

For Immediate Release

Contact: Mark Matsumoto
California ETEC
714-624-7001
ca_etec@yahoo.com
<http://www.vetecusa.com>
<http://www.studycalifornia.org>

Irvine, California, September 20, 2011- Acting Secretary of Commerce, Rebecca Blank has announced that California ETEC (CAETEC) is one of five organizations selected to receive more than \$1.9 million for projects that increase U.S. exports, create jobs and strengthen the U.S. global competitive edge. The awards are given under the U.S. Department of Commerce's International Trade Administration (ITA) Market Development Cooperator Program (MDCP).

The multi-year award creates a partnership between CA ETEC and ITA specifically to encourage U.S. based education and training providers to expand their international student recruitment activity and delivery of education programs in S.E. Asia. According to the 2010 *Open Doors Report of International Student Exchange*, Vietnam has been the fastest growing host market for international students to the U.S. since 2007 and S.E. Asia is poised to be among the most significant regions for future student recruitment growth in the coming years. CA ETEC will be launching a U.S. Education and Training Center in Ho Chi Minh City to provide a dedicated support resource for U.S. institutions and training providers seeking to expand promotion and recruitment efforts in Vietnam. This new center will enhance existing promotional tools and develop new models for targeting and recruiting international students and exporting U.S. education services. Exports of Education & Training services bring over \$19 billion into the U.S. Economy each year, supporting thousands of good paying jobs.

According to Mark Matsumoto, President and CEO of California ETEC, "The MDCP award will allow CA ETEC to actively promote U.S. Higher Education and Training in Vietnam and S.E. Asia and augment U.S. schools efforts to promote, screen and recruit qualified students to offset the aggressive marketing efforts of our English speaking competitors."

California ETEC plans to open the U.S. Education and Training Center in Ho Chi Minh City in early spring 2012. The Center will be staffed by bi-lingual English-Vietnamese speakers and offer student advising and training services for qualified Vietnamese students and ongoing assistance and marketing support for colleges and universities seeking to start or expand student recruitment efforts in the region.

The Commerce Department's MDCP award program includes financial and technical assistance from the International Trade Administration (ITA) to support well-

defined business plans aimed at increasing exports and U.S. competitiveness within certain industries. For more information about the Market Development Cooperator Program, please visit trade.gov/mdcp

About California ETEC- California ETEC was established in 2003 to exclusively promote the attraction of international students to the United States and expand the export of education services in Asia. California ETEC coordinated the *Meet Vietnam Education Forum* on behalf of the Vietnam Consulate (SF) in 2009 and was the primary project administrator for the California Community Initiative for Egypt (CCI Egypt) sponsored by the Department of State, Bureau of Educational and Cultural Affairs, 2008-2011. In May 2011, California ETEC received the prestigious President's "E" Award for exporting excellence.

###