

## ABROAD PERSPECTIVE

### *IELTS Gaining on TOEFL in U.S.*

The English proficiency test that has traditionally been favoured by universities in the British Commonwealth appears to be making inroads at U.S. campuses as well. In the last three years, the number of U.S. colleges that accept both the IELTS and the TOEFL as English-language tests for their foreign applicants has doubled to more than 800.

In South Asia, the IELTS has clearly emerged victorious over its American rival, says Mel Broitman, managing director of Higher-Edge's Asia head office. "In the Asian sub-continent—where more than 1.5 billion people live, and about 200,000 international students come from—the term 'IELTS' is now synonymous with English language testing," Mr. Broitman says. "TOEFL once stood for that—no longer."

The IELTS is reportedly gaining ground in China as well. During one recent three-month period, 17,000 people took the IELTS in Shanghai—7,000 more than the same period of 2005.

Source: "[Taking on TOEFL](#)," *Inside Higher Ed*, August 7, 2006

## THE PLAYING FIELD

### *Foreign Enrollment in China to Double by 2020, Government Says*

China is expecting to be hosting some 300,000 foreign students at its universities by 2020, an official with the country's Ministry of Education said recently.

There were 140,000 foreign students in China in 2005, studying at 568 universities qualified to enroll foreign students, the official said. The students studied mostly Chinese language and traditional medicine. Some courses for foreign students—the vast majority of whom come from South Korea and Japan—are taught in English.

The government is hoping to draw more students from overseas by increasing the number of scholarships it offers per year from 6,700 to 10,000.

Source: "[China to Double Foreign Student Intake by 2020](#)," *People's Daily*, August 8, 2006

## OVER THE COUNTER

### *New Zealand to Boost Overseas Marketing Efforts*

Confident his country would soon be turning a corner on its recent education exports slump, New Zealand's Tertiary Education minister announced this month a \$1-million (\$640,000 U.S.) re-allocation of funds to be spent on promoting and marketing the country's universities overseas.

The government, Michael Cullen said, will be using the money to attract more high-calibre students, especially from North Asia, Northern Europe, Southeast Asia and the Middle East. Mr. Cullen also earmarked an extra \$200,000 (\$127,000 U.S.) to be spent specifically on promoting and marketing work in India.

Various factors, including currency fluctuations, have hit New Zealand's education exports sector over the last three years, resulting in falling enrollments and a rash of ESL school closures. Mr. Cullen acknowledged the sector has had "teething problems" in areas such as the country's entrance exams for tertiary study.

Education is New Zealand's fourth-largest export industry.

Sources: "[Government's \\$1m to Attract Overseas Students](#)," *The New Zealand Herald*, Aug. 17, 2006. A transcript of Mr. Cullen's speech can be found [here](#).

## GLOBE TIPPING

### *What Can I Bring On Board?*

If you travel much by air, you're likely aware of what you can and can't bring on board with you. But as events earlier this month demonstrated, these requirements can change quickly. You might want to bookmark the web site of the government branch that deals with air safety in your country. In the U.S., that would be the [Transportation Security Administration](#). The relevant department in the U.K. is the [Department for Transport](#). It also wouldn't hurt to keep on eye on the requirements of the country you're flying into—news of the bomb plot spurred authorities all over the world to stricter rules.

*Not-So-Foreign is now on its summer schedule. It will be published next on September 13, 2006, returning to its weekly schedule thereafter.*