

ASSOCIATION NAME: **ASEPROCE**

COUNTRY: **SPAIN**

AGENTS numbers in your country

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

There is no official number, but we calculate there are around 100 legally established agencies, exclusively dedicated to this activity, as our members do.

How many agencies are members of your association?

70 (approx. 70% of the market)

Markets

Please estimate the following, for your association:

- total number of language students in 2011 **120.000**
- total number of high school **2.500**
- and university students **500**
- the percentage of students your association accounts for from your country **70%**
- did the overall market grown or declined from 2010? (+ or - % please)

The market has remained

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

	<u>Destination</u>	<u>% of your students</u>
1	UK	36%
2	Ireland	24%
3	United States	20%
4	Canada	9%
5	Malta	5%

Visa regime – any new developments?

Visa procedures remained unchanged in 2011

Government Relations – any developments with your or other governments?

Close and cordial relations continued with the Spanish Ministry of Education for the operation of language scholarships granted by the government that started in 2007. ASEPROCE members sold the courses to 52% of the students that received the scholarships.

We also established good relations with AENA, the government institution that manages Spanish airports. We were invited to their summer operations annual meeting at the airport in Madrid-Barajas and Madrid Barcelona to obtain first-hand information about the airport operation during

July and August. Collaborating with AENA by sharing information about the number of students travelling abroad from the Madrid airport helps both our students and the authorities in having a successful operation during the summer. AENA also granted special security passes to members operating youth programs in order to supervise children travelling from other national airports.

Initiatives/Developments for your association?

2011 was a great year for consolidating ASEPROCE as a referral for language programs, improving the other goal of the Association, which is to help agency members have a greater presence in the Spanish market. Our student fair "SALON DE LOS IDIOMAS" increased the number of visitors by 20%.

ASEPROCE has increased investment in Internet development, improving the web site www.becasmec.org created to offer information about the scholarships and help members in selling programs to these students.

Improve and maximize our relations with the press and media to attain free exposure of Aseproce's mission and activities.

A greater part of the association budget was also destined to the law firm that offers advice and support to the association and members in legal issues and customer claims.

A claim service for customers, offering mediation and conciliation between (associated) agent and client in case of differences and conflicts. The percentage of claims with respect to the approximate number of programs sold by members has never amounted to more than 0.02%

Annual seminar for Aseproce agencies, about issues of general interest: fiscal policys, internet sales

Felca Agency Accreditation Code

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

Yes, we confirm