

FINAL REPORT - EXPOESTUDIOS EN EL EXTRANJERO 2011

Dear exhibitor,

Thank you very much for your participation at EXPOESTUDIOS EN EL EXTRANJERO 2011, we hope you had a great and valuable time with us in Santiago. In this document you will find a summary of results of the event.

EXPOESTUDIOS EN EL EXTRANJERO is the largest Study Abroad event in Chile, and the event is designed to provide international education institutions with the opportunity to meet genuine prospective students from all over the country, looking to study abroad in English Language, High School, Undergraduate, Technical, University, and Postgraduate programs, in a country with increasing demand.

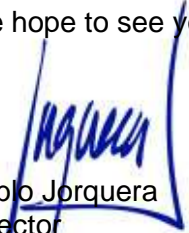
EXPOESTUDIOS EN EL EXTRANJERO is a non profit event, to promote study abroad in Chile, giving to real prospective students the opportunity to receive directly from international institutions all information related with their programs.

According with our own experience and results, main issue to improve the number of study abroad students from Chile is their lack of information related with institutions, programs, costs, and destinations. Even with all the promotion of this type of programs, Chilean market is still underdeveloped and we need to improve institutions and program awareness and "affordability", to improve the number of student applications to study abroad and exploit its real potential. The base to build EXPOESTUDIOS EN EL EXTRANJERO is to have a strong Category Builder, designed as a platform to improve the number of Chilean students received each year by international institutions.

We truly believe international education and cultural exchange are strong tools to develop personal and professional opportunities in students from all ages. We are quite proud to help students to achieve international experience, give them the opportunity to understand different cultures and develop better individuals for the years to come.

Our next event, EXPOESTUDIOS 2012, will be held on MARCH 30-31, 2012 at the InterContinental Santiago Hotel & Convention Centre, we kindly invite you to be part of it.

We hope to see you at EXPOESTUDIOS 2012!


Pablo Jorquera
Director
Expoestudios en el Extranjero



EXPOESTUDIOS 2011 MAIN FIGURES

Event : EXPOESTUDIOS EN EL EXTRANJERO
Country : Chile
Dates : 01-02 April, 2011
Production : OK Educational Travel Group (OK GROUP)

Exhibition : 12,000 square feet
Admission : free of charge
Total visitors : 5.476 (two days)

Sponsors : OK Educational Travel Group
El Mercurio (main Chilean newspaper)
Nescafé

Partners : Australian Trade Comission
Canadian Embassy
U.S. Commercial Services
New Zealand Educated
Conycit (National Comission of Scientific Research and Technology)
Técnicos para Chile (Becas Chile scholarship program)

OK GROUP is one of the main international education and exchange agents in Latin America. Drive by a strong code of ethics, the company has more than 25 years of experience in the market, and has its own educational fair division.

I.- LOCATION: SHERATON CONVENTION CENTRE SANTIAGO

Sheraton Santiago Hotel and Convention Centre was the host of the event this year. The hotel it's a five stars Hotel located in Providencia, in walking distance of Metro Station Pedro de Valdivia and public transportation.

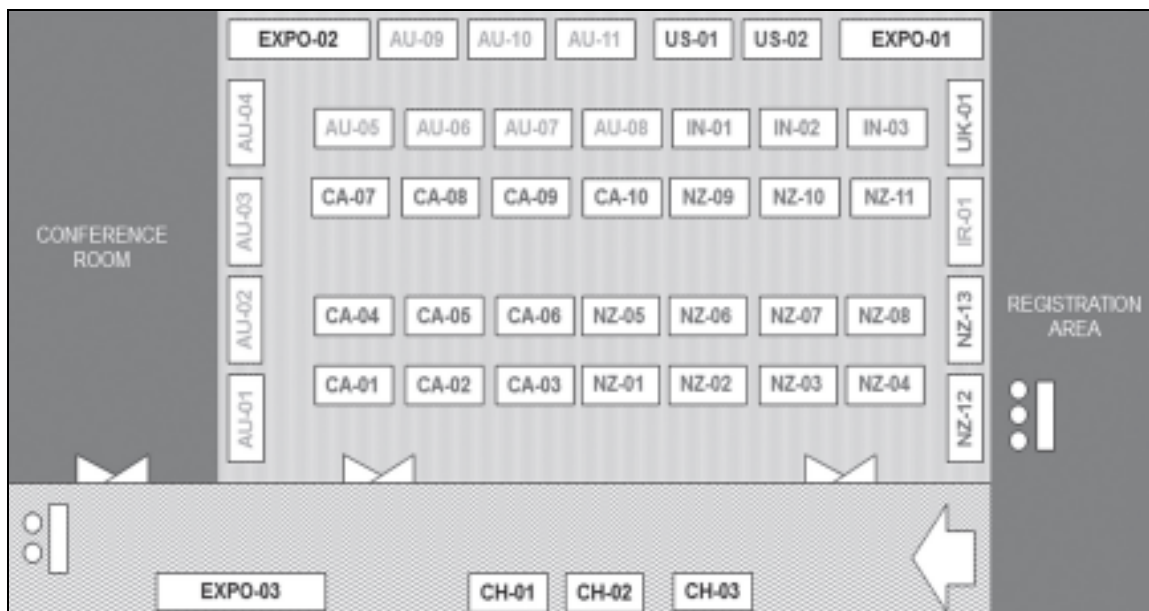
The hotel is located in one of the best locations in Santiago, close to shopping centres, restaurants, and the Metropolitan Park. The hotel is also 12 minutes away from the airport and it has the one of the country's best meeting facilities into a wonderful setting for groups of 10 to 1,500 or more.



II.- COUNTRIES REPRESENTED:

- Australia (11)
- Canada (10)
- United Kingdom (1)
- Ireland (1)
- New Zealand (13)
- USA (2)
- Chile (6)
- International Institutions (3)

III.- EXHIBITORS (47):



AUSTRALIA :

- AU-01 Sunshine Coast Tafe
- AU-02 Tafe NSW
- AU-03 Tafe South Australia
- AU-04 William Angliss Institute
- AU-05 Canberra Institute of Technology Australia
- AU-06 Griffith University
- AU-07 Browns English Language School
- AU-08 Embajada de Australia
- AU-09 Education and Training International
- AU-10 Study Adelaide
- AU-11 Box Hill Institute

CANADA:

- CA-01 Language Studies Canada - LSC
- CA-02 St James Assiniboia School Division
- CA-03 English Language Centre, University Of Victoria
- CA-04 Nanaimo - Ladysmith School District
- CA-05 Gulf Island Int. Program School District #64
- CA-06 Canadian University Application Centre
- CA-07 Embajada de Canadá
- CA-08 Collège de Montréal

CA-09 Kootenay Lake School District #8
CA-10 Cornerstone Academic College

USA: US-01 US Commercial Services
US-02 Work and travel USA

INTERNATIONAL: IN-01 Study Group Higher Education and Embassy CES
IN-02 Global Village English Centre
IN-03 LSI - Language Studies International

IRELAND: IR-01 Eden College

NEW ZEALAND: NZ-01 Bay of Plenty Polytechnic
NZ-02 The University of Auckland - ELA
NZ-03 Howick College
NZ-04 Waiariki Institute of Technology
NZ-05 Lynfield College
NZ-06 University of Waikato
NZ-07 Onslow College
NZ-08 NZIE - New Zealand Institute of Education
NZ-09 Kiwi English Academy
NZ-10 Rosehill College
NZ-11 Unique New Zealand Education Services
NZ-12 Education New Zealand
NZ-13 Birkenhead College

UNITED KINGDOM: UK-01 INTO University Partnerships

CHILE: CH-01 CONICYT
CH-02 Técnicos para Chile
CH-03 Tronwell
CH-04 Viajes Falabella
EXPO-01 OK Educational Travel Group
EXPO-02 Kangaroo Education
EXPO-03 Nescafé

IV.- SEMINARS:

Two seminars were presented previous to the event specially designed for institutions and focused on market development. Presentations were held by Mr. Pablo Jorquera, OK Educational Travel Group Director.

Day 1 : Chilean Market Overview

- Market size
- Market Trends
- Chilean student's main destinations

Day 2 : Chilean Student Profile

- Chile income by region
- Chilean consumer profile
- Targeting 13-24 years old Chilean students

During the event, participant institutions had the possibility to make their own presentations to prospective students:



- DAY 1:**
- Bay of Plenty Polytechnic (NZ)
 - Canadian Embassy (CA)
 - U.S. Embassy (US)
 - Lynfield College (NZ)
 - Howick College (NZ)
 - Language Studies Canada - LSC (CA)
 - Birkenhead College (NZ)
 - NZIE–New Zealand Inst. of Education (NZ)
- DAY 2:**
- Australian Embassy (AU)
 - Waiariki Institute of Technology (NZ)
 - The University of Auckland-ELA (NZ)
 - Unique New Zealand (NZ)
 - Canadian Embassy (CA)
 - LSI - Language Studies International (CA)
 - Education New Zealand (NZ)
 - University of Waikato (NZ)
 - Onslow College (NZ)

V.- ADVERTISING AND PROMOTION:

Media coverage is one of the key issues to assure genuine prospective students at the event, and its one of the most time consuming activities. Some of the promotion and advertising campaign 2011 that precedes the event is outlined next:

- Data base marketing.
- Email marketing.
- Embassies and consulates PR.
- TV news during the event.
- Press releases.

- Targeted internet websites.



- Outdoor billboards.



- Newspapers printed advertising (nationwide).



VI. VISITORS

Genuine prospective students aged 16 – 45 years living in Santiago and surrounding areas (55% of total country population), including:

- High school students with their parents.
- University students.
- Technical institutions students.
- Young/middle age professionals and executives.
- Teachers.
- Corporate human resources personnel.

Total visitors 2011 : 5.476 (two days)

Students : 3.559 (65%)

High school students	: 698 (20%)
University students	: 2.060 (58%)
Technical students	: 801 (22%)

Professionals : 1.917 (35%)

Young professionals	: 1.258 (66%)
Other professional (+35)	: 659 (34%)

Most attractive countries (visitors answers)

High school students	: United Kingdom, New Zealand, Canada
University students	: USA, United Kingdom, Australia
Technical students	: Australia, Canada

VII.- EXPOESTUDIOS 2012

EXPOESTUDIOS 2012, will be held on MARCH 30 - 31, 2012 at the HOTEL INTERCONTINENTAL SANTIAGO. We kindly invite you to be part of this event.

If you have any questions or require additional information regarding the event, registrations, or accommodation, please visit www.expoestudios.cl and/or contact us at info@expoestudios.cl.

VIII. PICTURES

