

ASSOCIATION NAME:
UED-The Association of International Education Counsellors
COUNTRY: **Turkey**

National Report for FELCA AGM – 2010

AGENTS & Associations

What is the total number of agents operating in your country?

Approximately 250

How many agencies are members of your association?

40

Market Growth/Decline

Please include information regarding trends in student numbers and student nationalities.

It seems; last year's decline in the Turkish market's growth rate was compensated this year. In the year 2008 Turkish agents' average growth rate was almost 0%. This summer was better than the summer of 2008 and in 2009 average growth rate of our members is %30

If information is available or if you can estimate, please provide the following, for **both** your association and all of your country:

	<u>Association</u>	<u>Total from country</u>
▪ total number of language students in 2009	28000	55000
▪ total number of language student weeks in 2009	290000	600000
▪ total number of high school and university students	4500	11000
▪ top 5 destinations in 2009 and % of the market of each		
1 <u>Destination</u>	<u>% of your students</u>	
1 UK	%40	
2 USA	%30	
3 Canada	%10	
4 Australia	%10	
5 Germany	%5	

Visa regime – any new difficulties?

No, UED member agents occasionally face with difficulties about visas.

We had some problems about Maltese visas for a while but after our meeting & discussion with Consul General of Malta, we were able to create solutions and now everything is looking good.

Government Relations – any developments with your or other governments?

UED is improving it's relations with the foreign missions (consulates and embassies) located in Turkey. This year we found to make face to face meetings with Consul General of US, Consul General of Malta.. On the other hand we keep our relations with Turkish Ministry of Education and Higher Education Council.

Other key issues for the industry?

It is clear that; Language courses will keep 1st position within most preferred programs in future. On the other hand we believe that financial necessities that students must have, are the most important barrier against the increase in the number of the Turkish students who went abroad. Results of the UED's questionnaires applied on Turkish students in the past support this idea too. This questionnaires also show that, for our students a chance for work experience in a foreign company is so enticing. Therefore as UED we think; Turkish students will ask

more for work experience or internship included programs and will compare the costs of the schools more carefully.

The truth that most important reason of our students for study abroad is work and career targets, makes us believe that language programs for professionals and certificate programs will be more popular in future. By the way we can say that economy, business, marketing, finance, information technologies, media studies, human resources and project management are mostly interested sectors by Turkish students.

We may face with an increase in the European Countries' share in Turkish students' choices for higher education because of the possible effects of Bologna Declaration – European Higher Education Area, and advantageous position of European Universities in Turkish students' minds against the universities in USA, UK, Canada or Australia in accordance with the education costs. Students are asking more and more question on university education opportunities in European countries such as Germany, Austria, Hungary...

Turkey is an emerging market for all education providers but it is still very traditional. Most effective way to recruit a Turkish student is still one to one speaks. For the Turkish students, most easy way to learn about study abroad alternatives and to book a foreign school, is to apply to an agent. We believe that if any school check the resources of their students' enrolments from Turkey, agents' share is bigger than any other countries. Therefore we believe; to cooperate with reliable Turkish agencies and education counselors is the most effective way to increase bookings from Turkey.

Initiatives/Developments for your association?

- Number of UED members is increasing each year. We are planning to reach 50 members until 2011
- As UED we are starting to publish UED's own magazine
- UED is arranging an International Agent workshops and fairs in Turkey (under the cooperation with A2 International Education Fairs)
- As UED we are in the process of developing an agent database programme which will be used by UED Member Agents only.
- We continue to apply personal & professional development programmes for the counselors who work for UED member agents to improve their relations with students&parents and to develop their selling skills