

National Report for FELCA AGM – 2017

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

COUNTRY: Brazil

AGENTS numbers in your country

Currently, we have approximately 1000 agents operating in Brazil, ranging from small travel agencies to agency networks by Brazil, 75% of this amount are Belta Seal Agencies, adding nearly 800 points of sale.

In total, Belta has 60 members, being 42 educational travel agencies that represent the entity in Brazil and 18 international representatives being schools, universities and companies that offer services to students.

Markets

The Belta Seal Market Research of this year contains information about the International Education Market in Brazil related to 2016.

The total number of language students in 2016 was 246,400. The Belta Seal agencies were sending 75% of this total: 184.800.

Of the total number of students who traveled last year, 57.8% stay in the country between 4 and 12 weeks.

The total number of high school students was approximately 20,200, for graduation was approximately 11,800 students, 9,300 of post graduate lato sensu and 4,900 students of post graduate stricto sensu.

The market had an increase of 12% from 2015.

Top 5 destinations to educational travel agencies in 2016:

	<u>Destination</u>	<u>% of your students</u>	<u>Visa refusal rates%</u>
1	Canada	14,4%	5%
2	United States	12,5%	Not available
3	Australia	11,9%	3,5%
4	Ireland	10,3%	Not available
5	United Kingdom	9,7%	Not available

Brazilian students don't need visa to Europe if they are going to make a course of up to 6 months.

Trends in student numbers explained

There's been a change in most education programs marketed by Educational agencies. According to the new research, language courses are still in first place, but language courses with temporary work rose three places and appears in 2nd place. Vacation courses follow in third position and the high school fell two places to 4th place in the student's preference.

The list of the ten most popular educational programs includes: professional course (with certificate or diploma), which remained in 5th position; Graduation, which went from 8th to

6th, Postgraduate (MBA or Master), which moved from 9th to 7th, Work in United States (during the vacations), which fell two positions; followed by Voluntary Work, which also fell two positions, and Internship (work experience), which remained in 10th position.

As for the interest of students, the educational agencies have indicated that through exchange programs most of their clients expect to improve or learn another language. The second largest interest is investing in academic training, followed by: "Differentiate the curriculum in the labor market", "Increase employability", "Promote international experience with focus on career", "Conform to the requirements of your professional activity", "Meeting new cultures" among other factors involving mature emotionally and invest in international career.

Visa regime – any new developments?

BELTA built a strong relationship with several Consulates and Embassies. Canada, US, New Zealand, Australia, UK, Ireland and Spain among others and the intention is to keep organizing training for the BELTA agents about visa rules.

Related to the visa regime, one of the highlights of improvements for Brazilians was the eTA (electronic Travel Authorization) electronic authorization to travel to Canada granted to who issued a Canadian visa in the last 10 years or who had an American visa for nonimmigrant valid.

Initiatives/Developments for your association?

III ForBEI – Brazil Forum on International Education: Forum to discuss the International Education Market in Brazil, with the theme "Study Abroad: Challenges and Opportunities". The event was sponsored by Santander Universities / Universia and Embassy of Spain, and had the support of the Austrade, British Council, EduCanada, U.S Embassy / U.S Commercial Service, Campus France, Education in Ireland, Education New Zealand and British Consulate General. The event was held in São Paulo, on May 23th. Belta seal agencies, universities, consulates, embassies, and any services related to International education were amongst the invited guests.

Feira do Intercambista (Fair): Event focused on targeted issues to strengthen the Belta Seal in educational travel segment and to be reference to the final public and media, reinforcing the credibility of its members. Small fair with 10 institutions in a hotel at São Paulo, will have two editions this year: Study & Work – October 21th and Higher Education – November 25th.

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

New website: We are rebuilding the website with a new more dynamic layout and we are improving the search tool so that all students can get in educational travel agencies with Belta Seal.

New condition of payment for Belta agencies clients: Belta made an agreement with a finance Company to offer a special condition to the Belta Seal Agencies, now small agencies can offer installment on the credit card and check, as well as the major networks of agencies.

Bylaws and Code of Ethics: The bylaws and code of ethics passed through a review and update on the beginning of 2017.

Actions of regional coordinators: acting regional coordinator for Brazil's educational travel agencies all have the same access to events and opportunities.

What benefits do you offer your members?

Associates (Educational Travel Agencies)

International education market orientation:

- Guidance of human resources
- Legal Guidance
- Market Researches

Representation of the educational travel agencies in the segment:

- International and National relations
- Free source of information for the press

Protect and prevent the trivialization of the International Education segment:

- Promote benchmarking between the agencies
- Curb practices of trivialization

Ei! Magazine: This magazine is distributed nationally and it became the main source of information for the Brazilian students who want to study abroad.

Belta Website: The website has practical tools, making the access and navigation easier and improving the sponsors' visibility.

Webinars: With our partnership with consulates and educational organizations from the main destination countries, we prepare training of Education system and visa all without the need to get out of their computers.

Collaborator Associate (International Education Institutions and companies with services for the educational programs/agencies)

Ei! Magazine: This magazine is distributed nationally and it became the main source of information for the Brazilian students who want to study abroad.

Belta Website: The website has practical tools, making the access and navigation easier and improving the sponsors' visibility.

Newsletters: The collaborator can send information to be disclosed in our newsletters, one for agents and another for students.

Events in Brazil: We give full support to the associate from the preparation until the day of the event.

Belta Seal Market Research: Research about the Brazilian educational market made with agents and students.

When is your AGM?

Belta must realize the AGM until the end of March. Since a few years it has done by preceding the ALPHE Brazil, which offers sponsorship for conducting of the Assembly.

Besides that, Belta holds Association Meetings when it is needed to approach specific issues during the year.

Which consulates do you have close ties with? (web addresses)

Austrade - <https://www.austrade.gov.au/>

Consulate General of Canada - <http://www.canadainternational.gc.ca/brazil-bresil>

British Consulate General - <https://www.gov.uk/government/world/organisations/british-consulate-general-sao-paulo.pt>

Education New Zealand - <https://www.enz.govt.nz>

Education in Ireland - <http://www.educationinireland.com/en/>

Embassy of Ireland - <https://www.dfa.ie/irish-embassy/brazil/>
U.S Embassy / U.S Commercial Service - <https://www.commerce.gov/>
British Council - <https://www.britishcouncil.org.br/>
Nuffic Neso Brazil - <https://www.nesobrazil.org/>
Embassy of Spain - www.spain.info
Campus France - <http://www.bresil.campusfrance.org/>

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