

National Report for FELCA AGM – 2013

YOUR ASSOCIATION NAME: BELTA

COUNTRY: BRAZIL

AGENTS numbers in your country

In Brazil, there are around 300 agencies. Some of them are small agencies or travel agencies that sell other tourism services other than only educational programmes.

BELTA congregates 69 organizations, and 49 of them are agents making an account of approximately 600 point of sales in Brazil, 34 of them offer also inbound programs in the country.

The association did a new market research in the beginning of this year and the information are almost the same of last research:

- The owner and manager profiles are: 100% of them have higher education studies (62,6% graduation and 37,6% post graduation), and 66,2% are female and 33,8% are male. Educated women are predominated in the agencies.
- São Paulo City has the great concentration of the agencies, the second is Belo Horizonte. The Southeast of Brazil is the first one with 67,6% of the exchange agencies, followed the South with 17,5%, the Northeast with 7,5% and the Midwest with 7,4%.
- Agencies work with small staff: 77,5% have up to 10 employees.
- The companies are very well established in the market: 21,3% are from 11 to 15 years old, and 33,8% more than 15 years.

Markets

BELTA has compiled the research comparing the results of 2010 and 2012. The total number of students sent abroad was 175.763. The language course is the main program in demand (60%), the second is high school (22,5%) and in third place, summer camp, The average time of staying abroad has increased from 4 to 6 months and the average age of those students is between 18 and 30 years old.

The lower social class of Brazil is still investing in studying abroad due to the partial payments with credit cards and it shows an increase of number of students leaving but this increase is lower than previously predicted.

The overall market comparing 2010 and 2012 increased in 5%.

Top 5 destinations for your members in 2012 and % of the market of each

<u>Destination</u>	<u>% of your students</u>
1 Canada	91,3
2 USA	75,0
3 UK	68,8
4 Ireland	18,8
5 Australia	16,3

Trends in student numbers and student nationalities?

The outbound programs are strong in Brazil. And the language courses are the main interest for Brazilian students. The inbound market is small, however it is growing step by step since BELTA and EMBRATUR have become to promotion Brazil as a destination for international students.

Visa regime – any new developments?

As happening many years, BELTA has a strong relationship with the Consulates and Embassies of US, UK, Canada, New Zealand, Australia, South Africa, Spain and others. Visa trainings are provided for BELTA agents. US Consulate works very close with BELTA and offering visa training to the BELTA members.

Government Relations – any developments with your or other governments?

As last years, BELTA is in charge of 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 through the promotion of the programme “Study in Brazil”, which aims promoting the opportunities of studies in Brazil overseas, consolidating the country as an important educational destination.

Moreover, BELTA is keeping a very good relationship with government representatives from Canadian Consulate, American Embassy and Consulates, British Consulate, New Zealand Embassy and Consulate, South Africa Consulate, Australian Consulate as well as education representatives: British Council, Education New Zealand, Austrade, CampusFrance, Nuffic, among others.

Initiatives/Developments for your association?

BELTA is organizing a national promotional campaign: Seal BELTA of Quality. It is for promoting the high-quality of BELTA agencies. It should be launched in the second semester of this year.

BELTA and SEA (Asociación de Centros de Idiomas in Argentina) are organizing the IV International Congress of Idiomatic Tourism from 29 September to 02 October 2013 in São Paulo City with the support of FAAP (Fundação Armando Alvares Penteado) that is one of the most important private university of Brazil. The theme of the congress is: “The value of language as a touristic, economic and cultural resource” and the specific theme in this edition is: “Portuguese and Spanish, languages for mobility and integration”.

The participants are professional, researches and organizations related to languages, culture and international mobility of students as languages centers directors, coordinators and teachers, university academics and researches; Government agencies officials; exchange agents and tour operators; NGOs and other entities related to the fields of language and tourism.

BELTA held a new market research at the beginning of 2013 and it has had fantastic results as it happened in 2011. The most important medias in Brazil are seeing the association as source of information in the Education International market. BELTA PR has received the contact of these medias for providing numbers and trends.

They are important medias: television, radio and internet as well as the press. Globo TV and GloboNews, TV Record, TV Bandeirantes, Radio Jovem Pan, Radio Bandeirantes, UOL, Yahoo, Terra, IG, and Revista Veja, Folha de São Paulo, O Estado de São Paulo, Zero Hora, O Estado de Minas, Correio Brasiliense, among others. The media not only São Paulo and Rio de Janeiro, but the whole Brazil has sought in BELTA a source of information.

Felca Agency Accreditation Code

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

The Felca logo needs to be distributed to all your agency members and included on their brochures, business cards and websites. Has this been done? YES

The FELCA logo has been sent periodically to the associates and those are using it.