



Leaders in International Higher Education

2023 Annual Conference

# The Joint Statement of Principles in Support of International Education: 2023 Update

- Anthony Koliha  
U.S. Department of State
- Rafael Nevárez  
U.S. Department of Education
- Gabriela Zelaya  
U.S. Department of Commerce

# U.S. Department of Education

Rafael Nevárez

Deputy Director of International Affairs



— Joint Statement of Principles in Support of International Education —

*Reengaging the World to Make the United States Stronger at Home*

**A Renewed U.S. Commitment to International Education**

# Updated International Strategy

Succeeding Globally Through  
International Education  
and Engagement



**U.S. Department of Education International Strategy**  
**Updated March 2022**



# Why an international focus?

A Diverse U.S. society

Global Challenges and Opportunities

Economic Competitiveness and Jobs

National Security and Diplomacy



Strengthen  
U.S. education

## GOALS

Advance  
U.S. international  
priorities

## OBJECTIVES

Increase global and  
cultural competencies  
of all U.S. students

Learn from and  
with other countries  
to strengthen  
U.S. education

Engage in active  
education diplomacy  
to advance U.S.  
international priorities

# Examples of International Engagement

## Bilateral

Mexico: Career & Technical Education

Spain: Language Learning

# Examples of International Engagement

## Multilateral

International Summit on the Teaching  
Profession (ISTP)

Academic Mobility & Qualifications  
Recognition



For more information about IAO, visit our website:  
<https://sites.ed.gov/international/>

Thank you!

# National Export Strategy

Strengthening U.S. International Education

Gabriela Zelaya  
Global Education Team Leader  
U.S. Department of Commerce

The ATTA logo is located in the top right corner of the page. It features the letters 'ATTA' in a white, serif font, with a stylized globe icon integrated into the letter 'A'. The background behind the logo is a red, wireframe globe with a grid of dots and lines.



# U.S. Commercial Service – Who We Are

## Worldwide Recognition

As the U.S. government, we can open doors that no one else can in markets around the world.

## Global Network

Our unmatched global network with educational trade experts in more than 80 countries can provide you with on-the-ground knowledge and connections.

## Results Driven

Our expert, in-person counseling is unparalleled and designed to help you succeed in global markets.



## Our Services



### Educational Service Export Counseling

- Develop effective market entry and recruitment strategies.
- Understand regulations of foreign markets.
- Navigate U.S. government export controls, compliance and financing options.



### Market Intelligence

- Analyze market potential and foreign competitors.
- Obtain useful information on best prospects, financing, laws, and cultural issues.
- Conduct background checks on potential partners.



### Business Matchmaking

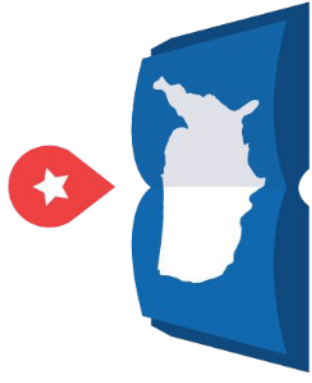
- Connect with pre-screened potential partners.
- Promote your programs or service to prospective partners at education trade events worldwide.
- Meet with international industry and government decision makers in your target markets.



### Commercial Diplomacy

- Overcome trade obstacles to successfully enter international markets.
- Benefit from coordinated U.S. government engagement with foreign governments to protect U.S. education sector interests.





# USA

## A Study Destination

USDOC education industry engagement aimed at boosting U.S. education exports by promoting the USA as a premier destination for international students to study.

- Providing tools and a platform for U.S. education institutions and organizations to address challenges faced by increased global competition in the international education sector, and to foster economic growth.
- Working to convene public and private partners to develop promotion, recruitment, and market-entry strategies.
- Providing opportunities for U.S. education institutions and organizations to participate in programming sponsored by the ITA and U.S. Commercial Service aimed at increasing U.S. educational service exports.

<https://www.trade.gov/usa-study>

# Collaboration with U.S. Study State Consortia

[trade.gov/usa-study](http://trade.gov/usa-study)



# **National Export Strategy**

**International Education Chapter**

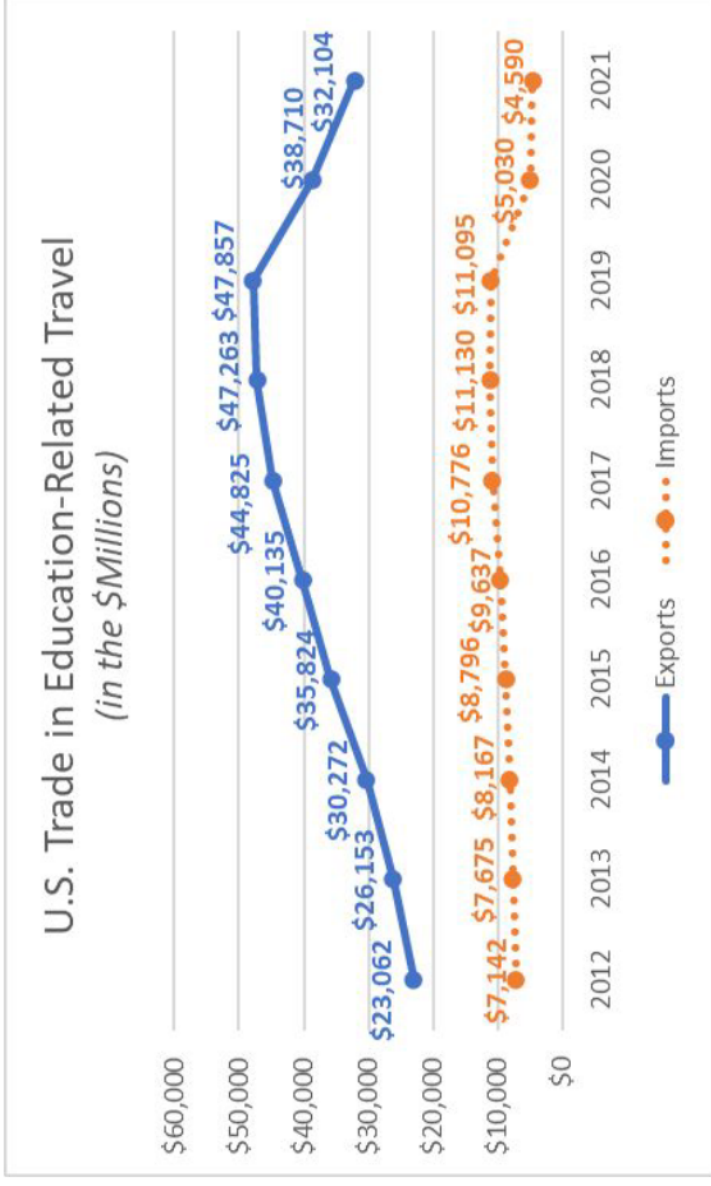
The logo for ATTA (Association of Trade Training Academies) is located in the top right corner. It features the letters 'ATTA' in a white, serif font, with a stylized globe icon integrated into the letter 'A'. The background behind the logo is a red, wireframe globe with a grid of dots and lines.

**ATTA**



**Globally, education is a \$6 trillion dollar industry, including education-related travel. Education-related travel exports are not only an important element of our trade relationships worldwide, but they also directly strengthen our economic development through innovation, workforce development, and by attracting foreign investment.**

# U.S. Trade in Education-Related Travel



Source: U.S. Bureau of Economic Analysis. "Table 2.1. U.S. Trade in Services, by Type of Service, Travel (for all purposes including education)". Release Date: July 7, 2022

- The Bureau of Economic Analysis reported that in 2021, U.S. exports in education-related travel totaled \$32.1 billion, a 17% decrease from the previous year.
- This decline is due in large part to travel restrictions, and the continued disruption of education due to the pandemic.

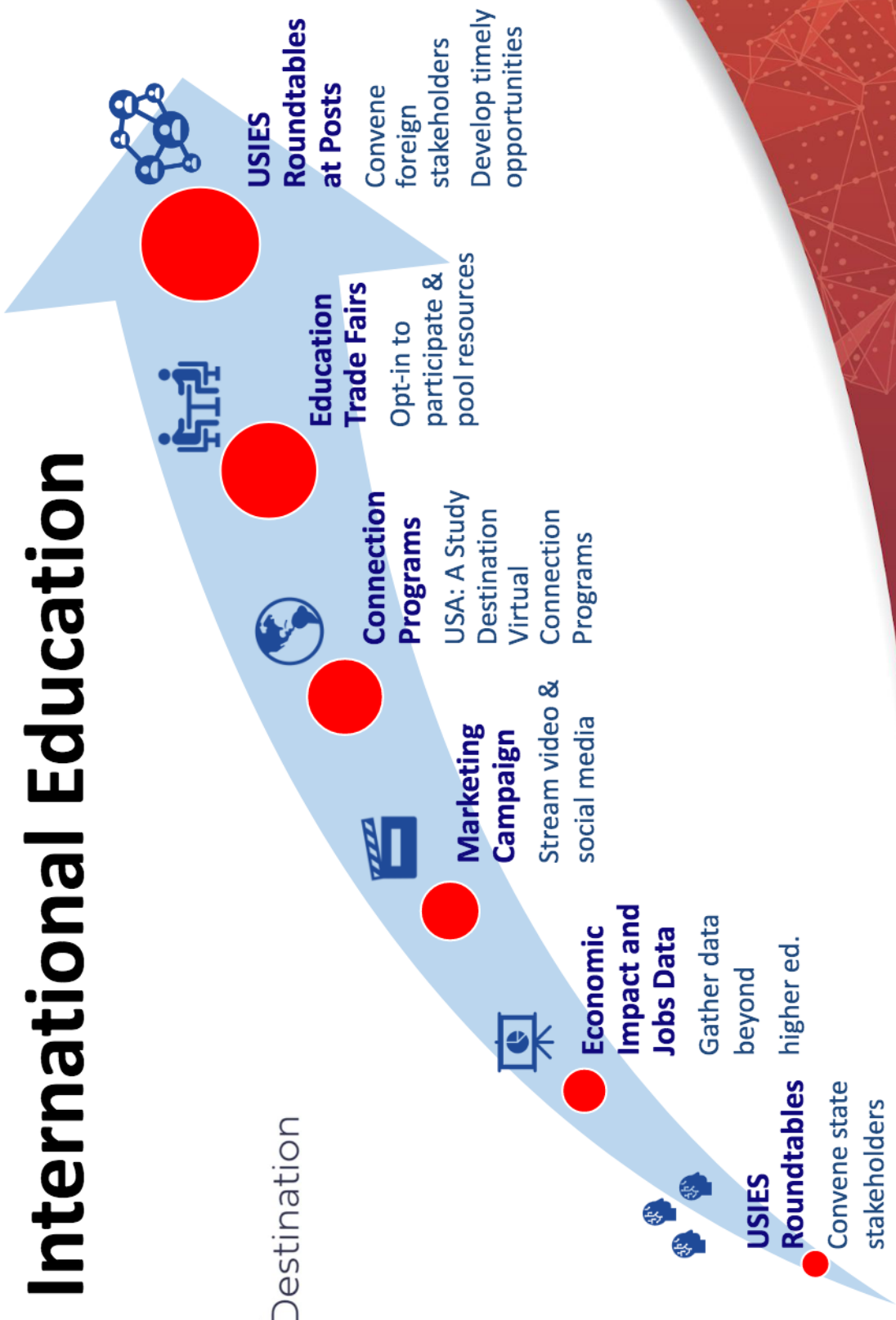


# Strengthening International Education – Chapter Themes



- Connecting U.S. institutions and consortia with foreign groups interested in U.S. education
- Promoting the United States as a premier study destination
- Highlighting the importance of international education as a U.S. export
- Leveraging federal resources to identify and promote global opportunities to the U.S. education industry
- Leveling the playing field in export markets

# NES Strategy to Strengthen U.S. International Education





# Global Marketing Campaign - Join Us! #USASTudyDestination



USA: A Study Destination  
270 Tweets

How will you react...  
When you find your  
Study Destination?

Walking out of  
a New York  
City subway.

USA: A Study Destination

USA: A Study Destination  
@USASTudyHere

Promoting the U.S. as the #1 study destination for international students | USA: A Study Destination brand & program managed by the U.S. Commercial Service

U.S. Commercial Service  
28,649 followers

The U.S. Commercial Service and our global #education team is committed to supporting the U.S. international education sector and boosting U.S. education exports.

International students can view our list of study states, and thousands of participating U.S. educational institutions at [trade.gov/usa-study](https://trade.gov/usa-study).

Make the U.S.A your study destination! Discover the amazing academic and social opportunities each school has to offer, from special study programs, unique clubs and sports, internships, job opportunities, and much more.

Learn more about this new, global campaign at: <https://go.usa.gov/xeRu>

USA: A Study Destination  
Open up your world by studying in the United States.

Discover thousands of study destinations across America.  
Find participating educational institutions:  
[trade.gov/usa-study](https://trade.gov/usa-study)

USA: A Study Destination

- Study Connections of
- Study Match
- Study Matchworks

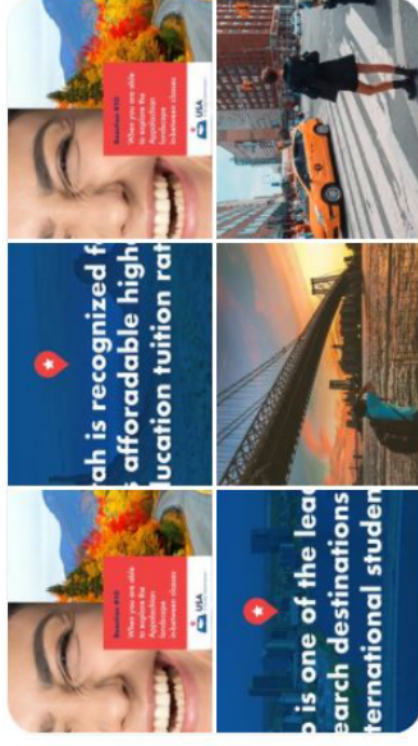
USA: A Study Destination | How will...  
How will you react?

Watch later  
Share

Watch on YouTube



Follow us on Twitter  
[@USASTudyHere](https://twitter.com/USASTudyHere) and  
[@ExportGov](https://twitter.com/ExportGov)



[Press Release Here](#)



Date: April 18-21, 2023

# USA: A Study Destination Global Virtual Connection Program featuring U.S. Sustainability Programs



## *"International Demand for U.S. Sustainability Programs" Webinar*

March 1st | 11:30 am ET | Virtual | Cost: Free

Learn about trends and opportunities to promote your sustainability programs in target markets. Featured presenters are U.S. Commercial Service experts from around the world. Contact James.Paul@trade.gov for questions.

Register: <https://emenuapps.ita.doc.gov/ePublic/event/editWebReg.do?SmartCode=3QDD>

ATA



# Join Us! NAFSA 2023 in Washington, DC - May 30 - June 2

**USA: A Study Destination Pavilion at NAFSA 2023 – P901**



**2023/2024 Education and Training Services Resource Guide**

**Embassy Circle Program!**



## Connecting U.S. Education to the World Embassy Circle during NAFSA 2022



Join the U.S. Commercial Service for the Embassy Circle during the NAFSA 2022 Annual Conference & Expo in Denver, Colorado. Embassy Circle is a value-added program designed to connect U.S. educational institutions and Study State Consortia to Cultural Attaches and Ministry of Education officials from approximately ten global markets that are either emerging in the education sector or otherwise offer promising opportunities to U.S. institutions of higher education.

This program offers a truly unique opportunity for U.S. schools to learn first-hand from country officials about partnership opportunities and strategic initiatives in the education sector in those markets, while also giving the country officials a chance to hear from prominent institutions of higher education about their interest in the market. Additionally, U.S. schools will learn about current programs offered by the U.S. Commercial Service, upcoming priorities, and opportunities for collaboration in a variety of global markets.

| Invited | Invited              |
|---------|----------------------|
| Chile   | Mexico*              |
| France* | Philippines*         |
| India*  | Panama*              |
| Japan   | South Korea *        |
| Kenya*  | United Arab Emirates |

Countries subject to change. \*Confirmed

Participants will be able to attend up to five pre-scheduled 20-minute roundtable discussions. Each roundtable discussion will feature one or two international representatives and up to six U.S. participants. A brief networking reception will precede the scheduled meetings.

### Program Details:

Date: Tuesday, May 31, 2022  
Time: 6:00 PM - 8:30 PM

(Reception will be held from 6:00 - 6:30 PM; Meetings will be held 6:30 - 8:30 PM)

Location: The Commons on Champa, 1240 Champa Street, Denver, CO

Cost: \$150 per participant

[Register here](#)

### Program Logistics:

**International Guests:** The Embassy Circle will host distinguished representatives from up to ten diplomatic missions located in the United States and overseas. The event will highlight countries which provide promising opportunities for U.S. institutions of higher education.

### For questions contact:

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### Marketing Partners





# Thank you!

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[trade.gov/education-industry](https://trade.gov/education-industry)

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