



Press Release

ELS American Education Centers expands strategic presence in China with opening of new Center in Chengdu

The new Chengdu American Education Center, slated to open in late June, is being added to reach the burgeoning number of potential students and educational counselors throughout the country. Located in southwest China, Chengdu is the capital of Sichuan province, and is one of the most important economic, transportation and communication hubs in Southwestern China.

ELS established the first ELS - American Education Center in 2007 to promote US higher education to international students and educational counselors. The Chengdu Center joins American Education Centers that are actively supporting US colleges and universities in promoting themselves to students and education counselors in *Shanghai, Beijing, Guangzhou, Ho Chi Minh City and Istanbul*.

Since 1961, ELS Educational Services, Inc. has helped more than 1,000,000 international students from more than 140 countries around the world learn English quickly and effectively.

ELS Educational Services, a private organization and parent of ELS Language Centers and ELS American Education Centers, has been a promoter of US higher education since 1961. The global market for international education has become more dynamic and competitive. ELS saw the need for additional support and increased counseling quality in key developing markets for US higher education and responded by establishing American Education Centers where students could seek information, where universities could train qualified agents and counselors, and where US education experts would be present to support, promote and represent US education 365 days per year.

Key points of interest:

- The number of student visas issued by the United States to Chinese students has increased dramatically, and continues to grow.
 - Incredible growth in international students from the following countries studying in the US continues:
 - China: In 2008/2009, over 98,200 Chinese students studied in US institutions (+21.1% over prior year)!
 - Turkey: In 2008/2009, nearly 13,300 Turkish students studied in US institutions (+10.2% over prior year)!
 - Vietnam: In 2008/2009, more than 12,800 Vietnamese students studied in US institutions (+46.2% over prior year)!
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Your Strategic Partner in International Student Recruitment
International Visibility - Quality Representation - Localized Communications
www.ELS-AEC.com

www.InternationalStudentRecruitment.org

Benefits to members of the ELS - American Education Centers include:

- Have a **permanent recruitment base** in China, Turkey and Vietnam.
 - Presentations to prospective students
 - Counseling Agent training
 - A base for alumni gatherings and also a base for visiting faculty
- Dedicated **representation at student recruitment fairs** by AEC employees.
- Ongoing access and communication to ELS' **worldwide network of 1000+ authorized ELS Counseling Agents**.
- Assistance in meeting and evaluating prospective sister schools.
- Have your institution featured on the **USAUniversity Guide.org** website, with more than 18,000 visitors monthly, and in the annual university guide, with a distribution of more than 300,000 copies - in six languages.
- Participate in **annual recruitment tours** that include:
 - Workshops with authorized ELS Counseling Agents (screened, trained and qualified by ELS)
 - Up-to-the-minute market briefings from US Commercial Service and Consulate officials
 - Student recruitment fairs
- Display of **your materials** in AEC libraries and distribution among ELS Counseling Agent network.
- Assistance with in-country travel, hotel reservations, meeting arrangement, schedule planning, and communications.
- One-stop solution for your short-term study-abroad groups including classroom space, scheduling meeting space, travel and hotel arrangements.
- Assistance with producing **localized promotional materials** in-country, at great savings to your institution.

Join the ELS-AEC Today and Increase your Enrollment of Qualified International Students.



Study English – Explore – Succeed

www.ELS.edu www.USAUniversityGuide.org

Extensive network:

- With over 50 US locations, ELS offers the largest network of campus-based centers, plus center locations in key cities.
- Extensive promotion of partner universities via our website, agency intranet, and e-bulletins.
- ELS participates in well over 200 student fairs across the world each year.

- Additionally ELS sponsors numerous tours:
 - bringing host universities to our student counseling partners around the world
 - bringing student counseling partners to visit ELS centers and host universities
- ELS has a network of over 600 universities that accept completion of the ELS program as fulfilling the English language requirement for admission.
- ELS assists qualified international students to be **conditionally admitted*** into graduate or undergraduate programs and places thousands of international students annually into university degree programs in the United States.

Global reach:

- ELS distributes over 375,000 brochures, in 14 languages annually, www.ELS.edu is available in 10 languages.
- ELS has helped more than 1,000,000 students from over 140 countries learn English.

Students can access a wide range of General and Academic English and Test Preparation programs, as well as conditional admission to US universities and colleges via the ELS university admissions service. ELS Language Centers offers its student customers a convenient and effective one-stop university preparation and application solution. All ELS centers are official TOEFL® iBT sites and many also offer the IELTS®, as well as state-of-the-art Language Technology Centers. Added to that are the experience and professionalism from 50 years of helping students from more than 140 countries

*“Conditional Admission” means that a student can be academically admitted before departing his/her home country, based on his/her academic history (grades). The 550+ participating universities in the “ELS Cooperative Program” will accept the student on the condition that he/she achieves Level 112 of the ELS Intensive English Program before receiving full admission to the university. The student can also satisfy this English language requirement by passing the TOEFL® iBT test or the IELTS™.

For further information, please contact:

*Membership Information, ELS Counseling Agent Training,
Representation at Student Fairs or Participation in Recruitment Tours*

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