

ASSOCIATION NAME: **JAOS** - Japan Association of Overseas Studies..

COUNTRY: **Japan**

### **AGENTS numbers in your country**

Approximately, what is the total number of agents operating in your country?

About 150 education and language travel agents and 300 travel agents.

How many agencies are members of your association?

Member 37

### **Markets**

Please estimate the following, for your association:

- total number of language students in 2011            165,000
- total number of high school                            N/A
- and university students                                 N/A
- the percentage of students your association accounts for from your country 50%
- did the overall market grown or declined from 2010? (+ or - % please) +10%

### **Top 5 destinations in 2011 and % of the market of each**

	<u>Destination</u>	<u>% of your students</u>
1	USA	37%
2	Canada	18%
3	UK	14%
4	China	13%
5	Australia	10%

### **Trends in student numbers and student destinations?**

- The increasing demand by the business sector for globally capable talent is pushing universities and government which funds universities to allocate more resources to international education. The numbers of overseas bound students thus are beginning to show signs of increase.

- Very strong yen against U.S. Dollar, coupled with U.S. inbound policy for international students have pushed U.S.–bound candidates up. Australian and Canadian dollars no longer have an advantage over American dollar against Japanese Yen, and thus there is a trend for Japanese prospects to again look at the U.S. as their first choice.
- Economic situation and demand for 1-2-1 teaching method there is a visible increase in demand for study-abroad in Philippines.

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

- The problems with U.K. visa issuance is settling down.
- Canada’s visa issuance being relocated to Manila may lead to future confusion for a certain period of time.

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

Both at national level and at local prefectural level, including Tokyo, there are significant amount of financial resources being injected to enhance global education and study-abroad awareness development. At national level the total budget for inbound support and outbound support goes from US\$10 million to US\$25 million. Metropolitan government of Tokyo has announced that it will support 10,000 high school students to study abroad by the year 2020.

### **Initiatives/Developments for your association?**

- About J-CROSS

Upon guidance by the government JAOS took initiative in setting up a study-abroad support service provider accreditation agency in November 2011.

- Japan Association of Certified Study Abroad Counsellor (JACSAC) is a professional association for study-abroad advisors which operates under the umbrella of JAOS. The number of membership has surpassed 500. The members need to attend, complete and pass the certification exam of

JAOScc program, a comprehensive 12 weeks / 2 hours per day training developed by JAOS..

### **Felca Agency Accreditation Code**

Please confirm that your members’ brochures/websites have now been checked against the Felca Accreditation Code.

- We have been checking all members’ brochures/websites regularly – every year by JAOS committee for quality check.