



USA

A Study Destination

Announcing “USA: A Study Destination”

“USA: A Study Destination” is a U.S. Department of Commerce, International Trade Administration (ITA) education industry engagement aimed at boosting U.S. education exports by promoting the USA as a premier destination for international students to study. Key elements of the initiative include:

- Providing tools and a platform for state consortia to address challenges faced by increased global competition in the international education sector, and to foster economic growth.
- Working to convene public and private partners to develop promotion, recruitment, and market-entry strategies. This will enable the United States to better compete against other countries working to recruit international students as part of their national economic strategies.
- Providing opportunities for study state consortia to participate in programming sponsored by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

To view the list of study state consortia, please visit trade.gov/education-state-consortia.

The “USA: A Study Destination,” is collaborating with known recruitment agents globally to market the USA as a premier study destination.



Featured Event

USA: A Study Destination Virtual Connection Program – Latin America May 24-28, 2021

We are pleased to offer the USA: A Study Destination Virtual Connection Program focused on Latin America, taking place from May 24-28, 2021, to help U.S. education institutions quickly build a network of reliable contacts throughout the region.

U.S. universities, colleges, secondary institutions, and study state consortia will be able to schedule one-on-one meetings with agents, counselors, university partners, and foreign government officials from across Latin America. Virtual meetings will take place through the Eventtia platform.

Each participating school will be able to promote their institution and share a 360-degree virtual reality campus tour video (if available) in these 40-minute meetings. We will provide the virtual reality cardboard headsets to the potential international partners. After the program, each U.S. participant will receive the contact details of all international partners that registered for the program. Cost: \$300.

<https://live.eventtia.com/en/vcplatinamerica>



Featured Event

USA: A Study Destination Virtual Connection Program – Europe & Eurasia June 14-18, 2021

The U.S. Commercial Service (CS) is offering this USA: A Study Destination Virtual Connection Program focused on the Europe & Eurasia on June 14-18, 2021 to help U.S. educational institutions quickly build a network of reliable contacts throughout the region. Fifteen (15) U.S. Embassy Education Experts from Austria, Bulgaria, Belgium, Czech Republic, France, Germany, Greece, Hungary, Kazakhstan, Portugal, Russia, Slovakia, Spain, Sweden and Ukraine are participating in the program.

- U.S. universities, colleges, secondary institutions, and study state consortia will be able schedule one-on-one meetings with agents, counselors, university partners, and foreign government officials from across Europe & Eurasia. Virtual meetings will take place through the Eventtia platform.
- Each participating school will be able to promote their institution and share a 360-degree virtual reality campus tour video (if available) in these 40-minute meetings. We will provide the virtual reality cardboard headsets to the potential international partners.
- After the fair, each U.S. participant will receive the contact details of all international partners that registered for the program.
- U.S. Commercial Service Education Specialists will participate in the program and will be available to advise U.S. institutions on market selection, education policy, landscape, and understanding foreign students' preferences.

<https://live.eventtia.com/en/europeandeurasia>



U.S. Commercial Service Virtual Education Fairs

Are you interested in virtual opportunities to recruit international students? Are you interested in virtual opportunities to recruit international students? The USDOC provides Virtual Education Fairs (VEFs) which allow U.S. universities, colleges, and secondary institutions, as well as study state consortia, the opportunity to reach agents, counselors, university partners, and foreign government. Below is a list of upcoming Virtual Education Events. If you would like to participate in one of these events, please contact your local trade specialist.

Hong Kong VEF for 4-year Undergraduate Programs September 2021

For more information, please contact Gabriela Zelaya at Gabriela.Zelaya@trade.gov.

Africa Virtual Reality Experience Stations for U.S. Schools End of May 2021

The Commercial Service in Africa is installing Virtual Reality Experience Stations in South Africa, Nigeria, and Kenya for the express purpose of promoting U.S. schools in these countries. Students will be able to immerse themselves in 360-degree virtual reality experiences from your school. To learn more and to participate, please contact South Africa: Sanjay Harryparshad - Sanjay.Harryparshad@trade.gov, Nigeria: Anthony Adesina - Anthony.Adesina@trade.gov, and Kenya: Catherine Malinda - Catherine.Malinda@trade.gov.



Top Education and Training Market Research

The **2021 Education and Training Services Resource Guide** is an important tool to assist U.S. institutions with identifying new international market opportunities. The Guide provides a detailed analysis of the education sector in 57 markets, covering trends, demand and more.

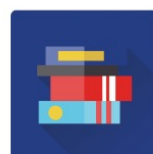
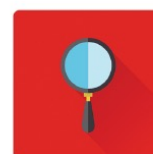
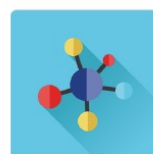
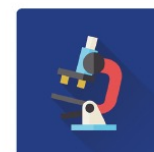
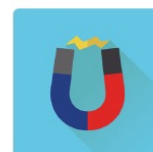
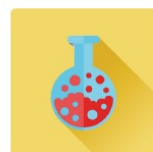
This new edition contains information on digital marketing outreach strategies. It also includes comparable market assessments of countries listed as best prospects for U.S. training and educational services to make it easy for institutions to see which markets represent the greatest opportunities for their specific programs.

The country assessments are based on the expert observations and market research reports created by U.S. Commercial Service and Industry & Analysis education sector specialists worldwide.



2021 Edition

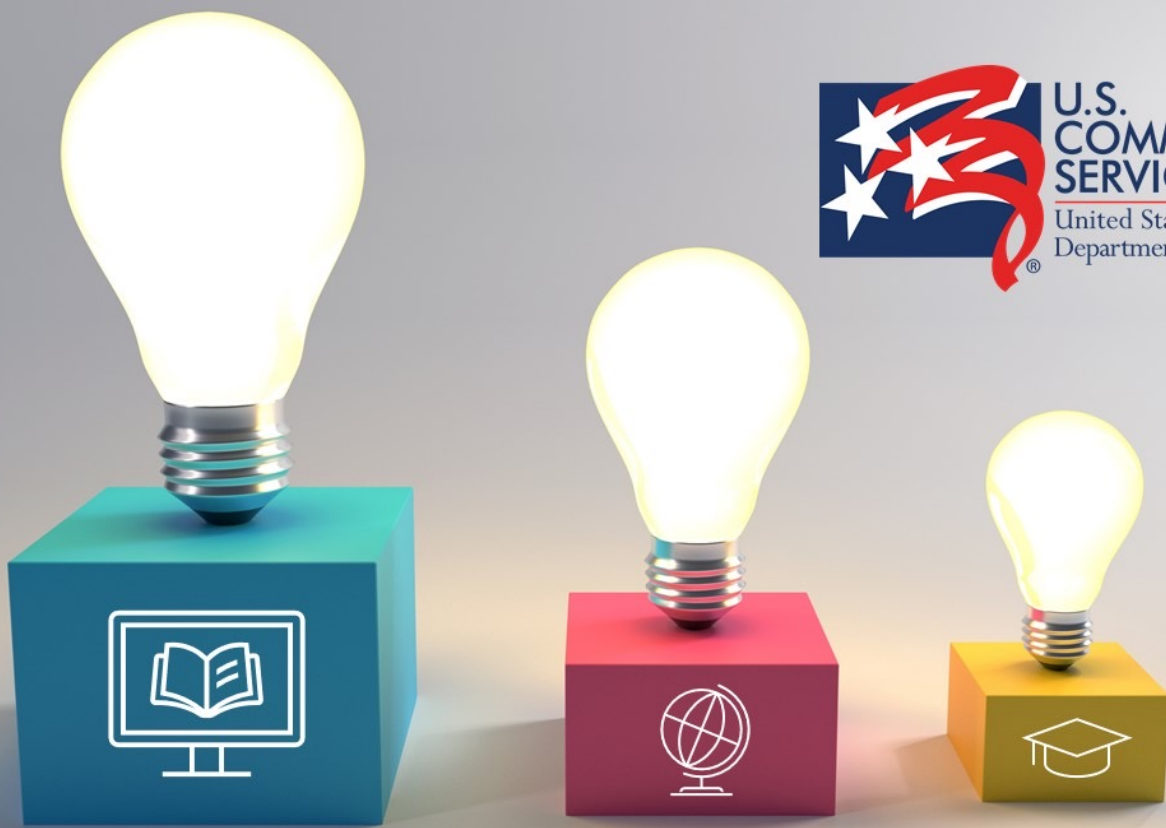
EDUCATION & TRAINING SERVICES GUIDE — A Reference for U.S. Educational Institutions



U.S. Department of Commerce | International Trade Administration | U.S. Commercial Service

<https://www.trade.gov/education-industry>





EDTECH & ELEARNING VIRTUAL CONNECTION PROGRAM | MAY 17-21, 2021

EdTech & eLearning Virtual Connection Program May 17-21, 2021

The EdTech & eLearning Virtual Connection Program is officially live and open for U.S. companies to register. The program will run May 17-21, 2021. For \$300, participants will have access to distributors, resellers, sales agents, university procurement officers, and school administrators looking to purchase or learn more about U.S. edtech. This is not for schools looking to recruit students. Companies will use Eventtia to schedule one-on-one meetings. Additionally, our colleagues around the world will provide live market briefings on best prospects and market entry strategy throughout the week-long event.

Below is list of some of the pertinent offerings U.S. education technology may have:

- Administrative/ Management
- Career/trade development
- Curriculum building
- eLearning providers
- Early Childhood
- Learning Management Systems
- Subject specific (math, language)
- Testing/Assessment

And eLearning providers that operate:

- Content Creation
- Experiential Designers
- eLearning Applications
- eLearning Software

<https://live.eventtia.com/en/edtech-virtual-learning-b2b-connect2021>

Digital Strategies for U.S. Education Industry

New! Announcing Pilot Project - Social Media Promotion

The Global Education Team is offering a pilot project in conjunction with our Travel & Tourism counterparts to assist study states and destinations in promoting both the education and the travel and tourism sector through our network of contacts at the US Embassy and Consulates in foreign markets. If interested, please reach out to Joan Kanlian. If you would like to see the campaign in action - please follow us on Twitter @USAstudyhere.

Digital Strategies for U.S. Education Industry Survey

The U.S. Global Education Team Education and Training Services Resource Guide provides a detailed analysis of the education sector in 57 markets and contains information on digital marketing outreach strategies. Please reference the Guide to assist your digital strategy and contact your local trade specialist to learn more about our website globalization and digital strategy counseling [services](#) available through [the eCommerce Innovation Lab](#) to enhance your international recruitment strategy: <https://www.trade.gov/education-and-training-services-resource-guide>.



Education Trade Leads

China- Online Degree Programs

Sea Master Education, a China based OPM company, that enable global leading universities to deliver their high-quality online degree program to qualified students in China. Sea Master worked closely with our partner universities on the local operation and request NO investment from our partners.

Please contact us if your institution plan to,

1. Understand what are happening in the higher education sector in China
2. Tap into a large pool of students in China remotely
3. Enhances the effectiveness of recruiting Chinese students into your online degree programs

If interested, please contact ryan@seamasteredu.com, PM@seamasteredu.com, or david@seamasteredu.com.

Brazil- Agribusiness

A Brazilian education agency is looking for universities in the U.S. to organize a summer program to the U.S for a big grain company for its executives and some employees, with English classes, lectures and technical visits to farms/companies. Location may be anywhere in the U.S. preferably strong on grains agriculture. For questions, please contact Laura Reffatti Laura.Reffatti@trade.gov.

Brazil- Sports

A Brazilian education agency is looking for universities/colleges in the U.S. for a Male, 18 years old, talented soccer player with intermediate English skills. The student's budget for tuition is USD13,000 per year and is looking for a sports scholarship. For more information, please contact Laura Reffatti Laura.Reffatti@trade.gov.

Saudi Arabia- Film

Award-winning filmmaker and assistant professor at Imam Abdulrahman Bin Faisal University (IAU), Ms. Maha al-Saati, is looking to build a film school at IAU and is looking for a university in the US to partner with and purchase the rights to their curriculum. For more information on IAU, visit <https://www.iau.edu.sa/en>. For more information, please contact Tareq Ghazal at Tareq.Ghazal@trade.gov.



Financial Resources for U.S. Education Institutions

Market Development Cooperator Program: \$300,000 to help organizations in the Education industry to export!

Deadline: May 25

Through Market Development Cooperator Program – “MDCP” – awards trade associations and other industry groups receive technical and financial assistance up to \$300,000 to undertake multi-year projects that help U.S. firms to export. On average, MDCP projects generate \$334 in exports for every MDCP award dollar.

For more information, please click [here](#).

U.S. Economic Development Administration CARES Act Recovery Assistance

The Coronavirus Aid, Relief, and Economic Security (CARES) Act provides the Economic Development Administration (EDA) with \$1.5 billion for economic development assistance programs to help communities prevent, prepare for, and respond to coronavirus. EDA CARES Act Recovery Assistance, which is being administered under the authority of the bureau’s flexible [Economic Adjustment Assistance](#) (EAA) (PDF) program, provides a wide-range of financial assistance to communities and regions as they respond to and recover from the impacts of the pandemic. For more information how the EDA grants may assist DMO's, please click [here](#).

Shuttered Venue Operators Grant

The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act. The program includes over \$16 billion in grants to shuttered venues, to be administered by SBA’s Office of Disaster Assistance. Eligible applicants may qualify for grants equal to 45% of their gross earned revenue, with the maximum amount available for a single grant award of \$10 million. \$2 billion is reserved for eligible applications with up to 50 full-time employees. For more information on how the SBA grants may assist you, please click [here](#).