COUNTRY FOCUS:
RUSSIA

ICEF-Toronto 2018
Association of Russian Educational Advisors (AREA)
Association of Russian Educational Advisors

- [www.studyarea.ru](http://www.studyarea.ru) - Annual research made in Spring 2018 among 44 ICEF agents from Russia

RECENT YEARS CHANGES IN ECONOMIC SITUATION

- **10% drop in gross domestic income** in 2015, which weakened consumer demand and discouraged investment. For 2017-2019 World Bank expects a moderate growth rate of between 1.3-1.4 per cent.

- **Rapid currency devaluation** (In 2014, the rouble lost more than half its value against the US dollar and the euro and was the worst performer of the year).

- Although upgraded to ‘high-income’ status in 2013, the decline in 2015 would see Russia return to ‘upper-middle-income’ levels (highest levels of regional inequality in GDP per capita in the world; the average household income is US$ 17,006; middle class is shrinking from above 30% to 20% of the population).

- Russia surpasses most countries (ranking 4th out of 128) when it comes to **access to advanced education**.
TRENDS

Consumer spending on education forecast (millions, US$)

Personal disposable income forecast (US$)
TRENDS

**Population aged 15-19 forecast (millions)**

- 2011: 8.5
- 2012: 7.5
- 2013: 6.5
- 2014: 5.5
- 2015: 4.5
- 2016: 3.5
- 2017: 2.5
- 2018: 1.5
- 2019: 0.5
- 2020: 0.5

**Population aged 20-24 forecast (millions)**

- 2011: 12
- 2012: 10
- 2013: 8
- 2014: 6
- 2015: 4
- 2016: 2
- 2017: 0
- 2018: 0
- 2019: 0
- 2020: 0

Source: Economist Intelligence Unit (EIU); United Nations
FACTS ABOUT EDUCATION IN RUSSIA

- 99 per cent of primary, lower-secondary and upper secondary education is funded by the government (age of six to 15) – extra costs for private tutors (50 % of students). Recent trend: the opening of the private schools with British and internationally recognized curriculum.

- Only undergraduate students are now eligible for public funding

- 23.1% of household income is spent on tertiary-level education with only 3 per cent on primary, secondary and post-secondary non-tertiary.

- 54 % of adults (25-64 y.o.) attained a tertiary education compared to the OECD average of 35 per cent.
STUDENT MOBILITY IN RUSSIA

Tertiary education: in 2016, 56,328 of Russians headed to study abroad (10% growth comparing to 2013)

Study destinations for tertiary education (2016):

CHINA - 16,000 enrollments
GERMANY - 14,964
USA – 5,444 in 2016 (5,562 in 2015)
Czech Republic – 5,305
the UK - 4,190
France - 3,599
Finland - 2,799
Canada – 2,867 in 2015 (3,166 in 2013)
Italy – 2,178
Belarus – 1,953 // Kyrgyzstan 0 1,377 // Armenia – 1,140
Australia - 873
New Zealand - 865
AREA AGENT RESEARCH - 2018

The model of the agency in Russia (based on average numbers given by the respondents, 44 ICEF agents)

Number of offices/locations: one (64%) or two in different cities (14%)

No specialization on country/level of education: 88% are offering wide range of countries/programs

Agent-dependant market, almost one thousand of agents; at the same time, the growth of direct bookings is reported

Visa is required to the most of the countries
FACTORS OF CHOOSING THE PARTNER EDUCATIONAL INSTITUTION

- Client's request
- Commission
- Russian-speaking rep
- Marketing support
- Fam-trips
- Rankings
- Industry reference
- Simple registration
- Responsiveness
- Extended commission plan
MARKETING TOOLS WHICH ATTRACT THE AGENTS TO THE EDUCATIONAL INSTITUTIONS

- Increased commission
- Special offers for AGENTS ONLY
- Reg. fee waiver
- Extended commission period
- Participation in marketing events
- Joined online promotion
- Agent info on the website
- Cancellation of direct bookings
- Referrals for the clients
AREA AGENT RESEARCH FOR 2018

Social networks for agents:

- Odnoklassniki
- Vkontakte
- Facebook
- YouTube
- Instagram
AREA AGENT RESEARCH FOR 2018

Information promotion

- Newsletters
- Webinars
- Presentations
- Fam-tours
- Individual trainings

[Bar chart showing the percentage distribution of different types of information promotion activities for 2018]
TRENDS IN SHORT-TERM BOOKINGS

- Increase
- Same level
- Decrease
TRENDS IN ACADEMIC BOOKINGS

- Decrease
- Same level
- Increase

[Chart showing bar graph with percentages]
THANK YOU FOR YOUR ATTENTION!

QUESTIONS?

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