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## **California ETEC Receives Presidential “E Star” Award for Export Service**



**Irvine, California** - California ETEC was awarded the President’s “E Star” Award for Export Service by U.S. Department of Commerce Secretary Penny Pritzker at the Department’s headquarters in Washington, D.C. on May 16<sup>th</sup>, 2016.

The “E” Awards are the highest recognition any U.S. entity may receive for making a significant contribution to the expansion of U.S. exports. California ETEC has demonstrated a sustained commitment to export expansion, promoting U.S. Education services throughout Asia.

Secretary of Commerce Pritzker noted, “The organization’s expansion of programs to reach international students in Thailand, China, Vietnam and Burma were particularly notable.”

Since 2006, California ETEC has provided a platform for U.S. education and training providers to recruit international students and deliver education programs throughout Asia and the Middle East. California ETEC maintains overseas recruitment offices in Beijing, China and HCMC, Vietnam, two of the six largest host countries for international students.

“The recruitment of international students to California and U.S. campuses has been our exclusive focus the past 10 years, and we are honored to receive the “E Star” Award,” said Mark Matsumoto, California ETEC, President and CEO.

The export of education services generates more than \$31 billion dollars in exports for the U.S. and contributes nearly \$5 billion dollars to the local economy in California. Moreover, revenues from international student tuition and overseas program delivery are increasingly counted upon to make up for shortfalls in public and private education funding in the United States.

California ETEC provides an array services for education providers to expand their international student recruitment or develop new international linkages. The organization has recently launched a comprehensive program to support secondary education providers to begin or expand international recruitment. California ETEC’s College Pathway Program(CPP) is a low-risk program designed to assist fledging international student programs blossom at rural and small cities.

A business client of the Department’s U.S. Commercial Service, California ETEC has benefitted from business matchmaking services to expand export activities in several Asian markets . California ETEC demonstrated a substantial increase in the volume of exports over the past four-year period, a major criteria for the award.

For more information about California ETEC, visit, [www.californiaetec.com](http://www.californiaetec.com)

For more information about the “E” Awards and the benefits of exporting, visit, [www.export.gov](http://www.export.gov)

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