

Asian countries send more students to U.S. colleges and universities than any other world region. IIE's trusted U.S. Higher Education fair series helps you build your institution's name and profile in selected cities in key Asian countries in a wellplanned sequence, timed to minimize your travel and maximize your impact.



To Register

Please visit www.iie.org/fairs

Priority Registration Deadline: July 1, 2013 *

Registration **Deadline:** August 15, 2013

Payment Deadline: August 15, 2013

* Institutions that register and return the Institutional Profile by the priority deadline will have their profile included in the fair guide.

IIE Higher Education Fairs Provide

- » Trust-worthy, popular, strategically marketed and wellmanaged events
- » Access to thousands of qualified students through our local presence and reputation among education institutions
- » Experts' presentations about available scholarships, visas and country briefings
- » Assistance for students to navigate and understand higher education admissions' requirements
- » Opportunity to build a presence in host cities between fairs, work with alumni and local schools » Connect face-to-face with prospective students, supportive
- parents, local schools and university representatives » Additional advertising opportunities in Study America fair guide to expand your reach and visibility

Participation Terms

- » Open to regionally accredited U.S. two-year, four-year, and graduate institutions
- » IIE welcomes ESL and distance-learning programs at accredited U.S. schools if representatives are prepared to discuss on-campus degree programs
- » A maximum of two people staff, alumni or faculty may represent an institution
- » As IIE promotes direct communication between schools and students, no third-party recruiters may participate
- » IIE follows the National Association for College Admission Counseling (NACAC) exhibitors' rules and regulations





IIE U.S. Higher Education Fairs

Asia Series - Fall 2013

India | September 7 – 15 **Southeast Asia | September 26 – October 12**











IIE Vision

Educational, cultural and professional opportunities transcend borders to foster a peaceful and interconnected world where all people achieve their full potential; think and act as global citizens; and build inclusive, thriving communities.

IIE Mission

IIE's mission is to advance international education and access to education worldwide. We accomplish this by:

- Managing scholarships, training, exchange and leadership programs
- Conducting research and facilitating policy dialogue on global higher education
- Protecting scholarship around the world

Country Highlights







Fall 2013
Fairs Dates
and Prices



Open Doors,

IIE's most renowned publication highlights:



- 1. **Record high 764,495 international students** studied in the U.S. in 2011/12, a 5.7% increase over the previous year, including 228,467 students enrolling for the first time (a 6.5% increase).
- Top places of origin for international students are: China #1, India #2, Taiwan #6, Vietnam #8, Thailand #17, Hong Kong #16 and Indonesia #18.
- Top U.S. states hosting international students are: New York, California, Massachusetts, Illinois, Washington DC, Texas, Pennsylvania, and Washington State.
- International students are mainly interested in STEM (41.6%) and Business and Management (21.8%), followed by Social and Life Sciences and Fine and Applied Arts.
- In 2011/2012, international students contributed about 22 billion to the U.S. economy through living and education related expenses.

About IIE

Founded in 1919, the Institute of International Education (IIE) is a private nonprofit leader in the international exchange of people and ideas. For over 90 years, IIE has served students, academics and professionals by increasing their capacity to think, work and compete on a global level.

In collaboration with governments, foundations and other sponsors, IIE creates programs of study and training for students, educators and professionals from all sectors. These programs include the flagship Fulbright Program and Gilman Scholarships administered for the U.S. Department of State.

IIE currently implements over 250 programs each year, which serve 25,000 individuals in more than 175 countries worldwide. IIE also conducts policy research, provides resources on international exchange opportunities and offers support to scholars in danger.

India

- » India is the second leading place of origin, with over 100,000 Indian students studying in the U.S. in 2011/12
- » Indian students comprise 13% of all international students in the U.S.
- » The majority of Indian students are studying in science and engineering fields, making India the first leading place of origin (31%) in Optional Practical Training for STEM graduates

Hong Kong & Taiwan

- » In 2011/12, a total of 23,250 students from Taiwan and 8,032 students from Hong Kong studied in the U.S.
- » Taiwan ranked sixth among top places of origin of international students in the U.S., and is the fourth leading place of origin at the graduate level
- » Hong Kong has moved up to 16th place in the top places of origin of international students due to constantly growing interest in studying in the U.S. from students and parents

Indonesia & Thailand

- » In 2011/12, a total of 7,616 students from Thailand and 7,131 students from Indonesia studied in the U.S.
- » Thailand and Indonesia ranked 17th and 18th respectively among top places of origin of international students in the United States

Vietnam

- » In 2011/12, a total of 15,572 students from Vietnam studied in the U.S., a 4.6% increase from 2010/11
- » Vietnam continued to be the eighth leading place of origin of international students in the U.S. in 2011/12 and has stayed in the top ten places of origin since 2008/09

IIE-Members Non-IIE Literature City Date **Members Fee** Only Fee Delhi Sept 7, 2013 (Sat) \$1,450 \$1,600 N/A Kolkata Sept 8, 2013 (Sun) \$1,450 \$1,600 N/A Chennai Sept 10, 2013 (Tue) \$1,450 \$1,600 N/A **Hyderabad** Sept 14, 2013 (Sat) \$1,450 \$1,600 N/A Mumbai Sept 15, 2013 (Sun) \$1,450 \$1,600 N/A Taipei Sept 26, 2013 (Thu) \$1,650 \$1,800 \$650 **Hong Kong** Sept 28, 2013 (Sat) \$1,750 \$1,950 \$700 Jakarta Oct 1, 2013 (Tue) \$1,350 \$1,500 \$500 Surabaya Oct 2, 2013 (Wed) \$1,350 \$1,500 \$500 Medan Oct 4, 2013 (Fri) \$1,350 \$1,500 \$500 **Ho Chi Minh City** Oct 6, 2013 (Sun) \$1,700 \$1,850 \$650 Hanoi Oct 8, 2013 (Tue) \$1,650 \$1,800 \$650 **Danang** Oct 10, 2013 (Thu) \$1,350 \$1,500 \$500 **Bangkok** Oct 12, 2013 (Sat) \$1,350 \$1,500 \$500

- 1. Translators available in selected cities: \$65 per city
- 2. Fairs in India organized in partnership with USIEF

(Source: IIE Open Doors)