

**ASSOCIATION NAME: JAOS**  
**COUNTRY: JAPAN**

National Report for FELCA AGM – 2010

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**AGENTS & Associations**

**What is the total number of agents operating in your country?**

About 140 education and language travel agents and 450 travel agents.  
The numbers are getting decreasing for last few years.

**How many agencies are members of your association?**

34

**Market Growth/Decline**

Please include information regarding trends in student numbers and student nationalities.

If information is available or if you can estimate, please provide the following, for **both** your association and all of your country:

	<u>Association</u>	<u>Total from country</u>
▪ total number of language students in 2009	120.000	150,000
▪ total number of language student weeks in 2009	N/A	N/A
▪ total number of high school and university students	N/A	N/A
▪ top 5 destinations in 2009 and % of the market of each		
1	<u>Destination</u>	<u>% of your students</u>
1	USA	35 %
2	UK	25 %
3	Canada	20 %
4	Australia	15 %
5	Ireland	3 %
6	New Zealand	1 %
7	others	1 %

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Above are for English speaking country bound only  
Number of China bound students is as many as UK bound students.

**Visa regime – any new difficulties?**

No special issue

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

1) Consumer Affairs Agency, Japanese Government;

In mid July, one medium sized Tokyo based agency went into bankruptcy and their clients (students) were reportedly left stranded. This prompted the Japanese Government's Consumer Affairs Agency to start regulating our industry.

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The Consumer Affairs Agency, Government of Japan: In order to protect and enhance consumer benefits, the Consumer Affairs Agency was newly established on September 1st, 2009. It covers a broad range of jurisdictions related to consumer problems, such as "trade", "labelling" and "safety".

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They contacted us, JAOS, to establish an "Accreditation" policy. and they wanted to authorize us to issue a "Certification Mark". Although it is not Government certification, it will be recognized by the government. In order to accomplish the scheme, they also asked us to establish a joint planning team with government officers and staff members. Senior staff members of the Consumer Affairs visited JAOS office and had joint meetings.

2) US Embassy in Tokyo

US Embassy and JAOS co hosted the seminar “ How to advise your students to Study in the USA” for high school teachers who are influential for student guidance although they have less knowledge. US Ambassador to Japan made presentation and answered to the floor.

3) National Policy Unit, Prime Minister’s Office

Prime minister announced that Policies to New Growth which includes the promotion of dispatching 300,000 Japanese youngsters abroad as one of the selected 21 policies such as eco/green business development, new technology export initiatives and etc..

4) METI, Ministry of Economic, Trade and Industry

METI and JAOS co hosted seminar for the university staff members. METI worries about reducing number of professionals for international business activities and hopes more Japanese students going abroad for study.

Other key issues for the industry?

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Initiatives/Developments for your association?

“Global Japan Initiative” set by JAOS has been prepared to launch in 2011 with cooperation and support by Government together with private sectors such as media and universities / high schools to dispatch 300.000 youngsters abroad.

Felca Agency Accreditation Code

Please give feedback for how many of you members’ brochures/websites have now been checked.

We have been checking all members ‘brochures/ websites regularly – every half a year.  
But not concentrated on the FELCA accredited logo being used.

As VIECA did, JAOS plans to print the poster which describes FELCA accreditation code bilingually English and Japanese. JAOS finished translating into Japanese and are ready to print.