International Trade Administration Support for U.S. International Education

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International Trade Administration
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Founded in 1980, the International Trade Administration (ITA) works to improve the global business environment and helps U.S. organizations compete at home and abroad.

ITA is organized into three distinct but complementary units: Global Markets, Industry and Analysis, and Enforcement and Compliance.

U.S. Commercial Service (CS) is the trade and investment promotion arm of USDOC ITA.
Our Services

Educational Service Export Counseling
- Counseling to inform the development of effective market entry and recruitment strategies.
- Information about regulations in foreign markets.
- Information regarding U.S. government export controls, compliance, and financing options.

Market Intelligence
- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential partners.

Business Matchmaking
- Connect with pre-screened potential partners.
- Promote your programs or service to prospective partners at education trade events worldwide.
- Meet with international industry and government decision makers in your target markets.

Commercial Diplomacy
- Help in addressing trade barriers to successfully enter international markets.

Worldwide Recognition
As the U.S. government, we can open doors that no one else can in markets around the world.

Global Network
Our unmatched global network with educational trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

Results Driven
Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.
## 2020 U.S. Exports of Services

<table>
<thead>
<tr>
<th>Services</th>
<th>2020</th>
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<tbody>
<tr>
<td>1  Professional and management consulting services (Other Business Services)</td>
<td>$107.33 Billion (USD)</td>
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<td>2  License for the use of outcomes of research and development (Charges for use of intellectual property)</td>
<td>$48.74 Billion (USD)</td>
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<td>3  Research and Development Services (Other Business Services)</td>
<td>$46.47 Billion (USD)</td>
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<td>4  Financial management services (Financial services)</td>
<td>$45.97 Billion (USD)</td>
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<td>5  Computer services</td>
<td>$41.19 Billion (USD)</td>
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<td>6  Education-related (Personal Travel)</td>
<td>$37.35 Billion (USD)</td>
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914,095 International Students Enrolled.

China, India, South Korea, Canada, and Saudi Arabia are leading places of origin.

$28.4 Billion Financial Contribution.

Sources:
NAFSA International Student Economic Value Tool by State and Congressional District
https://www.nafsa.org/policy-and-advocacy/policy-resources/nafsa-international-student-economic-value-tool-v2
Institute of International Education by State, Open Doors 2021
https://opendoorsdata.org/data/international-students/
U.S. Commercial Service Global Education Team

Reach New Students Worldwide

U.S. Commercial Service—Promoting U.S. Education Internationally

Our Worldwide Network of Education Experts Will Help You:

- Adopt new digital strategies
- Meet with companies that require specialized training
- Connect to high school counselors, potential recruitment partners, and universities
- Recruit international students
The U.S. Commercial Service (CS) is the trade promotion arm of the International Trade Administration and offers U.S. companies a full range of expertise in international trade. Companies can find assistance locally in more than 100 U.S. Commercial Service offices nationwide and in more than 70 international offices.

The following are four verticals in which the CS Global Education Team focuses resources:
- Educational institution pipeline and channel creation
- Educational state consortia; tourism development and promotion
- Education information technology (IT) and massive open online courses (MOOCs)
- Research and Development
The Basics:

• A U.S. educational institution can call its local Education Trade Specialist to talk about their institution’s strategic recruitment plan and discuss how CS can help.
• CS can match institutions with pre-screened education agents or international partners.
• CS can provide counseling on the latest education market information and programming to fit the school’s recruitment strategy.
• CS can connect with Economic Development Offices and other local partners to leverage resources.
Optimize Your International Marketing & Recruiting Efforts!

- **Gold Key Matchmaking Service.** Meet pre-screened high schools, universities, agents, and other partners.
- **International Partner Search.** Find schools and educational organizations that match your criteria.
- **Trade Fairs and Catalog Shows.** Identify international education fairs for your school that match your criteria.
- **Virtual Education Fairs.** Connect with agents via webinar tools without leaving your office.
- **International Market Research.** Receive market research reports on education sector target markets around the world.
- **Single School Promotion.** Attend an event featuring your educational institution and meet players in the international education field.
- **Trade Missions.** Attend a trade mission led by U.S. Department of Commerce.
- **Virtual Connection Programs.** Schedule one-on-one virtual meetings with agents, counselors, university partners, and foreign government officials.

Connect to a World of Opportunity.
Visit trade.gov/education-industry to learn more.

For questions regarding the above programs, please contact:
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New York Film Academy

Collaboration with U.S. Study State Consortia

trade.gov/usa-study
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 address challenges faced by increased global competition in the international education sector, and to foster economic growth.

• Providing opportunities U.S. education institutions and organizations to participate in programming sponsored by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

https://www.trade.gov/usa-study
Strategy to Strengthen U.S. International Education

**USIAS**
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

**USIES Roundtables at Posts**
Convene foreign stakeholders
Develop timely opportunities
New! USA: A Study Destination Engagement

✓ U.S. International Education Stakeholder Roundtables in states

U.S. International Education Stakeholder Roundtables in states: CS Education point of contact (POC) in states to convene roundtables with:

• Study State Consortium leadership
• Visit (state) 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

For the purpose of aligning and developing plans and funding opportunities to market each state as a study destination as part of the USA: A Study Destination engagement.
USA: A Study Destination Virtual Connection Program - Indo-Pacific

March 14 - 18, 2022

USA: A Study Destination Virtual Connection Program Latin America

May 9-13, 2022
Education Trade Mission to India - September 12-17, 2022

trade.gov/education-trade-mission-india
Global Education Team Newsletter

International Education Connection

✓ Stay informed of the latest programs, events, and webinars supported by CS globally.
✓ Ask to be added to the newsletter distribution list through your local Education Trade Specialist.
Education & Training Services

Our team of U.S. and international education and training services industry specialists across 200 locations are dedicated to enhancing the global competitiveness of the U.S. education and training services industry through market intelligence, matchmaking opportunities, and export counseling.

Upcoming Education Events

Learn more about our upcoming events for educational institutions

- Education & Training Services Guide
  - This 2021 U.S. Commercial Service Education and Training Services Resource Guide provides detailed analysis of the education sector in over 57 countries, covering trends, demand and more.

- Digital Strategies for U.S. Education
  - Maximize your digital outreach strategy by learning about preferred platforms used by students and parents by country.

- Distance Learning & EdTech Opportunities
  - Learn about Distance Learning and EdTech opportunities by market as you plan your organization’s digital strategy.
THANK YOU VERY MUCH!

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