

YOUR ASSOCIATION NAME: **BELTA**

COUNTRY: **BRAZIL**

There are around 300 agents in Brazil. But many of them are branches or franchises of BELTA members. And some of them are small agencies or travel agencies that sell other tourism services other than only educational programs.

BELTA congregates 72 organizations, and 55 of them are agents, making an account of approximately 600 point of sales in Brazil. 36 of them offer also inbound programs in the country. They represent around 90% of the international education market here.

Belta conducted a research last year among its members.

It showed that the 95,8 % of the owners and managers of the member agencies have higher education or post graduated studies; 62% are female and 38% are male, and 55% are aged from 25 to 44 years old.

São Paulo (Capital) has the greatest concentration of agencies: 40,9%, the second is Minas Gerais: 15,5%, followed by the South of Brazil: 9,9%, São Paulo countryside with 9,8%, Rio de Janeiro with 8,5%, Northeast with 7%, Midwest with 5,6% and in the North just 2,8%. of them. Many of the companies are very well established in the market: 42,3% were created more than 15 years ago.

Finally, the research's conclusion show that the market of educational agencies in Brazil is highly concentrated and only about 10 companies represent nearly 90% of the students' volume sent abroad for courses.

### **Market Growth/Decline**

Noticed as of last year, the Brazilian economy is at an important moment. The Real (Brazilian currency) has been stable in the last year (until May 2012) and has risen a little in comparison to US dollar. For this reason the demand for an international experience is becoming more popular among young people developing skills to be more competitive in the work market.

For this reason, language courses sales have risen and at a small scale, there has been an increase for undergraduate and post-graduate programs (although not well relevant when compared with other exchange programs offered). Work & travel programs have declined because the market in Brazil has been offering jobs, internships to these young people, who prefer to stay in Brazil rather than have a work experience in countries with economic difficulties and lack of jobs/internship places.

On the other hand the Brazilian market has grown among clients from the lower middle class looking for an opportunity to study in others countries. Because the Real is stronger in comparison with other currencies and the condition for paying in instalments, the agencies have 40% clients from lower middle class (Belta Research 2011).

According to Belta Research, 2010 was the best year for the agencies. They have sent 170.000 students with an investment of US\$ 1,160 billion. For 2011 the research estimated 217.000 students with an investment of US\$ 1,500 billion.

The Brazilian market for Education International has grown 638% in the last nine years. The optimistic expectation for 2012 is to grow 30% in the number of Brazilian students that will travel for outbound programs. It means 283 thousand Brazilian students going abroad. And on a conservative projection of increasing 15%, 221 thousand Brazilian students would be travelling for outbound programs this year.

### **Visa regime – any new difficulties?**

For many years, BELTA has had a strong relationship with the Consulates and Embassies of US, UK, Canada, New Zealand, Australia, South Africa, Spain and others. They contact BELTA train the member agencies.

As usual, many Embassies and Consulates as well as official education organizations have taken part of our fair (ExpoBelta / March 2012) with booths and lectures about student visa and educational system in US, Australia, New Zealand, Sweden, France, Holland, Ireland, Canada, and European Union Delegation in Brazil.

The Saturday morning before ExpoBelta, Spain Consulate did a training for BELTA's associates as it happened last year.

The US Consulate, in particular, is working very close with BELTA, offering visa trainings to BELTA members.

Nowadays there is little restriction on visas for Brazilian students. However student has to be a genuine student. The visa authorities count on BELTA's members to support in enrolling genuine students. For this reason the relationship is growing strong.

### **Government Relations – any developments with your or other governments?**

Since seven years ago, BELTA has been responsible for the Brazilian Exchange Club with the support of EMBRATUR. The purpose of this partnership is to internationally promote Brazilian programs that focus on foreign students under the programme "Study in Brazil", which aims to promote overseas the opportunities of studies in Brazil, consolidating the country as an important educational destination.

BELTA, via the Brazilian Exchange Club, was the responsible for Brazilian universities to participate in NAFSA 2012 in Houston, USA. The Brazilian booth hosted 28 educational institutions, many of them the best reputed universities in the country.

On the other hand BELTA is signing a Technical Cooperative Agreement with EMBRATUR. BELTA will then be responsible for the commercialization and actions for promoting Brazil in the Educational Market, starting at the end of September 2012 for the next two years.

Besides the mission of conquering overseas market, the Brazilian Exchange Club is also responsible for giving orientation to its associates, so that the original concept of the program is kept and a uniform conduct is seen to offer services within the highest quality.

**Other key issues for the industry?**

BELTA's Research 2011 has had fantastic results. The most important media in Brazil has seen the association as source of information in the Education International market.

Every week we receive the contact of these media for providing numbers and trends. Globo TV network, the most important TV in the Brazil, was in the research launching breakfast and they spread the information all over the country.

As last year, "Exchange" is a great agenda for Brazilian media and BELTA is the contact for all information. The Board of Directors gives constant interviews.

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