



# Latin America the next academic destination for international students

## From a source market to a competitive academic destination

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**Agent Workshops**



**Agent Training**



**ICEF Alumni**



**Educator  
Development**



**CourseFinders**



**ICEF Media**



**ICEF Monitor**

# Objectives

To develop awareness of the opportunities Latin America has in the international student market.

To promote international student recruitment as a strategy for financial sustainability for the Latin American higher education institutions.

To share the economic and cultural impact international students bring to an institution, the city and the country.

# International Education

## Academic Collaboration

Internationalization of:

- The curriculum
- Research
- Engagement

Mobility focus

- Exchanges
- Double degrees

**Increase the quality of your institution**  
**Capacity building**  
**International engagement**

## Globalization

International student recruitment

- Degree programs
- Study abroad programs
- Summer schools
- Language programs

Programs overseas

**Institutional development**  
**Financial sustainability**  
**City's and country's economic development**

# International Education

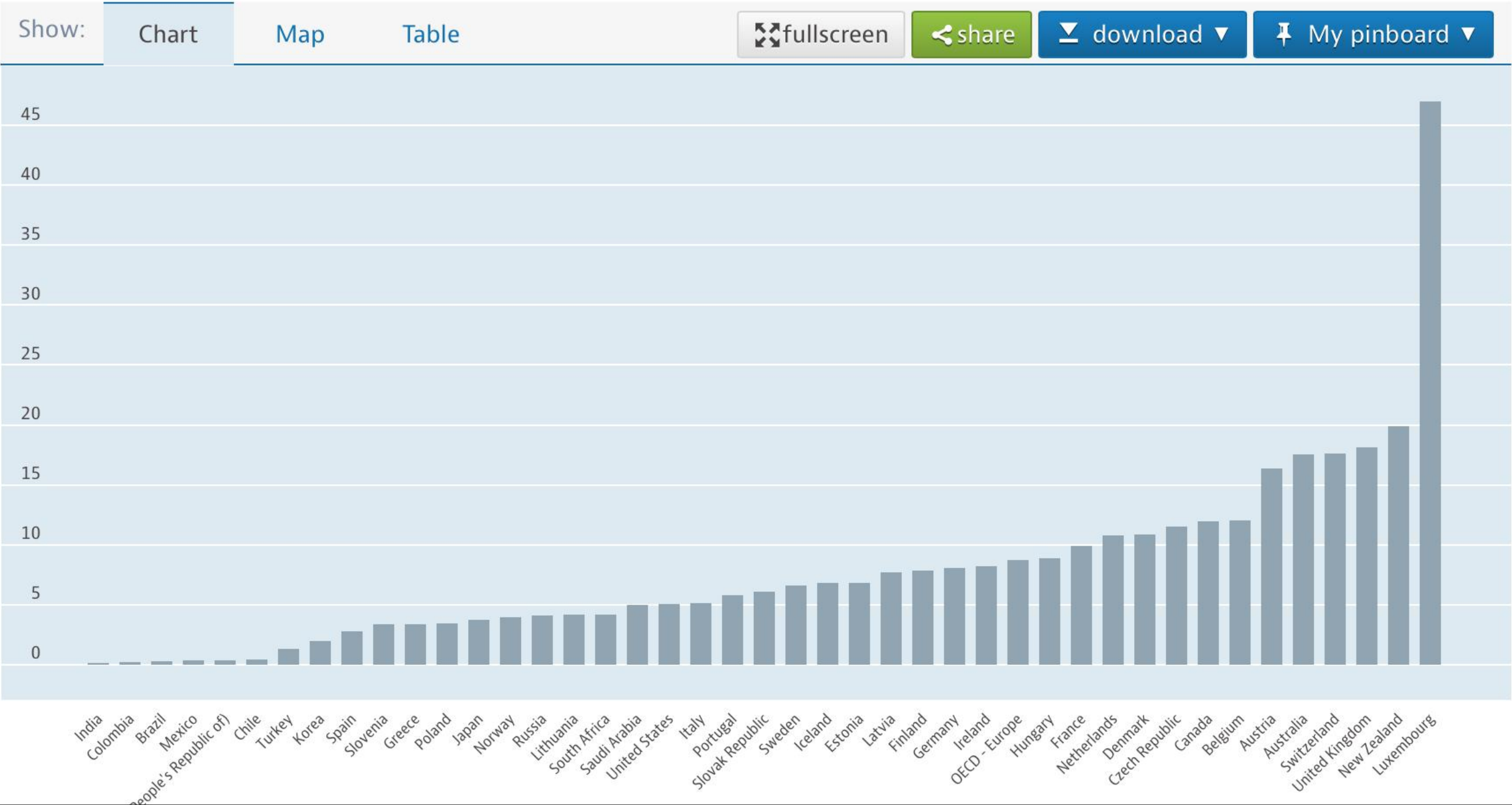




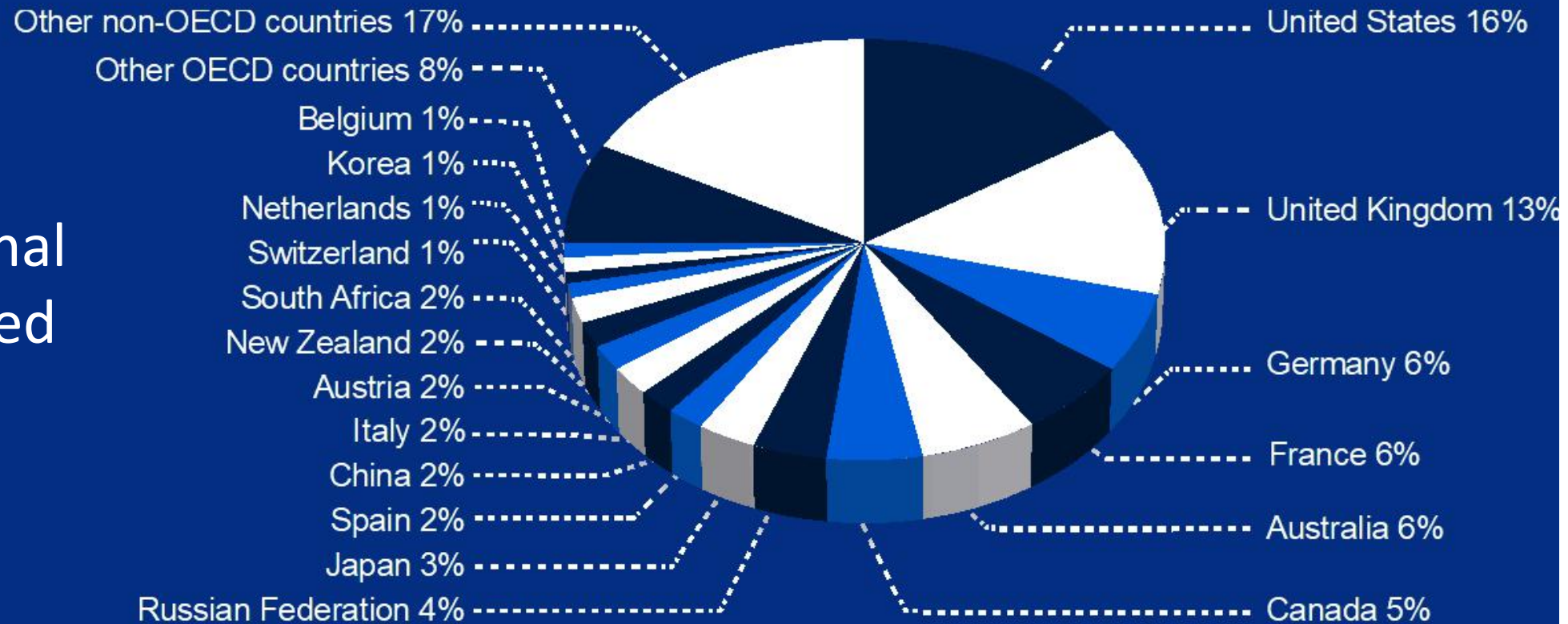
# International student mobility

Tertiary student inflow, % of students enrolled, 2016 or latest available

Source: Education at a glance: Share of international students enrolled by field of education



## % of International students enrolled in the world



- EEUU, UK, Germany, France, Australia, y Canada enroll 52% of the international students
- 29% of these are in the US and in the UK ( 51% in 2000)
- Europe receives 48%, North America 21% and Asia 18%
- US receives most international students (16%) – even though the big drop they had in the market
  - This data was 31% almost a decade ago

Where has Latin America been in the international education market in the past years?





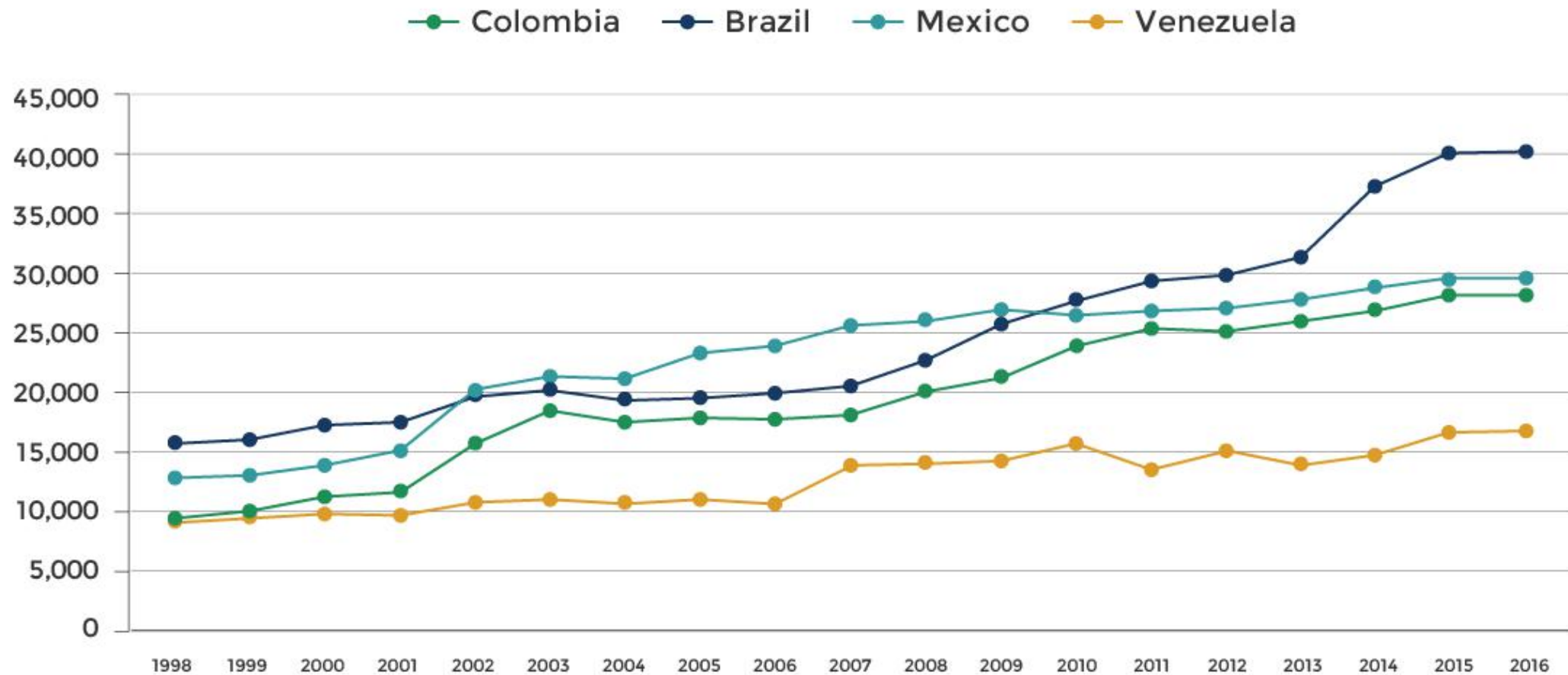
Strong focus on developing collaboration relations to increase quality and widen international portfolio in learning and teaching, research, and engagement.



Continuous recruitment agenda in the region:

- Recruitment fairs
- Alumni chapters
- Institutional partnerships

# Outbound Degree Students from Key LAC Countries; 1998-2016

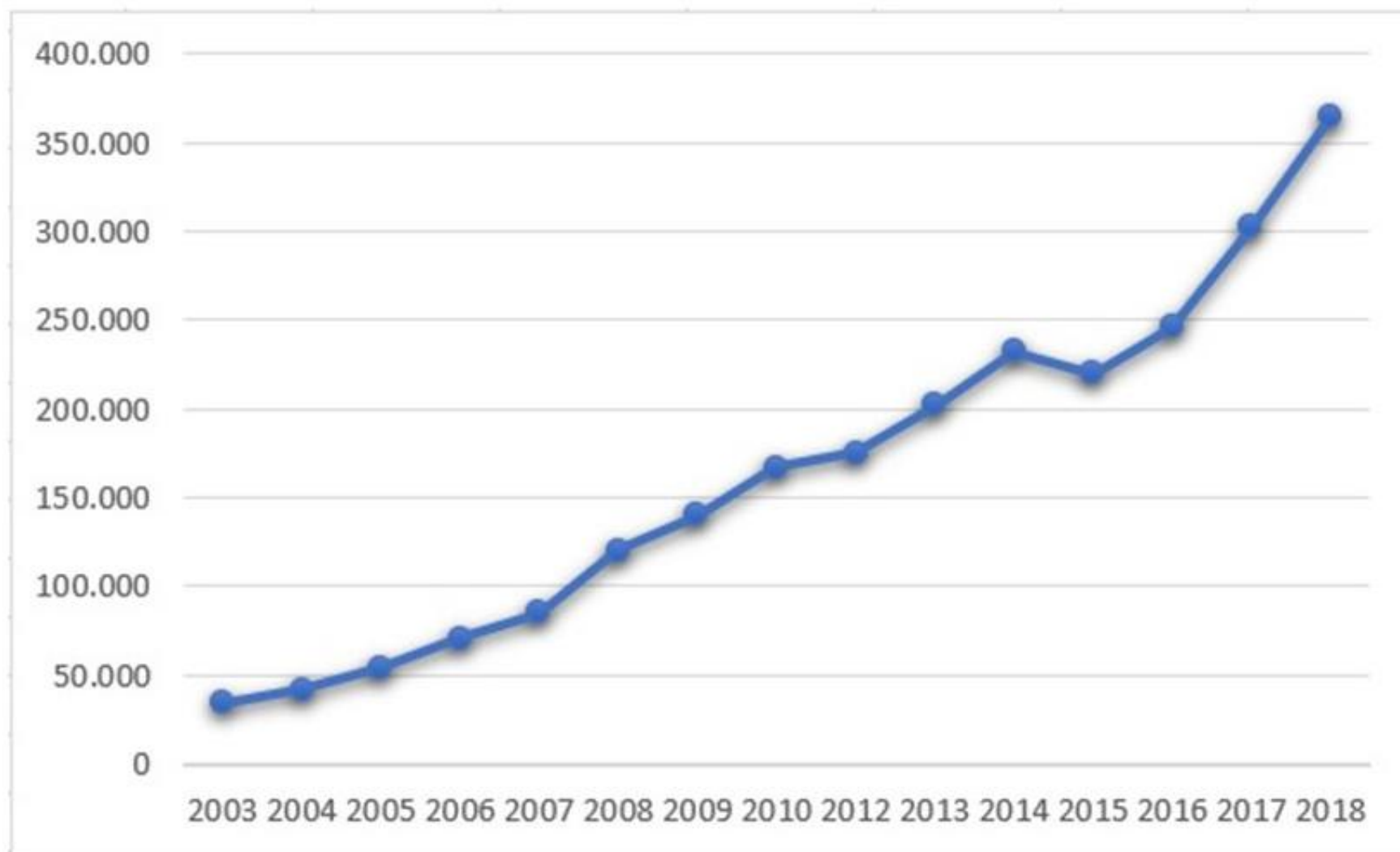


Source: UNESCO Institute for Statistics



## Nº of students

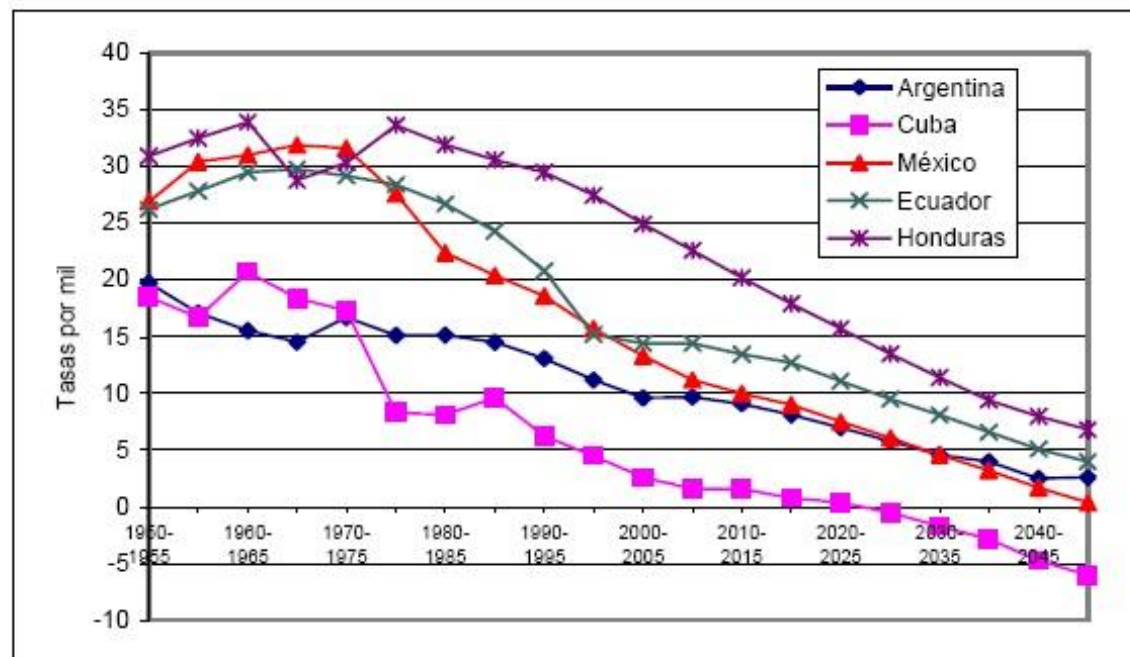
2003 – **34** thousand  
2004 – **42** thousand  
2005 – **54** thousand  
2006 – **71** thousand  
2007 – **85** thousand  
2008 – **120** thousand  
2009 – **140** thousand  
2010 – **167** thousand  
2012 – **175** thousand  
2013 – **202** thousand  
2014 – **232** thousand  
2015 – **220** thousand  
2016 – **246** thousand  
2017 – **302,5** thousand  
2018 – **365** thousand



**Average: 20,46%**

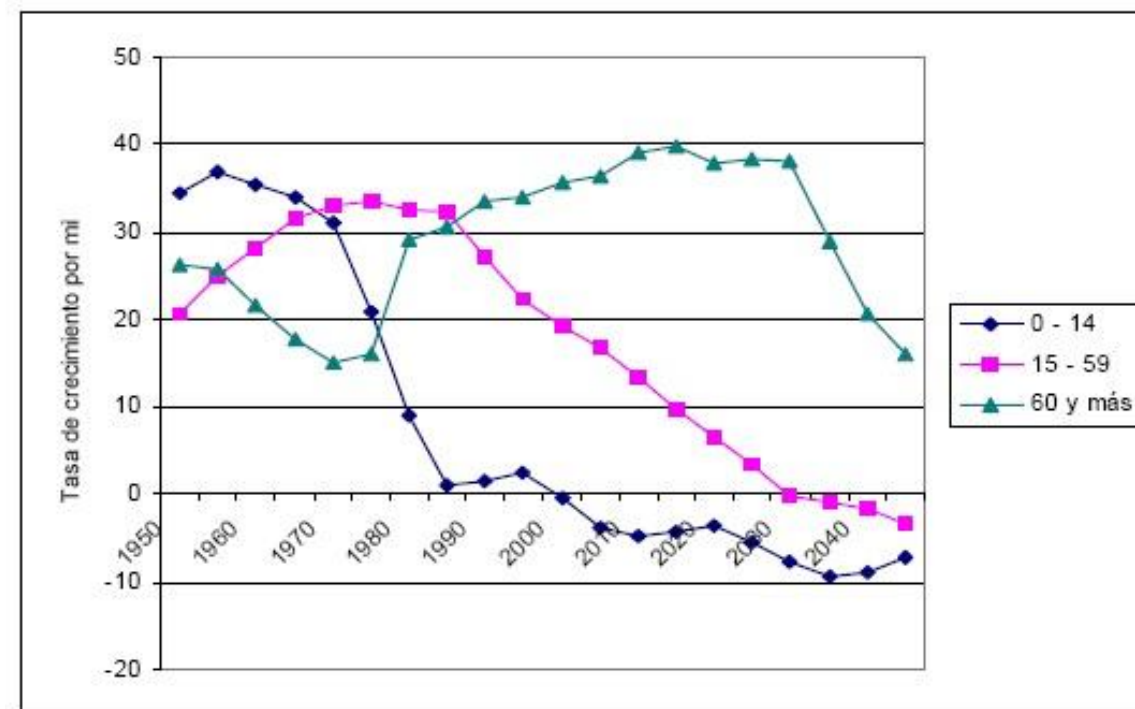
Source: “Belta Seal Market Research” released by Belta in 2019

GRÁFICA 1  
AMÉRICA LATINA: TASA DE CRECIMIENTO MEDIO ANUAL  
DE LA POBLACIÓN



Fuente: Cepal/Celade, 2005.

GRÁFICA 2C  
MÉXICO. TASAS DE CRECIMIENTO POR GRUPOS DE EDAD



Fuente: Cepal/Celade, Estimaciones y proyecciones vigentes.

# There IS interest in Latin America



# Mobility programs that promote Latin America as a competitive international destination



**Alianza del  
Pacífico**



# Mobility programs that promote Latin America as a competitive international destination



EduCanada<sup>TM MC</sup>  
A world of possibilities  
Un monde de possibilités

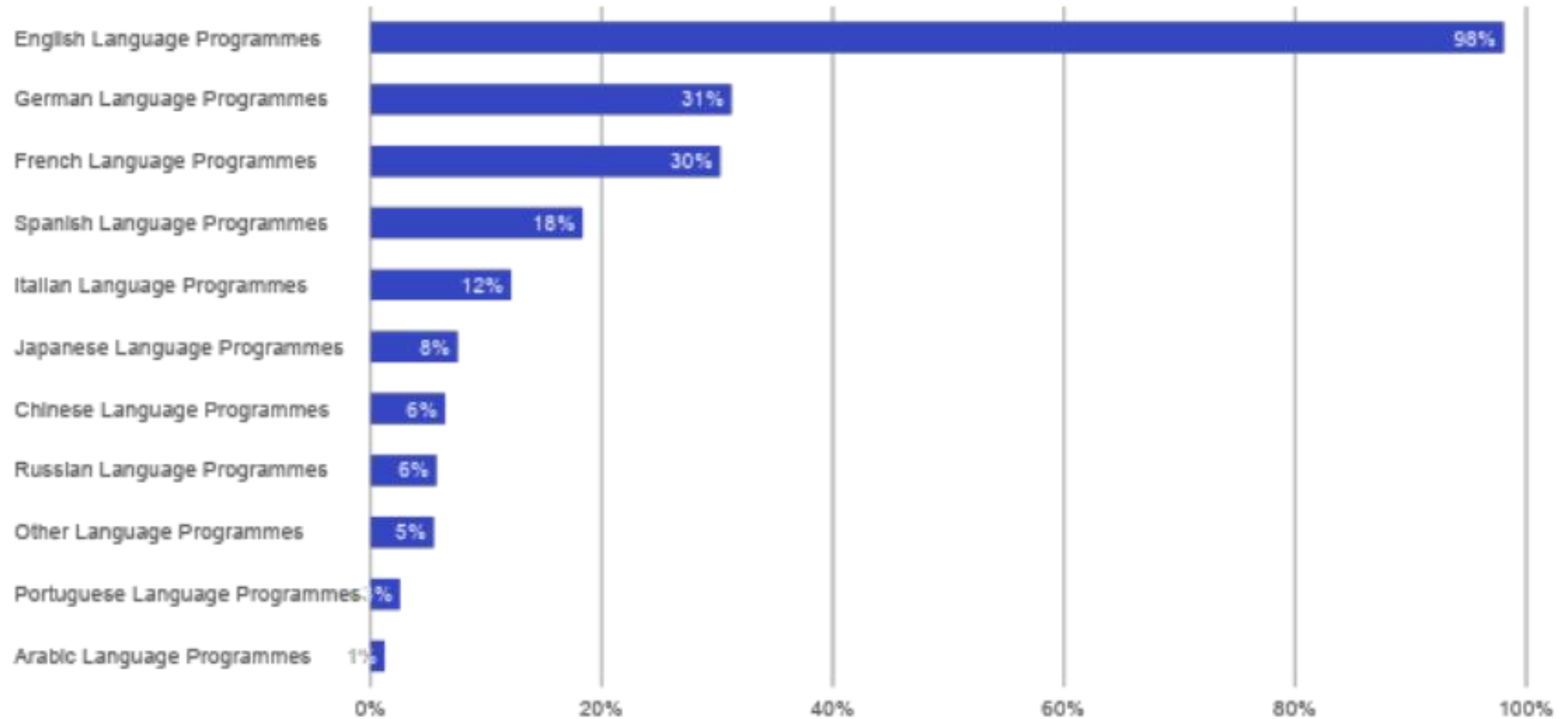
Canada 

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# Market for language programs

Spanish and Portuguese

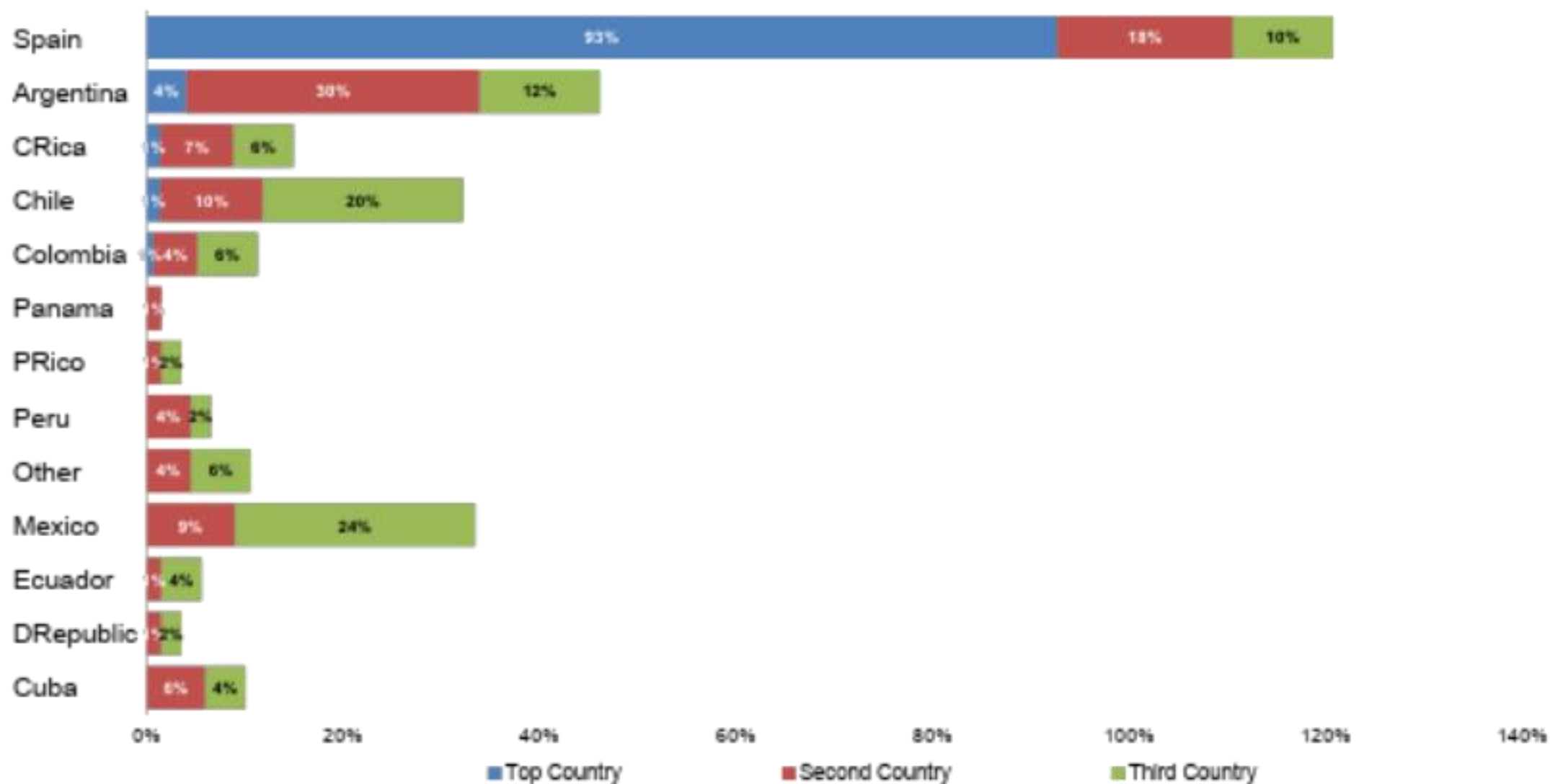
*You said you have recruited students to language programmes in the last 12 months.  
Please, tell us what language programmes you send students to.*



Base no: 823

Source: i-Graduate Agent Barometer, 2018

## What are your top three countries to place students for Spanish programmes?



Base no: 149

Source: i-Graduate Agent Barometer, 2018

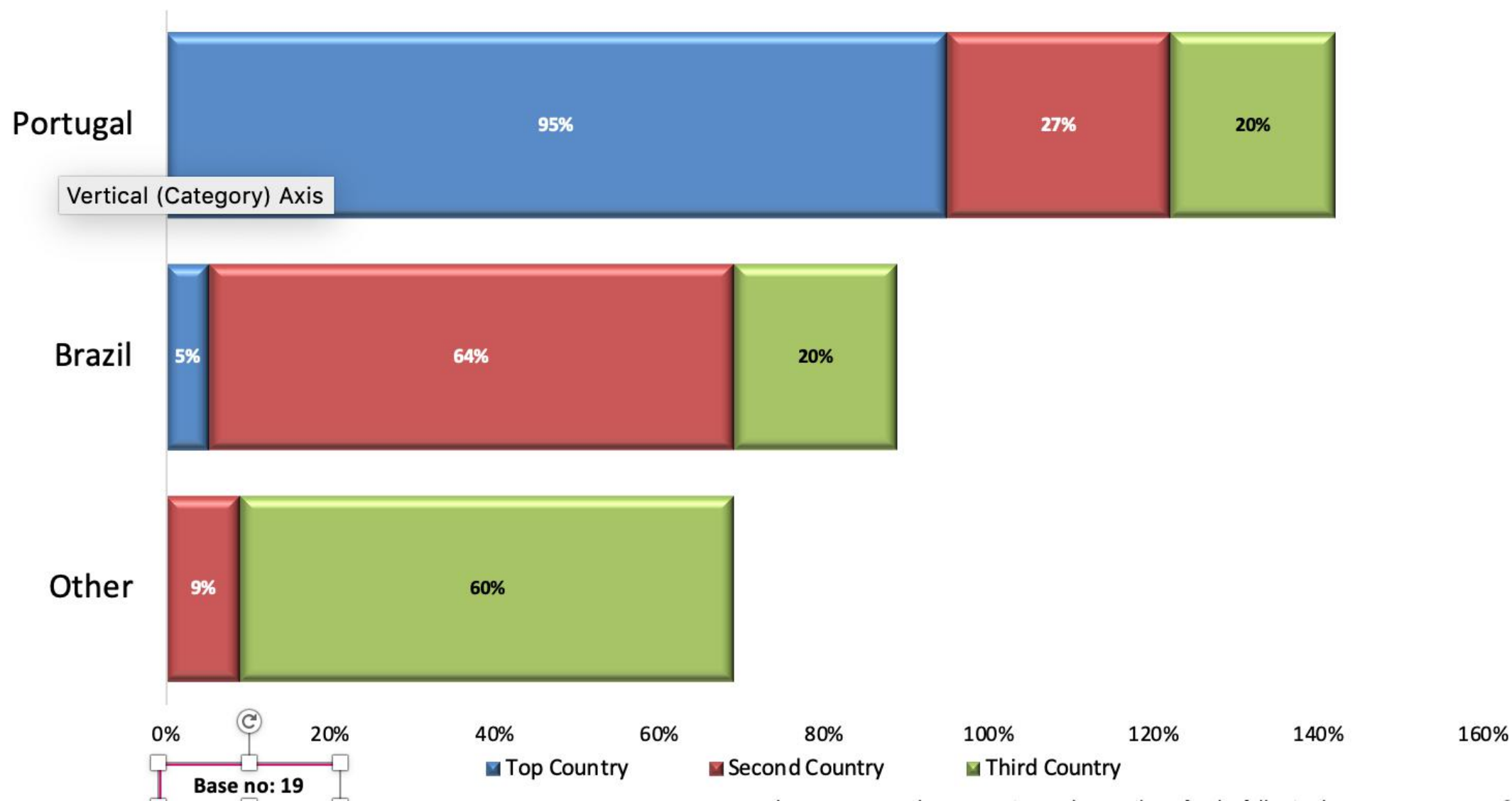


# País de destino desejado



Source: "Belta Seal Market Research 2019"

# What are your top three countries to place students for Portuguese programmes?



Source: i-Graduate Agent Barometer, 2018

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# International Marketing

# What makes Latin America a competitive and attractive region for international students?

- ✓ Education quality
- ✓ Research and teaching
- ✓ Learning Spanish and/or Portuguese
- ✓ Competitive costs of education
- ✓ Diversity
- ✓ Culture
- ✓ Economic growth and job market
- ✓ Life quality

# Education Quality

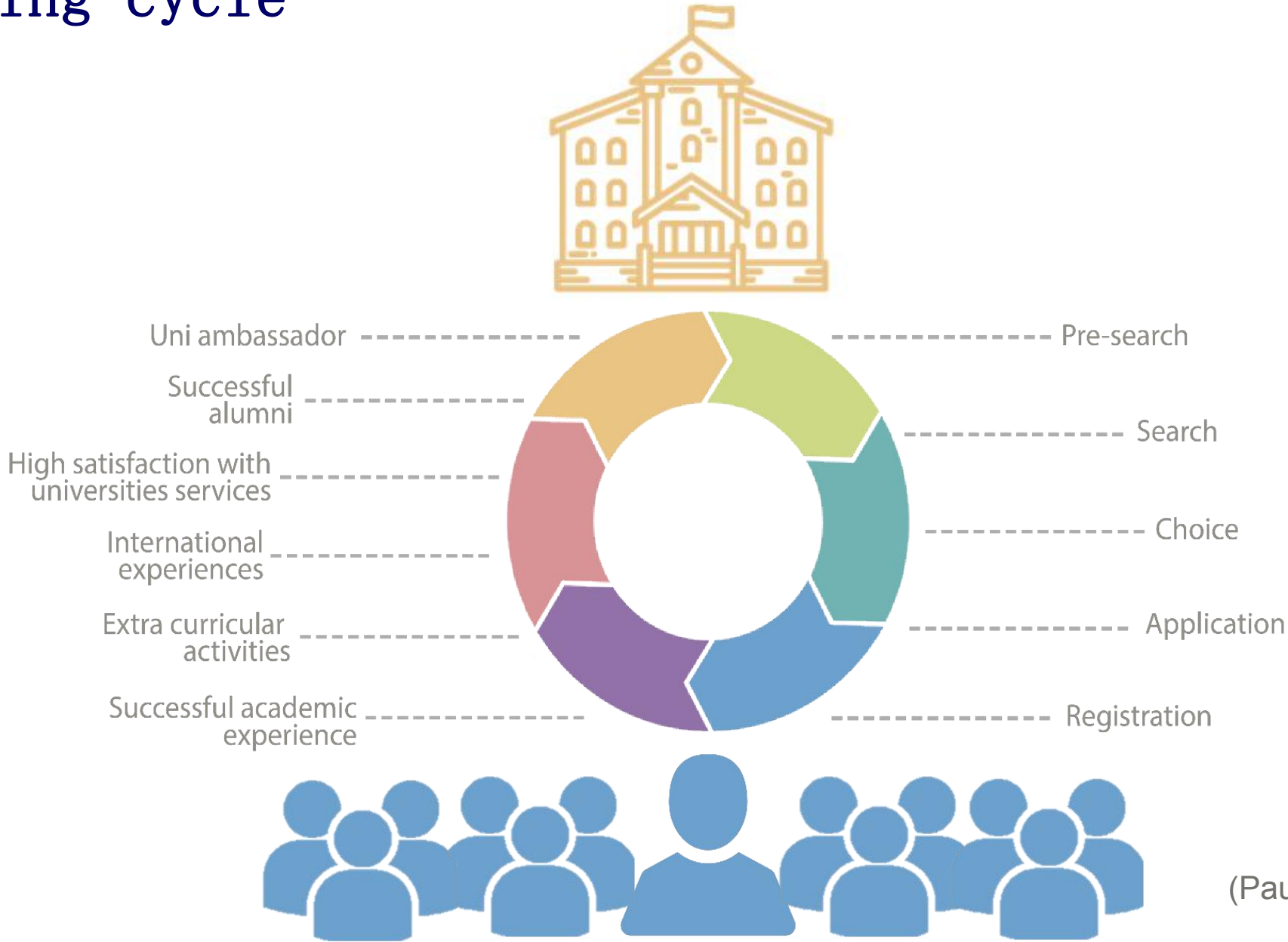




# Marketing cycle

Marketing strategies

Service strategies



(Paul Chapman, 1999)

# Education focussed DMO's - Countries





# Education focused DMO's - Regions

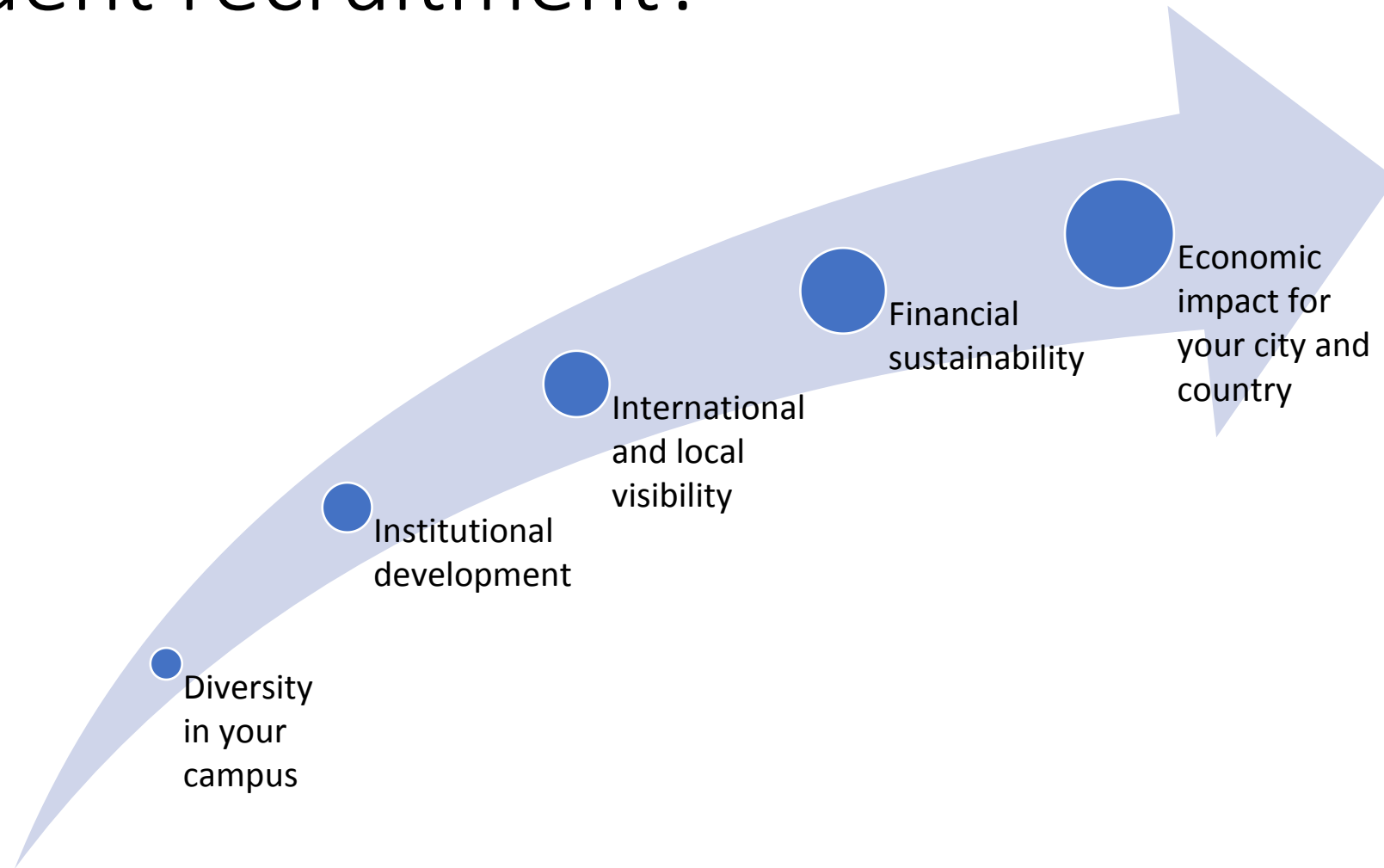


# New Zealand's Prime Minister Scholarships for Latin America

Ana Azevedo



# So, what about the benefits in international student recruitment?





# Outcomes

There are opportunities in the international student market for higher education institutions in Latin America.



1. International student recruitment is part of the internationalization of the institution for which it is key regional institutions start planning how to develop their own approach.



1. Best practices in the world, show that even though institutional efforts are key, the highest effectiveness will be achieved when the government develops public policy and an ecosystem to provide services throughout the process of recruiting and receiving international students.

# Our invitation today: Let's start taking LATAM

From a SOURCE market



To a COMPETITIVE DESTINATION



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# Some questions to consider:

- What is your institution's most attractive academic offer for international students?
  - In Latin America
  - Other regions
- Is your institution ready to take up on the opportunities the new geopolitics of international education offer our region?
- Is your institution interested in international student recruitment?  
What could be the next steps?

CONTACT

# Thank you!

# Obrigado!

# Gracias!

# Kia ora!

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