

2007 Spring Korea Post-Fair Report

Ten Percent Increase in Korean Students Studying in the USA

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Student Market Status

During AIEF's Pre-fair Orientation on the morning of March 31st, U.S. Embassy Consular Officer Mr. Michael Chung provided a briefing for the American education delegation at the Oakwood Premier Hotel in Seoul. Mr. Chung called attention to the fact that consular officers from the U.S. Embassy in Seoul have been conducting outreach sessions at universities to explain the student visa application process. According to Chung, the success rate for student visa applicants in Korea is extremely high, and those refused a visa the first time are often granted a visa on their subsequent attempt after supplying the necessary documentation.

During his presentation on the Korean student market status, AIEF's Mr. Stephen Smith cited statistics from IIE's "Open Doors" report that show a 10 percent increase in the number of Korean students studying in the United States. The report indicates that 58,847 Korean students were enrolled at American educational institutions in 2006, with 46 percent at the undergraduate level, 41 percent at the graduate level, and 13 percent in non-degree and English language programs. Korean students comprise 10.4 percent of all international students in the USA. Smith revealed that the Korean government has plans to implement various reforms, including revising the college admission system starting in 2008, expanding the government-guaranteed student loan program for students studying abroad, and encouraging increased cooperation between Korean and foreign universities.



Seoul Fair Statistics

Held on March 31st – April 1st in COEX, the 2007 Spring American Education Fair in Seoul was among the more heavily visited sections at the Korea Student Fair. With an estimated overall attendance at the Student Fair 30,000, over 4,900 fairgoers visited the AIEF booth at the American Pavilion for guidance about studying in the USA.



Seoul Fair Highlights

Prominently located to the left of the main entrance to the Korea Student Fair exhibition venue in COEX, the American Pavilion was decorated with a red, white and blue motif. The American Pavilion, organized and coordinated by AIEF, was reserved exclusively for authorized U.S. school representatives. Representatives from the U.S. Embassy and the Fulbright office in Korea were on hand to answer questions posed by the public at their respective booths, provided on a complimentary basis by AIEF. At the entryway to the American Pavilion, our staff at the AIEF booth offered free counseling and directed student traffic.

At no additional charge to the American Education Fair exhibitors, AIEF arranged for interpreters from Korean colleges and universities to translate for each of the participating American schools. AIEF provided Korean-language signs at every booth within the American Pavilion to introduce the essential facts about each institution in a format that was easily understood by the local fairgoers.

Free color maps of the U.S., printed by AIEF, were distributed to the American Pavilion's visitors to help them easily locate where the participating institutions are situated geographically within the United States.



Seoul Special Seminars

A series of seminars on various topics were offered to provide students with information about studying in the United States. Some of the topics covered were IELTS English language proficiency testing, studying in Philadelphia, and ESL and conditional admissions. At the invitation of AIEF, U.S. Embassy consular officers Mr. Benjamin Le Roy and Mr. Selim Ariturk informed Korean students and parents about the student visa application process.



AIEF's Student Tracking System

Pre-Fair registration was offered as a service to students, and visitors to the American Pavilion were encouraged to register their educational goals and contact details in AIEF's student tracking system. The registered student data will be entered into an AIEF computer database and will soon be distributed to schools that participated in the fair.



Seoul Social

On the evening of Saturday, March 31st, American Education Fair participants were invited to enjoy traditional Korean dishes and spirits at the “Daejanggum” restaurant near COEX. KTF president Mr. Hongyu Lee, co-host of the dinner, explained that the restaurant was named after a famous 16th-century Korean woman who rose to the position of royal chef and physician. Her life and times are the subject of a popular Korean television series.



2007 Summer and Fall Fairs in Asia

Registration is now open for AIEF's 2007 Summer and Fall American Education Fairs in Asia. The Fair schedule is as follows:

Summer Fairs in China

July 7-9 – Harbin

July 13-15 – Beijing

July 18-19 – Xi'an

July 21-22 - Shanghai

Fall Fairs in Korea, Singapore and Taiwan

October 6-7 – Seoul

October 9 – Busan

October 11 - Singapore

October 13-14 - Taipei

October 15 - Kaohsiung

October 16 - Taichung

Online registration is available at:

http://www.aief-usa.org/services/signup_fair.htm. For more information, please visit our Website or call the AIEF office in California at 626-965-1995.*

Please Note: Effective, May 7, 2007 AIEF's office will be relocating to Brea, California. Our contact and mailing information will change as follows:

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