

National Report for FELCA AGM – 2019

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 out in Brazil, 75% of them are Belta Seal Agencies, adding nearly 600 points of sale.

In total, Belta has 61 members, being 46 educational travel agencies that represent the entity in Brazil and 15 international representatives being schools, universities and companies that offer services to students.

Markets

We launched a new market research in 2019, the Belta Seal Market Research of this year contains information about the International Education Market in Brazil for the year 2018.

The total number of language students in 2018 was 365,000. Of the total number of students who traveled last year, 91.3% had a staying length in the country between 4 and 12 weeks.

The total number of high school students was approximately 15,880, and for undergraduate students were approximately 37,780 students.

The market had an increase of 20,46% in 2018, compared to the previous year.

Top 5 destinations to educational travel agencies in 2018:

	<u>Destination</u>	<u>% of your students</u>
1	Canada	24,4%
2	United States	19,5%
3	United Kingdom	9,9%
4	Ireland	8,2%
5	Australia	4,6%

Top 5 Higher Education destinations to educational travel agencies in 2018:

	<u>Destination</u>	<u>% of your students</u>
1	Portugal	19,3%
2	United States	15,3%
3	United Kingdom	8,7%
4	Argentina	8,0%
5	Canada	6,7%

Top 5 High School destinations to educational travel agencies in 2018:

	<u>Destination</u>	<u>% of your students</u>
1	United States	44,44%
2	Canada	31,75%
3	New Zealand	6,35%
4	France and Germany	3,17%

All data mentioned corresponding to 75% of the market which are Belta Agencies.

According to the visa refusals, most of the countries do not share the numbers. New Zealand had an increase in visas denied because all visa processes went to India and cases are being analyzed as if the Brazilian and Indian students had the same profile. New Zealand is already working to address this issue.

Canada has now the eTA, so the number of refusals has declined. 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

Malta appears for the first time among the six most sought-after destinations because it has implemented the policy of the exchange student to be able to study and work and increased the country's promotion in Brazil.

Although most students started searching in the internet and having the first contact with the agency online, 67% of them completed the purchase in the physical agency. This represents that personal care is still what brings security to this student.

Language courses, primarily English language, are the most sought-after followed by language courses with temporary work and teen's vacation programs July (Winter in Brazil) and January (Summer in Brazil). The Undergraduate courses went up from sixth place to fourth place and then comes the well-known High School.

Another relevant fact is about the age group, people over 40 are going for more programs abroad, should they be cultural, educational, to learn languages, or for other reasons.

Visa regime – any new developments?

BELTA continues to build a strong relationship with several Consulates and Embassies. Canada, US, New Zealand, Australia, UK, Ireland and Malta among others. BELTA has promoted visa training in partnerships with consulates for BELTA agents.

Initiatives/Developments for your association?

New PR to promote Belta among the vehicles of communication in a national range using data from Belta research. With the new PR, Belta has been mentioned in the media 271 times over a period of 4 months in main vehicles as TV Globo, TV Record, TV Gazeta, TV Band, website G1, Portal R7, radio CBN and Jovem Pan, Newspaper Estadão (SP), magazine Época Negócios, among many others.

Trainings: Continuous training for employees of the Belta Seal agencies, cost free.

Social Medias: Instagram and Facebook sponsored links, maximize and share content on LinkedIn

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 it. The survey still helps the agencies, universities and entities to understand better the current situation of Brazil and prepares for the current economic scenario.

Fam trip: Second fam trip to Malta with Belta Seal agencies promoted by FELTOM will take place in November. A fam trip is planned for the UK in the first half of 2020 promoted by British Council.

Quality English & Belta Scholarships: Quality English will run a scholarship project by Belta members and QE Schools which would be run throughout the second half of 2019 and with a scholarship ceremony and agent workshop to be hosted in Brazil in February 2020. The

project will be coordinated by the regional Belta coordinators who will do the promotion and will choose the winners. The target audience for the scholarships would be Brazilian teachers of English from the public sector who would not normally be able to afford such an opportunity.

BELTA periodically sends the Code of Ethics to the members so can act more in accordance to good practices of a Belta Seal agency.

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

Belta's alignment with partners from countries' educational 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 his/her role.

Belta will participate in events as Education in Ireland Brazil Workshop, ICEF Latin America, ICEF Berlin and will give a lecture about the market for the attendees. The association participated in regional fairs from their members and another workshop as ALPHE Brazil where we launched the 2019 edition of Belta's magazine.

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. Also, the student has direct contact with the agency.

Social Medias: The agencies can send each month posts to include in our Facebook, Instagram and Twitter. Events and promotions are included in our website.

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 also are 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. This year Malta is the cover.

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 Belta to be disclosed in our newsletters, one specially made 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 collaborator can do two webinars with a duration of one hour for Belta Seal Agencies

Meetings: The members can count on us to help them to schedule meetings by Skype or face-to-face with Belta Seal Agencies

When is your AGM?

Belta must organize the AGM until the end of April 2020 (we already had one in 2019).

Besides that, Belta holds meetings when it needs to approach specific issues. We hold board meetings and regional coordinator meetings by Skype, when necessary.

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

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/

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:

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 been checked against the Felca Accreditation Code. **YES / NO**

And that the other checks your association does of your members have been carried out; such as office visits and financial checks. **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**