Commercial Service Philippines, Email: [john.giray@trade.gov](mailto:john.giray@trade.gov)

**Malaysia – Partnership to set up micro-campus** – Taylor University is looking to develop a partnership with a U.S. university to be the first to set up a micro-campus in Malaysia, at Taylor’s campus, whilst leveraging their existing American Degree Program (ADP). The idea of this would be for a reputable U.S. institution to leverage the existing resources readily available at Taylor’s campus; infrastructure, state of the art facilities, administrators, academics, finance, admissions, office space and other relevant resources, in order to establish a variety of collaborations.

The main objectives of this micro campus site are to:

1. Be the 1st American university to establish its presence in Malaysia
2. Realize the Malaysian national agenda of developing Malaysia into a regional education hub
3. Provide opportunities for access to American education across the ASEAN region
4. Provide access to American education to a wide range of the population with limited resources(finances)
5. Establish collaboration in the areas of program offerings, teaching, culture, scholarly research, etc.
6. Initiate long-term university-to-university relations in as many viable areas
7. Reduce start-up cost of U.S. institutions and provide the institution with a readily available regional hub.

For more information, please contact Janet Suan, Commercial Specialist at [janet.suan@trade.gov](mailto:janet.suan@trade.gov).

---

## Top Education and Training Market Research

### **The Global Education Team Released the Education and Training Services Guide 2019.**

This resource guide includes comparable and individual market assessments of countries listed as best prospects for U.S. training and educational services. Assessments are based on observation and market research. You can access the guide by visiting: [https://2016.export.gov/industry/education/eg\\_main\\_108888.asp](https://2016.export.gov/industry/education/eg_main_108888.asp)

### **Commerce Department Releases Report Ranking Top Export Markets, Including Education**

With a goal of helping U.S. educational institutions identify export markets, the **Top Markets Report on Education** provides in-depth commentary on key cross-border opportunities, trends, and challenges for U.S. institutions aiming to broaden their global presence. Country case studies in the report include Brazil, China, France and Germany, India, South Korea, Saudi Arabia, and Vietnam. To access the Top Markets Report on Education at no cost to you, and to learn more about the Top Markets Series, go to the Department of Commerce press release and click on Education: <http://www.commerce.gov/news/press-releases/2015/07/commerce-department-releases-new-reports-ranking-top-export-markets-help>

---

## Business Service Provider Directory

**New!** The Global Education Team’s Business Service Providers (BSP) directory is designed to help U.S. Educational Institutions identify professional service providers to assist them in the assessment, processing, and/or completion of an educational service export. Although we do not endorse or recommend BSP companies, this Directory contains information on providers who offer services that many U.S. educational service exporters may require to conduct business internationally. Visit our website for the full list:

<https://2016.export.gov/industry/education/businessserviceproviders/index.asp>



STAY CONNECTED:

