

Fall 2016 Event Recap

CA ETEC Recruitment Events in Bangkok, Yangon, HCMC, October 16-22



Bangkok, Thailand

California ETEC's 10th annual Fall recruitment tour in Asia began in Bangkok on October 16th. The timing of events was unfortunate as the much beloved King Bhumibol passed away a few days prior to our events. Events included a stand-alone student advising fair, U.S. Consular Briefing and matchmaking with leading Thai study abroad agencies. The consensus among school participants, the Thai education market is now quite mature, but cost-effective high school, pathway and university programs are highly marketable.



5th annual VETEC Study Fair

Yangon, Myanmar

A new era has dawned in Myanmar for U.S. schools seeking to recruit highly qualified students for overseas study. Participating schools were surprised by the strong interest and capabilities of students in Myanmar. CA ETEC's delegation enjoyed an action packed two day program including: U.S. study fair hosted at the American Center, visit to a leading preparatory academy, U.S. Consular briefing, and networking reception with leading Myanmar study agencies. While challenges include limitations of current public education system in Myanmar and expectations of ample scholarships, Myanmar holds promise to rival Vietnam as a top host country for international students.



Students in Myanmar wait to meet ETEC delegation



HCMC, Vietnam

California ETEC hosted an exclusive U.S. Study Fair in HCMC, Vietnam on October 22nd. The fair drew a standing room only crowd, more than 275 visitors during the 3 hour event. Strong demand for high school, community college and university programs was reported. The recent SEVP Report and newly released IIE Open Doors Report 2015-16 confirmed that Vietnam is now the 6th largest host country for international students-and rapidly expanding!



Spring 2017, March 20-25

California ETEC will coordinate an efficient week long recruitment tour with stops in Kuala Lumpur, Malaysia, Yangon, Myanmar, and HCMC, Vietnam, March 20-25th. **Early-Bird discounts available through December 31st, 2016.**

Ongoing Support

California ETEC's stand-alone office in HCMC, Vietnam (VETEC) was established in partnership with the U.S. Department of Commerce, ITA, under the Market Development Cooperator Program. VETEC provides student advising and follow up support. Moreover, VETEC actively promotes U.S. education through our VN/EN website, www.vetecusa.org and social media sites.



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