

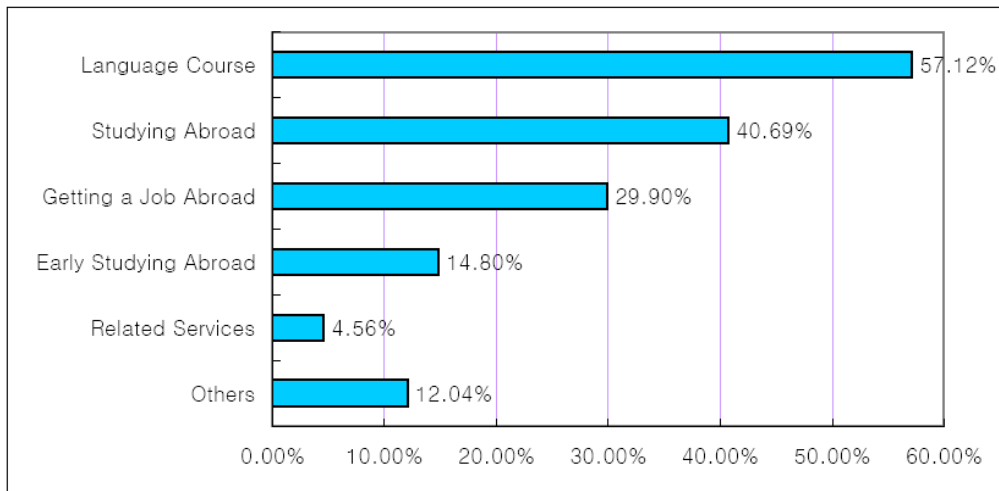
4 December, 2008

### Studying Abroad from Korea

The 27<sup>th</sup> Study Abroad and Language Fair was held from Oct 4<sup>th</sup> to 5<sup>th</sup> 2008 in Korea. The event was sponsored by various foreign and local government organizations including Embassies and institutions having 610 exhibitors from 24 countries. More than 37,000 visitors participated to find out the opportunities with overseas schools and institutions. Canada had 79 schools and institutions this year where Australia had 125 and US had 101 exhibitors. Majority of the participants were focusing on language courses and studying abroad, but job search and early studying abroad were strong interests by Koreans as shown below.

No.	Interests	Ratio(%)
1	Language Course	57.12%
2	Studying Abroad	40.69%
3	Getting a Job Abroad & Internship	29.90%
4	Early Studying Abroad	14.80%
5	Related Services like an International Telephone Call, Exchanging, Transportation, etc.	4.56%
6	Others(English Teaching Materials, Internet Sites, and a Qualifying Examination like TESOL, etc.)	12.04%

\* Visitors may choose more than one answer.



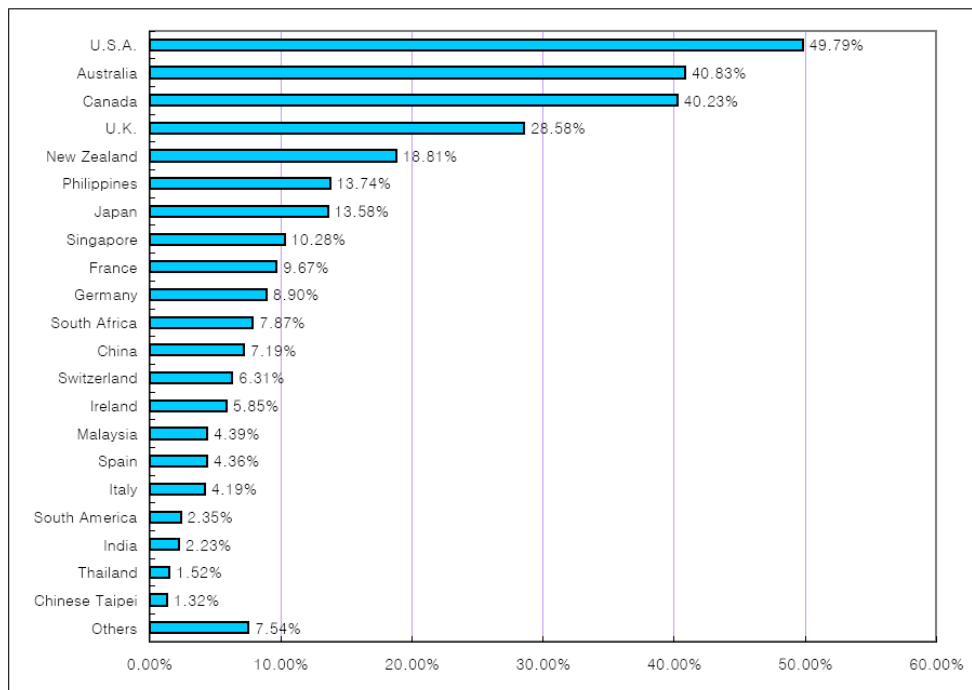
# Alberta Korea Office

## Korea Market Intelligence

Canada is one of the top 3 countries of interests by Koreans according to the survey and there is not much a gap amount the top 3 as indicated below.

No.	Countries in Interest	Ratio(%)
1	U.S.A.	49.79%
2	Australia	40.83%
3	Canada	40.23%
4	U.K.	28.58%
5	New Zealand	18.81%
6	Philippines	13.74%
7	Japan	13.58%
8	Singapore	10.28%
9	France	9.67%
10	Germany	8.90%
11	South Africa	7.87%
12	China	7.19%
13	Switzerland	6.31%
14	Ireland	5.85%
15	Malaysia	4.39%
16	Spain	4.36%
17	Italy	4.19%
18	South America	2.35%
19	India	2.23%
20	Thailand	1.52%
21	Chinese Taipei	1.32%
22	Others	7.54%

\* Visitors may choose more than one answer.





# Alberta Korea Office

## Korea Market Intelligence

Due to the current economic situation around the world, the spending on studying abroad by Koreans has decreased but the amount is not very significant according to the Bank of Korea. The studying abroad spending statistics of the 2<sup>nd</sup> quarter of 2008 indicates that Koreans spent US \$2.25 billion. It's 5.8% decrease from US \$2.39 billion in same quarter last year. The rate of Korean spending on studying abroad has been increased from 2002 to 2007. It was 47.1% increase in 2002 from the previous year and the numbers increased again 29.3% in 2003, 32.7% in 2004, 40.7% in 2005 and 34% in 2006.

According to the Korea National Statistics Office, the total number of K-12 students outside of Korea staying more than 90 days has reached to 100,343 and its 384 students less than the previous year.

Source: The Alberta Korea Office

**For more on the latest developments in the Korean marketplace, please [contact the Alberta Korea Office](#).**