



**2024
Annual Conference**

Leading
International
Education
at a Crossroads

U.S. International Education Competes: Strategies & Opportunities

- **Tricia Van Orden, Director, TPCC Secretariat**
International Trade Administration
- **LeeAnne Haworth, Sr. Int'l Trade Specialist**
International Trade Administration/U.S. Commercial Service
- **Rachel Alarid, Int'l Trade Specialist**
International Trade Administration/Industry & Analysis



INTERNATIONAL
TRADE
ADMINISTRATION



Introductory Poll

Let's get to know each other a little better:

- Are you familiar with the National Export Strategy?
- Are you working with your local U.S. Commercial Service Office?
- Are you a member of your state/regional District Export Council?



Use the QR code to access the poll.



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Agenda

U.S. International Education Competes: Strategies & Opportunities

National Export Strategy – Framework for Engagement – Tricia Van Orden,
Director, Trade Promotion Coordinating Committee Secretariat

Opportunities for Engagement at the State Level – LeeAnne Haworth,
Senior International Trade Specialist, U.S. Commercial Service Pittsburgh

Opportunities for Engagement at the Institution Level – Rachel Alarid,
International Trade Specialist, Office of Finance and Professional Services, Industry &
Analysis



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National Export Strategy: Framework for Engagement

*Tricia Van Orden, Director, Trade Promotion Coordinating Committee
Secretariat, International Trade Administration*



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National Export Strategy



This annual report to Congress establishes U.S. trade promotion priorities and a coordinated, **whole-of-government framework** to better equip American companies and workers to compete in global markets and grow through international trade.

The 2023 NES was developed by the Trade Promotion Coordinating Committee (TPCC), an interagency body established to provide a unifying framework to coordinate the export promotion and export financing activities of the U.S. government.



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National Export Strategy

International education is featured in the National Export Strategy for the first time in 2023.



- International Education Chapter:
- Importance to U.S. economy
 - Global landscape and competition
 - U.S. strengths and challenges



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National Export Strategy

International Education Export Promotion Objectives	Activities
Connect U.S. Institutions and Consortia with Foreign Groups Interested in U.S. Education	Leverage ITA's export promotion services and virtual connection programs to assist U.S. education exporters to gain exposure in new markets, build partnerships, develop distribution channels, and gain market insights.
Promote the United States as a Premier Study Destination	USG support of promotional campaigns to welcome international students to the U.S.
Highlight the Importance of International Education as a U.S. Export	Convene U.S. International Education Stakeholder Roundtables with U.S.-based stakeholders.
Identify and Promote Global Opportunities to U.S. Education Industry	Convene U.S. International Education Stakeholder Roundtables with stakeholders in foreign markets, identify trade leads for U.S. institutions.
Level the Playing Field in Export Markets	Promote grant programs, i.e., Market Development Cooperator Program (MDCP), presence at strategic education trade shows, Embassy Circle



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Opportunities for Engagement at the State Level

*LeeAnne Haworth, Senior International Trade Specialist, U.S. Commercial
Service Pittsburgh*



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USA: A Study Destination

USDOC education industry engagement aimed at boosting U.S. education exports by promoting the USA as a premier destination for international students to study.

- Providing tools and a platform for U.S. education institutions and organizations to address challenges faced by increased global competition in the international education sector, and to foster economic growth.
- Working to convene public and private stakeholders to facilitate the development of promotion, recruitment, and market-entry strategies.
- Providing opportunities for U.S. education institutions and organizations to participate in programming supported by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

<https://www.trade.gov/usa-study>



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Strategy to Strengthen U.S. International Education



USA

A Study Destination

USIES Roundtables

Convene state stakeholders



Economic Impact and Jobs Data

Gather data beyond higher ed.



Marketing Campaign

Stream video & social media



Connection Programs

USA: A Study Destination
Virtual Connection Programs



Education Trade Fairs

Opt-in to participate & pool resources (NAFSA/ ICEF)



USIES Roundtables at Posts

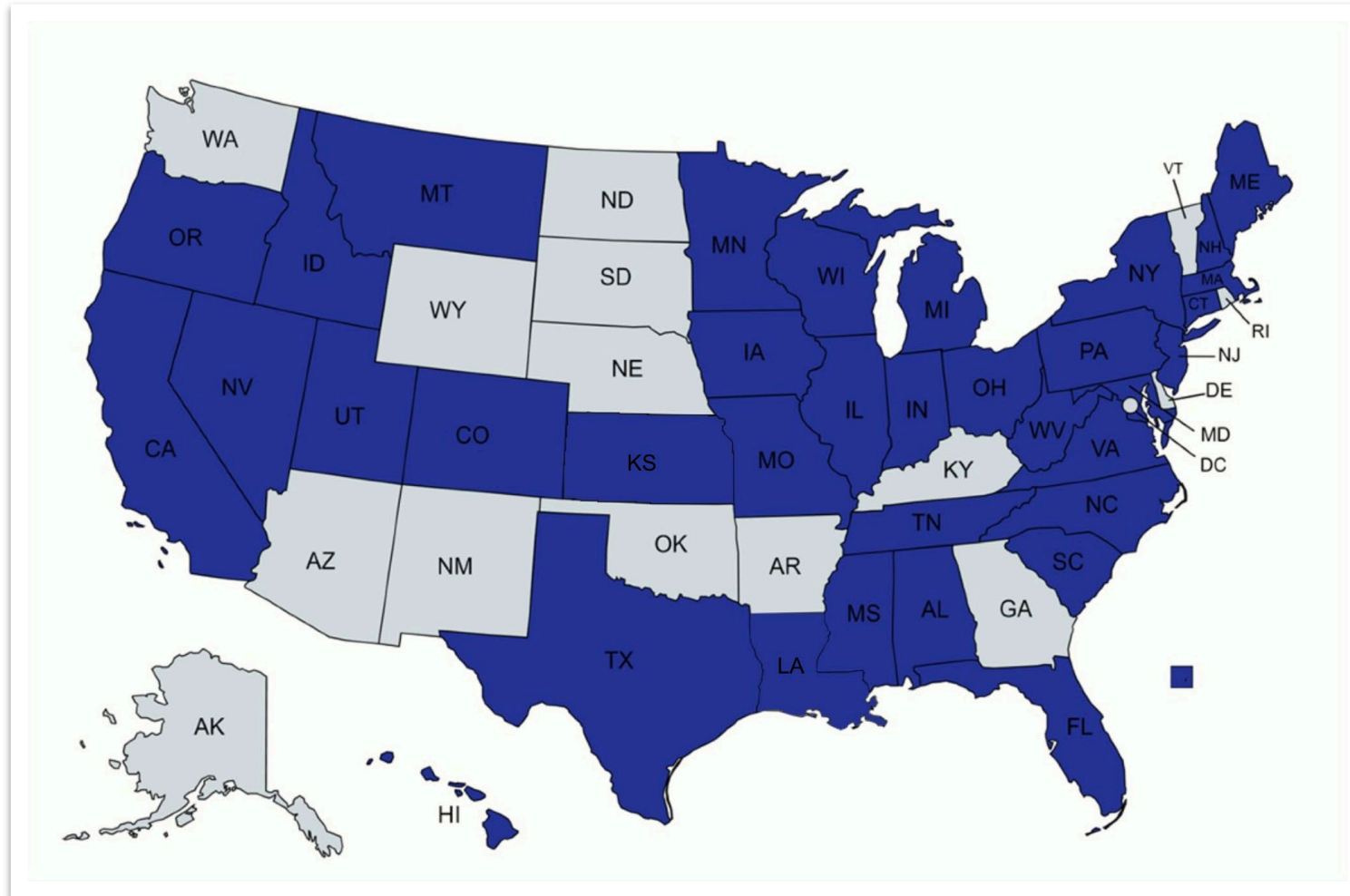
Convene foreign stakeholders
Develop timely opportunities



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Collaboration with U.S. Study State Consortia



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Collaboration with U.S. District Export Councils



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DEC and Consortia/Other State Entities Cooperation

Current Cooperation:

- Some DEC members have members representing the education sector, including representatives employed by members of Consortia, who support DEC programs.
- Some DEC websites house or link to study consortia website.

Future Cooperation:

- DEC members can help connect consortia with state and local government entities.
- Include education in state economic impact discussion of the international trade ecosystem.
- Foster international connections.



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USA: A Study Destination



USA: A Study Destination Engagement

U.S. International Education Stakeholder Roundtables in States

CS Education Trade Specialist point of contact in states to convene roundtables with:

- Study State Consortium leadership
- Other state educational entities
- Travel and Tourism leadership
- State Trade Center
- Governor's office business representative
- State Legislature representative, if applicable
- State-wide economic development office representative
- Department of higher education within the state

Objective: To discuss plans to market each state as a study destination as part of the **USA: A Study Destination** engagement.



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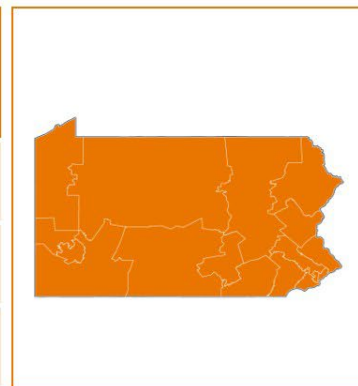
Case Study: Pennsylvania

PENNSYLVANIA



Benefits from International Students

FINANCIAL CONTRIBUTION	\$2 billion
JOBS SUPPORTED	21,956
INTERNATIONAL STUDENT ENROLLED	48,593



StudyPA
and other
state entities

Mid-
Atlantic &
WPA DEC's

PA IESR



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Opportunities for Engagement at the Institution Level

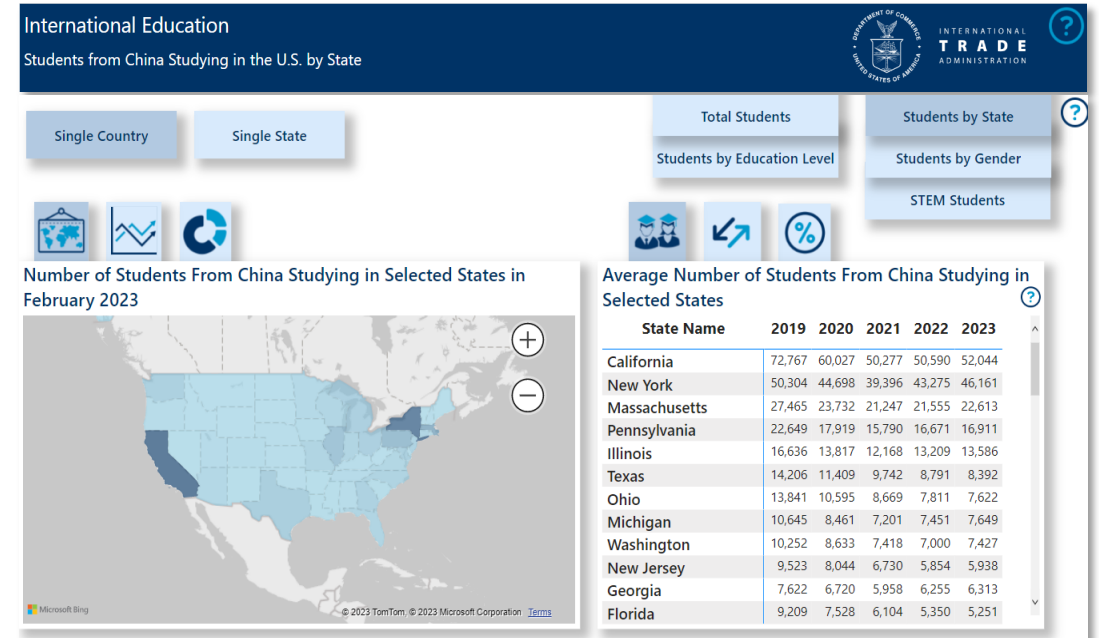
*Rachel Alarid, International Trade Specialist, Office of Finance and
Professional Services, Industry & Analysis*



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Market Diversification Tool: Interactive Dashboard for International Education



Research New Markets for Recruitment



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2023/2024 Education & Training Services Resource Guide

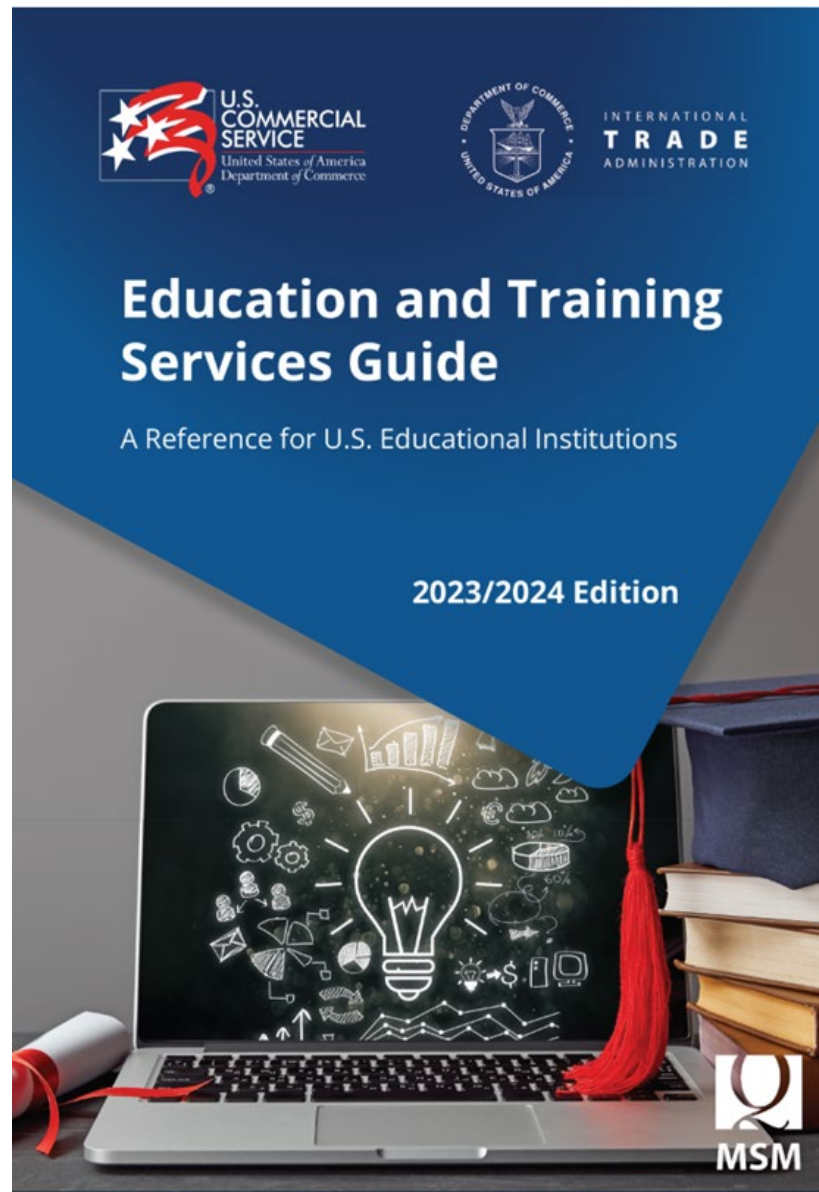


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U.S. Commercial Service Programs



- International Market Check
- International Partner Search
- Gold Key Matchmaking Service
- Trade Fairs and Catalogue Shows
- Single School Promotions
- Virtual Education Fairs
- Virtual Connection Programs
- Trade Missions

www.trade.gov



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Global Education Team Newsletter

International Education Connection

- ✓ Stay informed of the latest programs, events and webinars supported by CS globally.
- ✓ Receive market insights in the form of Trade Leads.
- ✓ Ask to be added to the newsletter distribution list through your local Education Trade Specialist.



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U.S Commercial Service Programs

USA: A Study Destination

USA: A Study Destination Virtual Connection Program – Sub-Saharan Africa

January 22-25, 2024 | Virtual



    **USA**
A Study Destination

GDEI Education Trade Mission to South India

February 12-20, 2024

BENGALURU | MANIPAL | MANGALURU | KOCHI | COIMBATORE



    **USA**
A Study Destination

NAFSA 2024 New Orleans, LA

USA: A Study Destination Pavilion at NAFSA 2024



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Leveraging the NES to Augment Internationalization Strategies

National Export Strategy

USA: A Study Destination

District Export Councils, U.S.
International Education Stakeholder
Roundtables

Market Diversification Tool,
Customized Business Matchmaking
Services, Virtual Connection
Program, Trade Missions

- [Connect with your local U.S. Commercial Service office.](#)
- Utilize the MDT to develop data-driven recruitment strategies.
- Identify opportunities to engage in export promotion programs.
- Evaluate other USG resources available.
- Engage with your study state consortia and other state offices.
- Engage with your District Export Council.



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Discussion Questions

- How can you leverage the frameworks discussed to create international partnerships and internationalize your campus?
- Are there additional programs you would like to see developed to assist with promoting the United States as a study destination?



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Thank you very much!

Global Education Team
International Trade Administration
U.S. Department of Commerce



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