



Talal Abu-Ghazaleh Educational Services

TAG-Educa (Your Global Gateway to Education)



Newsletter

Issue 1 - April 2016

Introduction

Welcome to our first newsletter, which we plan to circulate once every month. The newsletter will reveal TAG-Educa related activities, offering a detailed illustration of our current progress, upcoming events and the work we plan to accomplish.

From this monthly publication, readers will get insight into the global field of educational services and the scope it comprises. That said allow us to properly introduce TAG-Educa and get you up-to-speed with its clients, partner institutions and the different services it provides through Talal Abu-Ghazaleh Organization.

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Status Update

TAG-Educa has recently obtained its license from the Ministry of Higher Education, becoming a certified agency for student services in Jordan. Since its establishment, TAG-Educa has managed to secure cooperation agreements with recognized educational institutions covering a wide geographic scope. Our clientbase includes prospective students seeking to pursue higher education abroad, and to that effect, TAG-Educa responds to their desire and willingness to learn.

By offering specialized academic counselling, TAG-Educa guides its students through the process of securing enrolment within a vast array of universities, colleges and language institutes around the globe. TAG-Educa's services are tailored to the specific needs of each and every student eager to advance his/her career by improving their academic qualifications and credentials.

The cooperation agreements we have established with educational institutions are in line with our goal of enhancing the quality of applications submitted on behalf of students; from the MENA region and in other countries where TAG-Org offices are located. Similarly, TAG-Educa serves the interests of universities around Jordan and across the region by processing applications of international students, with the aim of achieving student diversity within campuses and educational institutions.

TAG-Educa News Brief

AMMAN - June 2016- Under the patronage of HE Dr. Talal Abu-Ghazaleh, chairman of Talal Abu-Ghazaleh Organization (TAG-Org), the Talal Abu-Ghazaleh Educational Services will be launched in the presence of Minister of Higher Education HE Dr. Labeeb Khadra and former Minister, HE Dr. Amin Mahmoud. The launch will be attended by a host of public and private university presidents, cultural attachés, and education experts in addition to media representatives.

The establishment of Talal Abu-Ghazaleh Educational Services aims at providing specialized services to students seeking to continue their higher education abroad within a vast network of partner academic institutions.

Talal Abu-Ghazaleh Educational Services, established at Talal Abu-Ghazaleh University premises, operates through TAG-Org's 85 offices and 150 representative offices worldwide, serving its purpose of becoming a global gateway to education for students from around the world.

Talal Abu-Ghazaleh Educational Services facilitates enrollment of students in universities, colleges, and language institutes for receiving bachelor, Masters, and PhD degrees at academic institutions worldwide. The office provides tailored counselling and academic consulting services for students to select the most appropriate programs of study in the academic institutions of their choice. The services include assisting students in university applications, and offering students visa and accommodation assistance as an optional service.

Talal Abu-Ghazaleh Educational Services specializes in offering preparation courses for language tests including TOEFL and IELTS through TAGI-Training and Chinese language courses through TAG-Confucius, in addition to legal translation services through TAG-Translate. Furthermore, Talal Abu-Ghazaleh Educational Services will host exhibitions that shed light on all required information related to its reputable partners; universities, colleges and language institutes from all over the world.

An Informative Publication on Academic Services

The big picture

Everybody can use a good high-level market summary and so we put together our “State of international mobility in 2015” feature last month. During the year, we also looked more specifically at language travel and the continuing growth in the sector in particular. Keep these handy for those moments when you need to stand back and look at the global marketplace from 10,000 feet up.

And while you’re up there, make sure to fold in some of the latest thinking on the most important macro trends with “Global economic power projected to shift to Asia and emerging economies by 2050” and “Four trends that are shaping the future of global student mobility.”

Crossing borders

Immigration is one the most important policy levers in international education and also a reliably hot topic for Monitor readers. We started the year with a look at how Australia is stepping up scrutiny in its student visa system. But by mid-year Australia was also moving to balance strengthened visa controls with streamlined processing.

Canada drew a lot of attention this year as well with the introduction of its Express

Entry system, a new process by which foreigners, including international students, would be selected for immigration. The story underscored the importance of poststudy work and immigration prospects in determining the attractiveness of a study destination - a point that was more than driven home by the UK's announcement in July that it would remove work rights for non-EU further education students (among other restrictive measures).

Major senders

China continues to be a major driver of global mobility growth, with 11% year-over-year growth in 2014 alone. But the Chinese market is showing signs of change too, including a shift toward a greater emphasis on undergraduate studies. Demand in India, meanwhile, continues to surge. Indian outbound kept pace with China in 2014, and, for some receiving markets (notably the US), Indian student numbers have become an increasingly important factor in building international enrolment.

Going through changes

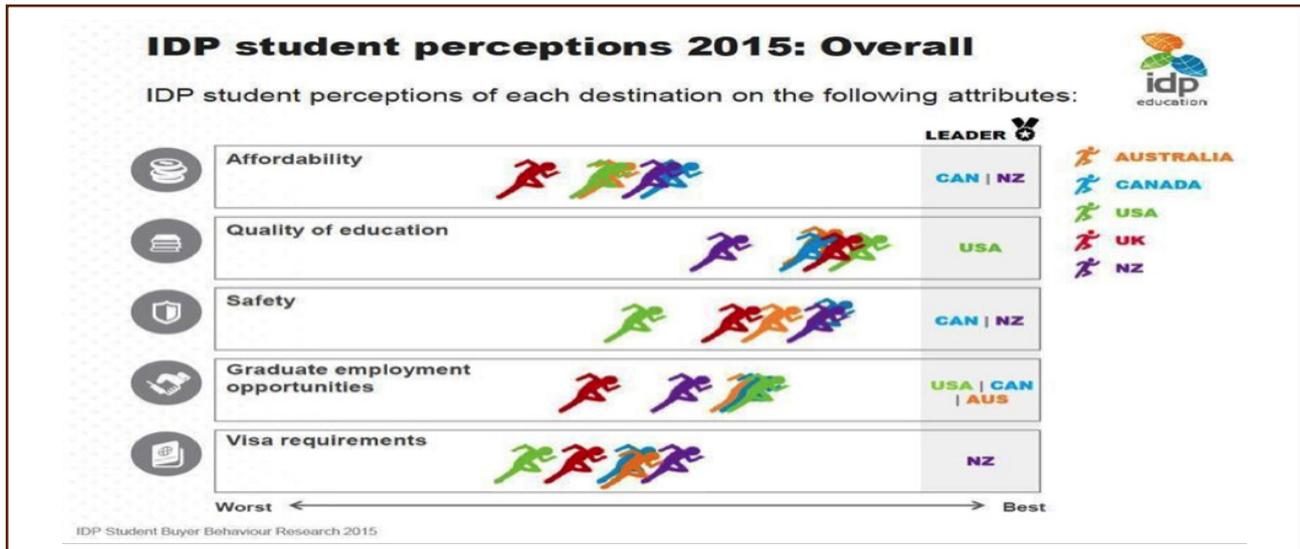
A number of markets initiated big changes in 2015 that drew attention from around the world, including the following:

- In March, Taiwan's Ministry of Education outlined plans to merge or close up to 52 of the country's public and private universities.
- In June, the Japanese government asked the country's universities to take "active steps to abolish [social science and humanities departments] or to convert them to serve areas that better meet society's needs".
- The British government announced new English language testing procedures for student visa applicants.
- Finnish universities continued to struggle with austerity budgets this year and the Finnish government continued its on-again-off-again flirtation with the idea of introducing differential fees for students from outside the European Economic Area.
- Malaysia also released a landmark blueprint for education (for additional background, please see our November interview with Education Malaysia).
- In terms of emerging markets, this year we've seen notable signs of development in Cuba, Myanmar, Indonesia, Kazakhstan, Morocco, and Egypt.

On a Global Scale

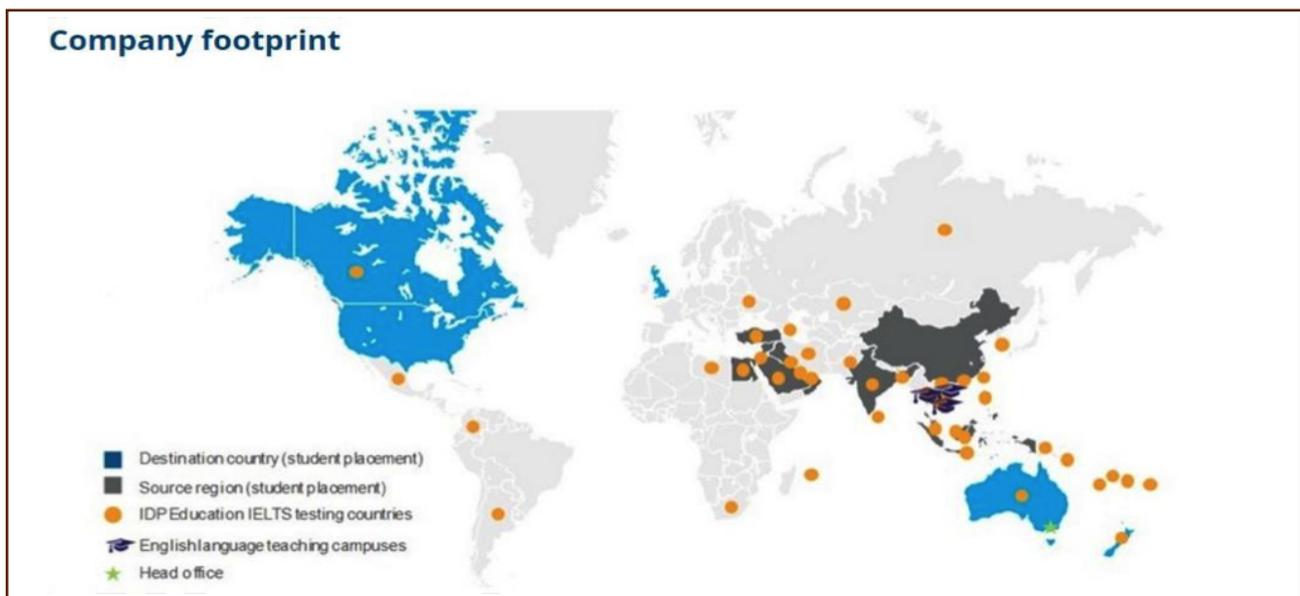
American International Recruitment Council (AIRC) is a certification body for educational services agencies worldwide.

Below is a recent study done by IDP Education; one of the world's largest AIRC certified agencies.



IDP Education is a world leader in international student placement services.

Its global network of 89 offices helps students from 30 countries to study in Australia, Canada, New Zealand, the USA and the UK.



TAG-Educa Upcoming Activities

- **Creating a database of our partner universities, containing all signed contracts, application requirements and program fees.**
- **Visiting local universities to explore areas for cooperation.**
- **Working in coordination with TAG-Legal in signing agreements received from:**
 - * **Universities.**
 - * **Colleges.**
 - * **Language institutions.**
- **Starting our student-counselling service.**
- **Commencing school campaigns.**
- **Finalizing our own draft agreement to be signed by:**
 - * **Universities.**
 - * **Colleges.**
 - * **Language institutions.**
- **Holding off marketing activities and postponing TAG-Educa's launch until further notice.**

