

## National Report for FELCA AGM – 2016

YOUR ASSOCIATION NAME: Brazilian Educational & Language Travel Association (BELTA)

COUNTRY: Brazil

### AGENTS numbers in your country

Currently, we have approximately 1200 agents operating in Brazil, ranging from small travel agencies to agency networks, 75% of this amount are Belta Seal Agencies, adding nearly 900 points of sale.

In total, Belta has 64 members, being 48 exchange program agencies that represent the entity in Brazil and 16 international representatives being schools, universities and companies that offer services to students.

### Markets

In 2016, Belta launched a new Market research entitled "Education International in Numbers"; the survey brought the results of the Brazilian Market for International Education in 2015.

Most student travellers from 2015 were between 22 and 24 years old.

A ranking was made to list the main products or services sold:

1. Language Course
2. High School
3. Vacation Course (Summer/Winter) for Teens
4. Language Course with Temporary Job
5. Traveller Health Insurance
6. Air Ticket Issuing
7. Professional Course Certificate or Diploma
8. Work in the United States (work on vacations)
9. Visa Consulting
10. Volunteer Work

According to Belta Seal research, from 2014 to 2015 there was a decrease of 5.2% in the market.

Top 5 destinations to exchange agencies in 2015:

1. Canada
2. United States
3. Australia
4. Ireland
5. United Kingdom

### Trends in student numbers and student nationalities?

Despite the language course is the program that the students mostly enrolled to, the trend for 2016 is the language course plus a temporary job, where they can learn and at the same time live a professional experience to acquire knowledge.

The +50 age also came to prominence in the survey compared with the survey conducted by Belta in 2013; the sector grew from 1.4% to 7.7%, totalizing a growth of 6.3% which helps draw to the exchange market new types of programs for that age.

If previously, 49.3% of the students went from 1 to 3 months abroad, currently the duration of the exchange is divided between those who are up to 1 month – 30% and those who are a year or more – 23.5%.

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

As it has been happening for the last many years, BELTA has a strong relationship with several Consulates and Embassies from US, Canada, New Zealand, Australia among others and the intention is to keep organizing training for the BELTA agents about visa rules.

Canada after reformulation in the visa team is having an increase of visas denied. After meeting with Belta, the Consulate of Canada reported that there will be trainings to assist agents in applying for visas.

The United States still has few visas denied as well New Zealand, Australia, United Kingdom among the others.

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

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, Austrade, CampusFrance, Nuffic, Education USA, Atout France among others, last year we started a partnership with Education New Zealand which is bringing benefit to both entities.

The “Study in Brazil”, department of Inbound of Belta with EMBRATUR's (Brazilian tourism institute) support, develops many activities that promote the country abroad, with the purpose of establishing Brazil as one of the educational destinations worldwide.

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

New triennium 2015/2018: bringing a new vision and improvement of processes, focusing on the strengthening of the image of the Associations and to its affiliates in Brazil, through the Belta Seal.

New Market Research: brings data on the Brazilian market related to international education and draws a student profile which has already done the exchange and those who have the will to do. The survey still help the agencies, universities and entities to understand better the current situation of Brazil and prepare for the current economic scenario.

Forum of International Education: The III ForBEI – Brazilian Forum of International Education represents the continuation of a Project undertaken by Belta recognizing that the International dimension in Education increasingly representing a major challenge for the different countries and their educational institutions, and constitute a field of multiple threads. This event will discuss the main current trends for the exchange, a valuable ally in the career planning of Brazilian professionals.

It is an initiative dedicated to the discussion of this issue, in view of the different sectors and agents who act and relate to the world of national and international education.

Federal Tax: Belta worked hard with your lawyer to minimize the consequences of a new federal tax for all travel agencies in Brazil. Before completing a month of the announcement of the new tax, the Department of Federal Revenue announced that study abroad programs have no tax for funds to study abroad programs.

Belta Seal Campaign: promote the exchange agencies, making disclosures to consolidate the Belta Seal for the final public, focusing on social networks, showing the excellence and the differential of the Agency Belta Seal.

Belta Website: we add improvements to Belta website to facilitate student interaction with the agencies and Belta.

Training: The first training for Belta Seal agencies theme was “Positive Leadership in Times of Crisis”, the training was face-to-face and with the participation of various Belta Seal agencies. Based on the success of the first, it has been already scheduled training by webinar for Belta Seal agencies with focus in trade, human resources and financial matters.

### **Felca Agency Accreditation Code**

Please confirm that your members' brochures/websites have now been checked against the Felca Accreditation Code. **YES** / NO

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** / NO