

## National Report for FELCA AGM – 2018

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 spread all over Brazil, 75% of this amount are Belta Seal Agencies, adding nearly 600 points of sale.

In total, Belta has 61 members, being 44 educational travel agencies that represent the entity in Brazil and 17 international representatives amongst schools, universities and companies that offer services to students.

### Markets

A new market research was launched in 2018, the Belta Seal Market Research of this year contains information about the International Education Market in Brazil for the year 2017.

The total number of language students in 2017 was 302,000. Of the total number of students who traveled last year, 80.9% had a staying length in the country between 4 and 12 weeks.

The total number of high school students was approximately 29,859, and for undergraduate students was approximately 26,886 students.

The market had an increase of 23% in 2017, compared to the previous year.

#### Top 5 destinations to educational travel agencies in 2017:

	<u>Destination</u>	<u>% of your students</u>
1	Canada	17,9%
2	United States	14,4%
3	United Kingdom	12,0%
4	Australia	10,9%
5	Ireland	9,4%

Note: We remind that the research is done with the ranking methodology.

According to the visa refusals, most of the countries do not share the numbers. Canada has now the eTA, but there have been some refusals for some visas (maybe due to the large number of Brazilians looking for a visa). The Consulate General of United States in São Paulo is the third largest in the world and the General Consul gives much importance for the Education area.

### Trends in student numbers explained

For the first time, graduate programs stricto sensu (Master and Doctoral degrees) were among the top 10 programs, even with the decrease of public investment in international scholarships. The demand for undergraduate degrees and professional certificates has also increased. Many more countries have started to promote HE as an option for Brazilian students.

Other usual programs for Brazilians remained flat in 2017: language courses continued to lead the list, followed by courses with temporary work and vacation (summer and winter) programs for teenagers.

The countries' lifestyle is the main reason that made the students who answered the survey choose a certain destination, but issues of security, currency, and local culture interfered in their choice as well.

### **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. BELTA has offered this systematically.

Related to the visa regime, one of the highlights of improvements for Brazilians was the permission to work in Malta while attending a long-term language program. Another highlight was the UAE – United Arab Emirates that now doesn't need a visa for who stays until 90 days. For MALTA we have had a webinar exclusive for BELTA members to explain the new rules with FELTOM.

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

New Market Research: Brought data on the Brazilian market related to international education and drew a student profile which has already done an exchange program abroad and those who have the will to do so. 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: The website was rebuilt and launched in February 2108 with a new more dynamic layout and a new search tool so that all students can get consultation with Belta Seal educational travel agencies.

New condition of payment for Belta agencies clients: Belta made an agreement with a finance Company to offer a special condition for Belta Seal Agencies. Presently 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 as well as in 2018. It is crucial for the association to keep it updated.

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

Liability insurance for Belta agencies contracted by Belta as part of one of the benefits for the members – we are still looking for one that works towards our needs.

Belta's alignment with partners from countries' education organizations and major international networks of educational institutions to have a healthy relationship for all, noting that the primary concern is the student, with each being responsible for their role.

Promote the need for international schools to have a Term & Conditions in Portuguese to meet the requirements of Brazilian legislation: Consumer Protection Code.

Belta Seal for schools: It was discussed the need for a quality seal for schools, just as it is today with the Belta Seal Agencies. It will be a midterm project of this Board of Directors.

New group to discuss about the market: Belta is trying to get together with other Latin American associations in order to share experiences, positive or not, in each country so we can get stronger as an international market. We created a group called LATAMA – Argentina, Brazil, Colombia, Ecuador and Mexico.

## 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. Every year it has a country chosen to be the cover with a special article about this country.

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. We are also providing six training courses for Belta Seal Agencies with a new focus on sales approach aimed at educational consultants, such as last year ( it has been much appreciated by the members).

### 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.

Webinar: The members can do two webinars with a duration of one hour for Belta Seal Agencies

## When is your AGM?

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

Besides that, Belta holds meetings when it needs to approach specific issues.

## 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/>  
Consulate General of Ireland: <https://www.dfa.ie/irish-consulate/sao-paulo/>  
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](http://www.spain.info)  
Campus France - <http://www.bresil.campusfrance.org/>  
Atout France - <http://www.atout-france.fr/>  
Malta - [https://www.facebook.com/pages/biz/consulate\\_embassy-s%C3%A3o-paulo-/Consulado-Geral-Honor%C3%A1rio-de-Malta-145131852265130/](https://www.facebook.com/pages/biz/consulate_embassy-s%C3%A3o-paulo-/Consulado-Geral-Honor%C3%A1rio-de-Malta-145131852265130/)  
South Africa - <http://www.africadosul.org.br/>  
Feltom - <http://feltom.com/>  
SwissLearning - <https://www.swisslearning.com/>  
Pro Chile - <https://www.prochile.gob.cl/>  
EducationUSA - <http://educationusa.org.br/site/>  
Extenda - <https://www.extenda.es/>

Besides consulates, we are very close to these local associations for an agenda with the Brazilian Government related to outbound department:

Braztoa - <http://braztoa.com.br/>  
Abav - <http://www.abav.com.br/>  
Aviesp - <https://aviesp.com/>

We have the inbound department of Belta, Study in Brazil, and we are very close to the Brazilian government, such as:

Embratur – <http://www.embratur.gov.br/>  
Ministry of Foreign Affairs - <http://www.itamaraty.gov.br/pt-BR/>  
Ministry of Education – <https://www.mec.gov.br/>  
Ministry of Labor - <http://trabalho.gov.br/>

## 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**