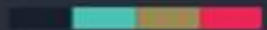


# MARKET UPDATE: BRAZIL, COLOMBIA, CHILE & MEXICO



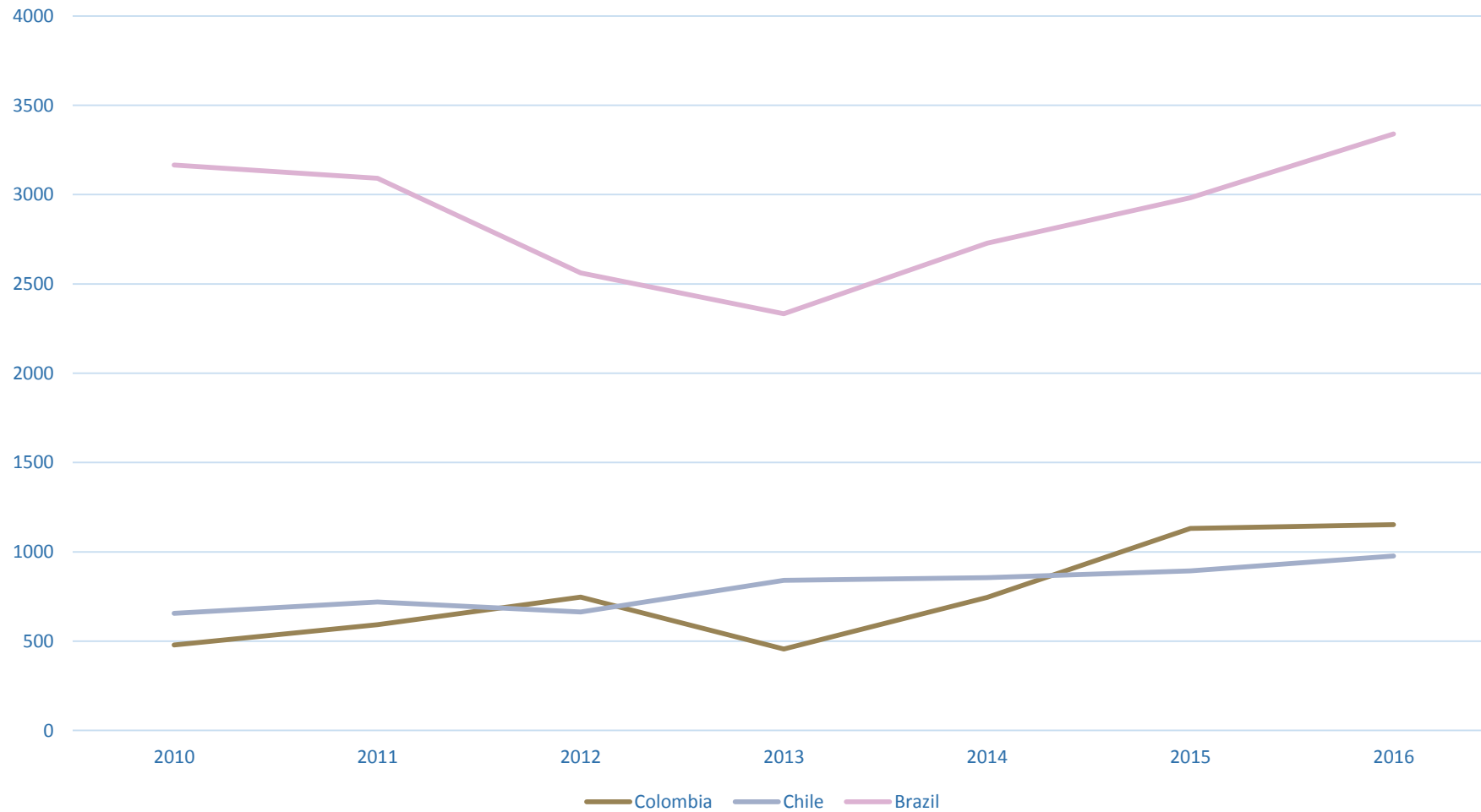
Sahinde Pala  
Sahinde.pala@enz.govt.nz

# Education New Zealand



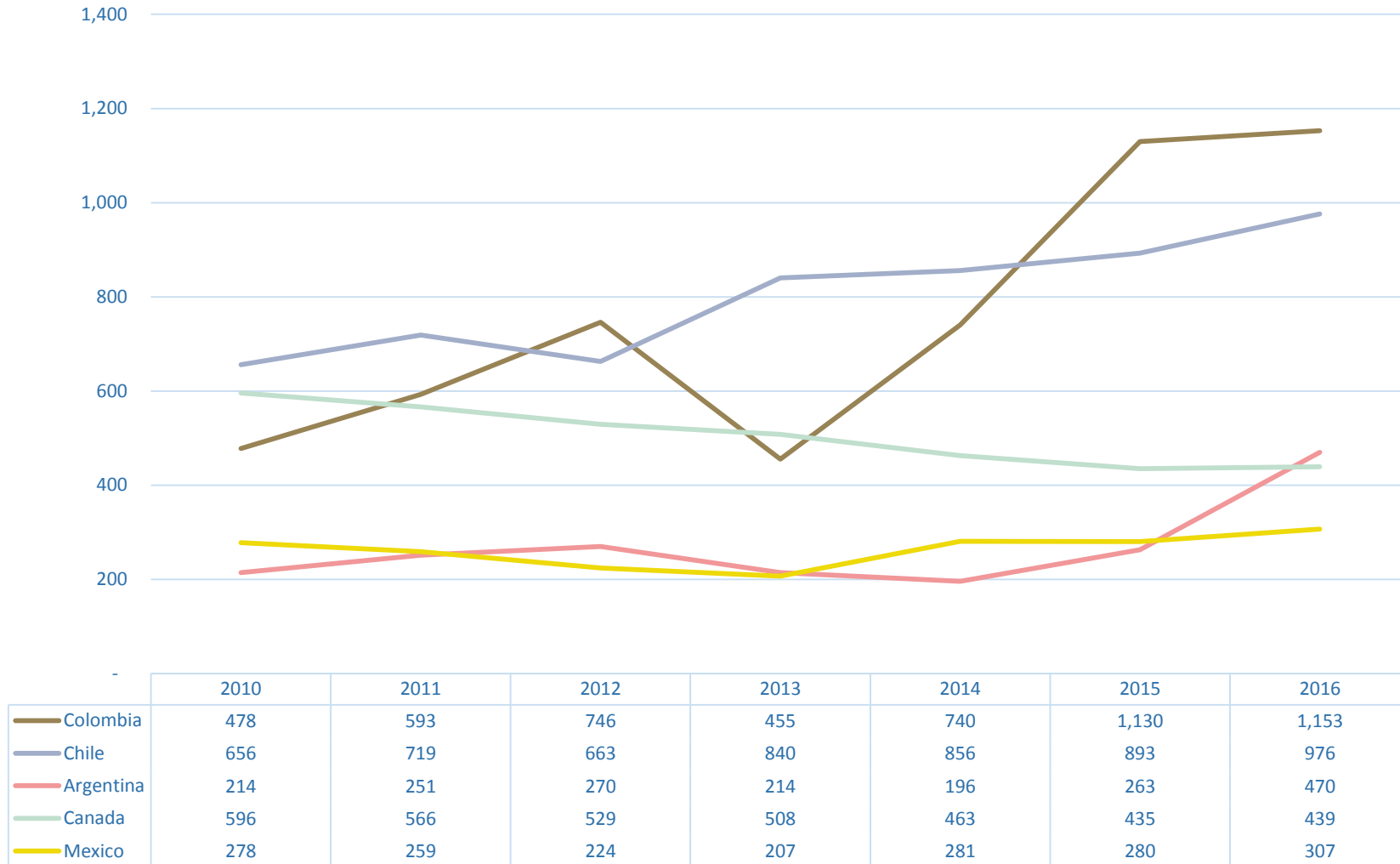
# LATIN AMERICA

## Americas 2010 – 2016 Student Enrolments



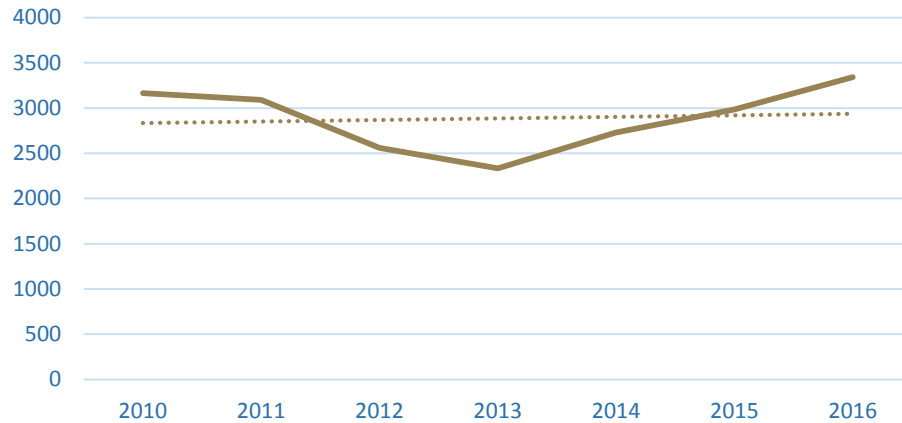
# LATIN AMERICA

## Comparative Markets Americas



# BRAZIL

### Brazil Students 2010-2016



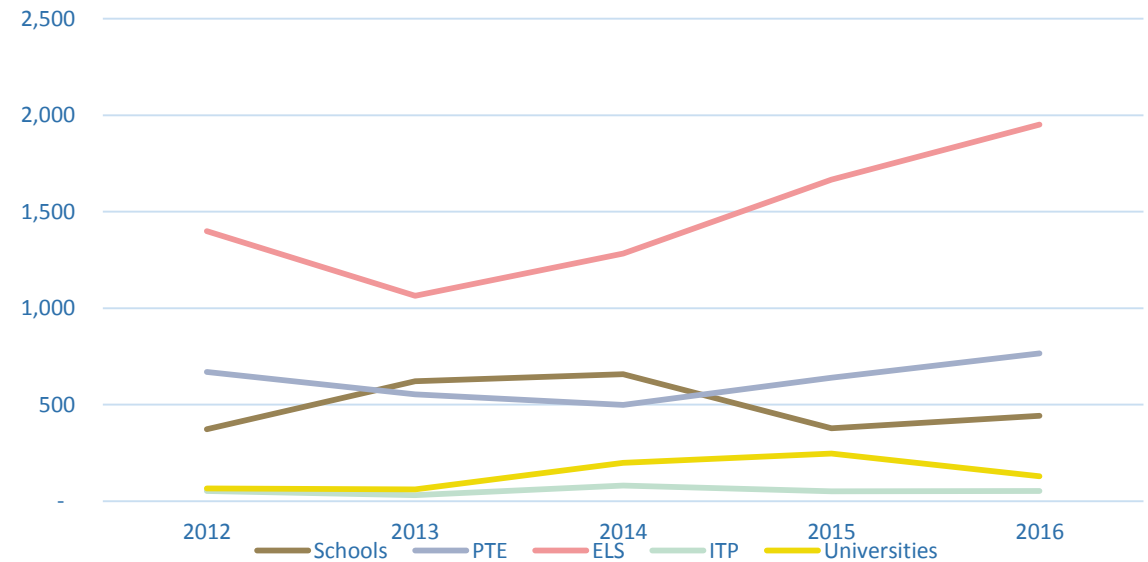
The Brazilian market is largely an ELS market but also has some numbers in the University and High School sectors.

**Sep YTD - +139 students**

Brazilian numbers have reached their highest ever levels, now 5% higher than the 2010 peak.

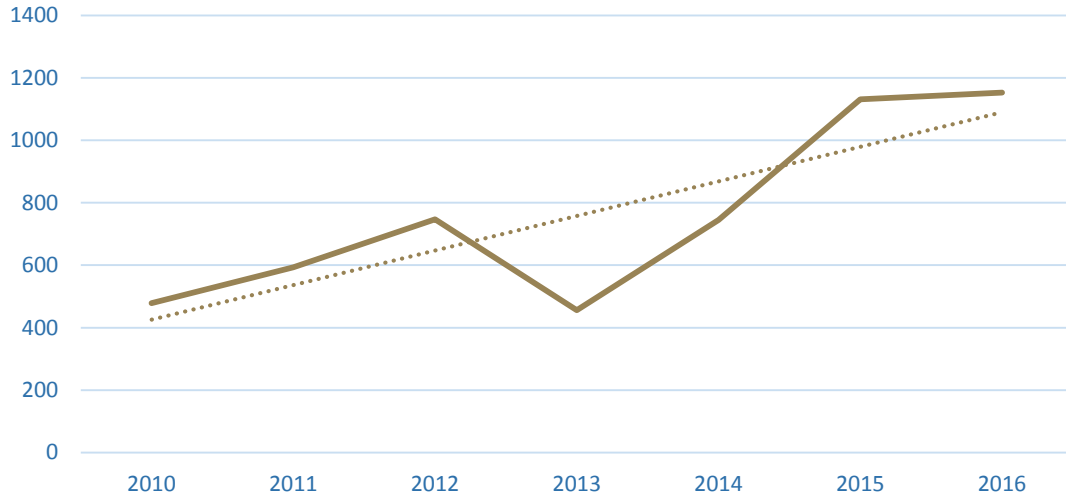


### Brazilian students by Sector 2010-2016



# COLOMBIA

Colombian Students 2010-2016



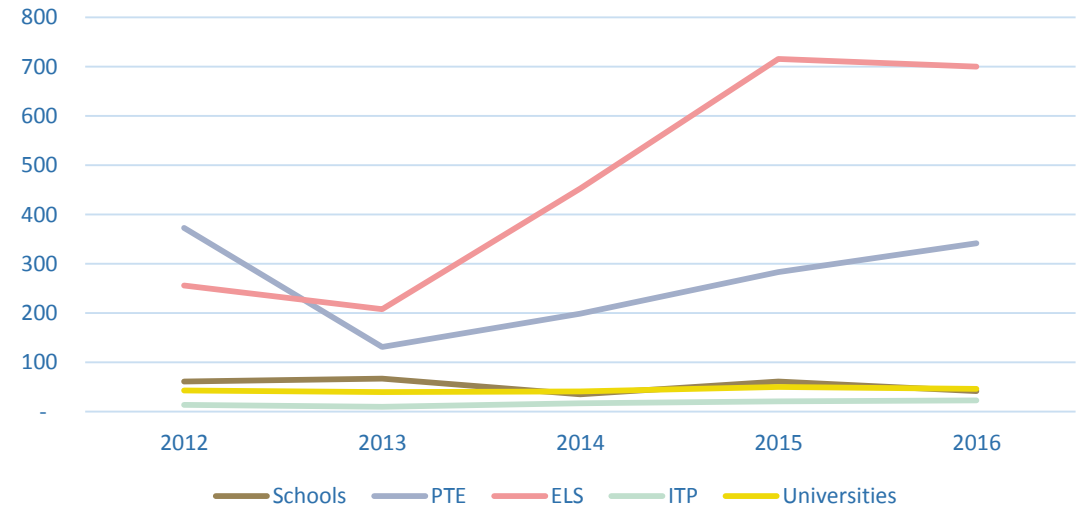
Diversification of the market remains a key focus for 2017 and beyond.

Sep YTD - +266 students

Whilst Colombian numbers flatlined a little in 2016 after rapid growth, the first four months of 2017 show that the market is growing rapidly again.

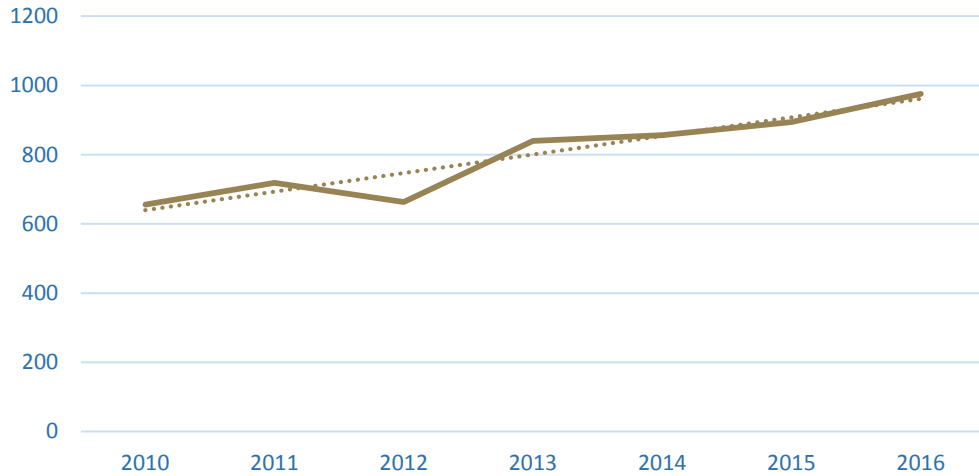


Colombia students by Sector 2010-2016



# CHILE

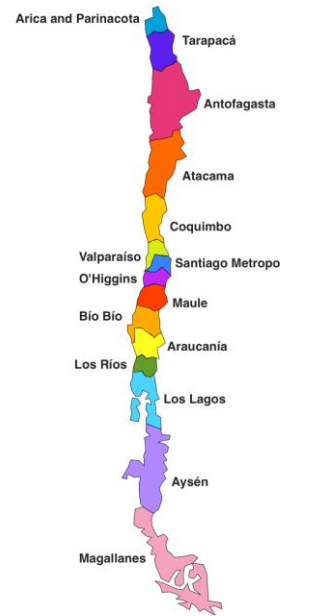
Chilean Students 2010-2016



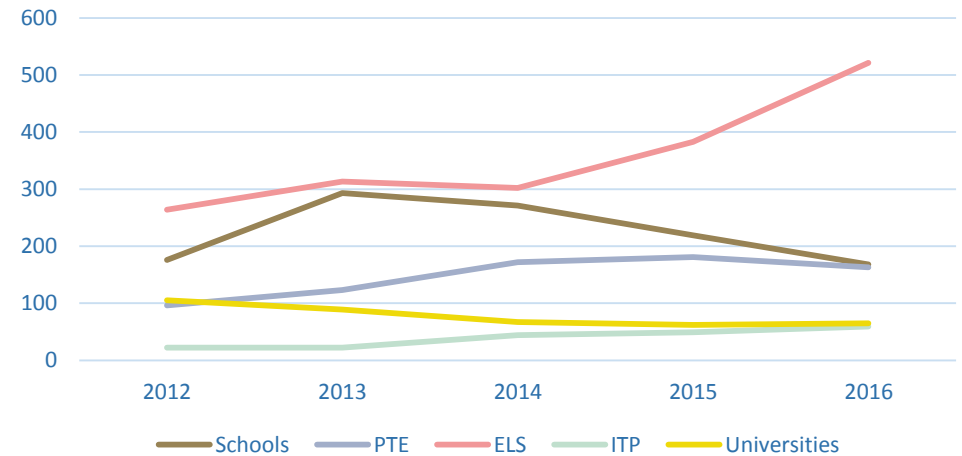
Largely an ELS market, the Penguins programme helps boost the High Schools sector.

Sep YTD - +154 students

Chile continues to show steady incremental growth, rising 8% on 2015 numbers.



Chilean Students by Sector 2010-2016



# BRAZIL, CHILE, COLOMBIA & MEXICO:

## Joint activities/initiatives

Activity	
South America Road Show	Education Fair and Agent Seminar
Prime Minister's Latin America scholarships	Increase engagement with educational institutions in LATAM
Webinars	Student visa and Regional



# BRAZIL AND COLOMBIA:

## Activities/initiatives

Activity	
Media Famil	Brazil only
Agent Famil	Bring a group of selected agents once a year

# KEYS FOR SUCCESS



1. **Know your audience- Agents, Students, Parents**
2. **Visit the region and build partnerships**
3. **Collaboration**
4. **Don't expect instant results. It can take up to 3 years to receive your first student**
5. **Invest in your agents**
6. **Follow up!**
7. **Consider product development**

**And always...**

**Work with us - we are here and there to help you!**

# MEXICO: EXPLORE MARKET

## ENZ's approach to Mexico for 2018



- Will be exploring potential for Mexico to become a promote market
- No staff in market presence in 2018
- Research
- Agent seminar and networking event
- Agent activity co-fund
  
- What would you like to know?

[Sahinde.pala@enz.govt.nz](mailto:Sahinde.pala@enz.govt.nz)

or

Kim Renner

**ThinkNew**<sup>®</sup>



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