

# National Report for FELCA AGM – 2014

YOUR ASSOCIATION NAME: BELTA

COUNTRY: BRAZIL

## AGENTS numbers in your country

We have in Brazil around 300 agencies. Some of them are small or travel agencies that sell other tourism services than only educational programmes.

BELTA congregates 72 organizations, and 49 of them are agents including approximately 600 point of sales in Brazil.

The information of the agency's profile is the same as our last research (2013):

- 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 agencies and 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

In this year (2014), Belta and the Consulate of Canada worked together in a new market research focused on Canada, in Brazil. According to the agencies information, Canada is placed in 1st place (38%), USA in 2nd place (32,4%) and in last place United Kingdom (16,9%).

Last year BELTA 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 overall market comparing 2010 and 2012 increased in 5%.

### Top 5 destinations for our members in 2012 are

#### Destination

- 1 Canada
- 2 USA
- 3 UK
- 4 Ireland
- 5 Australia

Belta and British Council is producing a new research about Brazilian market and it will be ready soon.

## Trends in student numbers and student nationalities?

The outbound programs are strong in Brazil. Language courses are the main interest for Brazilian students. The inbound market is small, and BELTA was launched the Inbound Department in January. We are in the development of it.

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

As happening many years, BELTA has a strong relationship with several Consulates and Embassies. US, Canada, New Zealand, Australia among others had trained BELTA agents about visa rules in the last months.

In the near future, Canada and New Zealand will start to offer online visa visitor for short time courses.

The number of Brazilians in Canada probably will decrease due the “Study and Work” program ends in the last June. On the other hand, Brazilian with student visa automatically turns into working permit as well in New Zealand.

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

BELTA was launched the Inbound Department for increasing the promotion of Brazil programs that focus on foreign students. By this important project, BELTA organized last year in partnership with SEA Argentina, the IV International Congress of Idiomatic Tourism. This event aimed to promote the importance of Portuguese and Spanish as a second language. The congress counted with the support of EMBRATUR and the Brazilian Ministry of Tourism.

As the previous years, 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, Education USA, Atout France among others.

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

BELTA and SEA (Asociación de Centros de Idiomas in Argentina) organized 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 was one of the most important private university of Brazil. The theme of the congress: “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 were professionals, 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. The congress was attended for people from countries as Chile, Colombia, Ecuador, USA as well as Argentina and Brazil.

As last years, this year BELTA will attend the partners’ fairs (Imagine Studying in Canada and UK Universities). Belta didn’t organize the ExpoBelta/Feira do Intercambista fair this year but looked for partnership and consulted two big companies of International Education Fairs. The chosen one was FPP Media, responsible of EDUEXPO Fairs due the benefits offered. In São Paulo the event counted with a special pavilion for BELTA and its agencies. The EDUEXPO Fair happened in March and was a success with an excellent feedback from BELTA agencies. Another edition will happen in 2014 September.

BELTA in partnership with EduSA (Education South Africa) organized a fam trip to South Africa in March and eleven BELTA members attended on it. The event was very productive and the agencies met accredited educational institutions. The attended agencies were: CP4 Cursos no Exterior, Cultura Global, EDUcation Abroad, ETC (Exchange Travel Company), IEP (Intercultural Educational Programs), Intercultural, International Study Center, InterVIP, STB (Student Travel Bureau), TravelMate e Yázigi Travel.

In November BELTA is planning another fam trip for the agencies. This educational event will be partnered with the Association of Colleges from UK.

BELTA also is asking a letter from International Education Institutions for providing an application form in Portuguese. Due the Brazilian Law the agencies need to provide the document to the students sign in Portuguese.

In the beginning of the year, BELTA launched the new edition of the EI! Magazine and also made a research in partnership with the Consulate of Canada. This research was focused in Canada.

In the second semester, BELTA and British Council will perform another educational research about the Brazilian Market of International Education.

As many years, BELTA is a source of information of the main Brazilian media. In July, for instance, the newspaper Estadão (the biggest newspaper of Brazil) contacted BELTA for providing some information about the Brazilian market for exchange studies. The result was very positive to the association and BELTA agencies. The newsletter included 4 pages of relevant information for students.

BELTA and three tourism entities (Abelta, Abracorp and BITO) signed a partnership with ABAV. This partnership will develop strategies and planning of the national tourism development and the enhancement of the travel agents activities. From this partnership, BELTA will attend in September 24th to 28th, for the first time the ABAV – Expo Internacional de Turismo (International Tourism Expo Fair), one of the biggest tourism fairs of Latin America and will happen in São Paulo – Brazil. ABAV is one of the most expected Brazilian tourism event of the year, and in 2013 received more than 52,000 visitors. This year is expected about 3,500 exhibitors, representatives from 65 countries and a public of 40,000 people professionals of the Tourism area.

### **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.