

OVERSEAS, OVERWHELMED

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Abroad Perspective

Mr. Bruno Donat, Business Development Officer at the African Virtual University (AVU) writes:

The African Virtual University (AVU), originally launched by the World Bank, uses modern information and communication technologies (ICT) to give the countries of sub-Saharan Africa direct access to some of the highest quality learning resources throughout the world. Headquartered in Nairobi, Kenya, AVU's mission is to bridge the digital divide and knowledge gap between Africa and the rest of the world by dramatically increasing access to global educational resources.

AVU has partnered successfully with Canadian universities and has the honour of having Dr. Huguette Labelle, former President of CIDA, as a member of its Board of Trustees. AVU has also established partnerships with 31 Higher Learning Institutions, both anglophone and francophone across Africa. After the success of its pilot phase, AVU is now looking forward to facilitating the delivery of new accredited degree and diploma programs to African students.

For more information, visit www.avu.org. For direct queries regarding partnership opportunities, contact AVU at avu@avu.org. ♦

Over The Counter

If Paul Revere was a student recruiter on horseback he might be heard shouting, "the Americans are coming, the Americans are coming!"

Current discussions underway in the U.S.A. are preparing legislation that will enhance institutions' abilities to do more aggressive international student recruitment.

The United States is by far and away the most popular destination for international students. But while the numbers going to America are growing (approx. 540,000) the U.S. share of the global market has been gradually shrinking - and hence, the talk of new American initiatives.

Don't miss next week's Overseas, Overwhelmed and our follow-up to last week's feature on working with overseas agents. Our Chief Ideas Officer, Dani Zaretsky, reports from China. ♦

Let's Go Canada!

Her name is Lindy Hyam. If you don't know her, you should.

She's just about the most important student recruitment person in the world. Ms. Hyam is CEO of IDP Education Australia. IDP is the leading student recruitment initiative in the world.

Ms. Hyam is known to spend most of her life in airplanes, spanning the globe. She rarely spends more than a few days in any one country, but in February, she spent almost three weeks in India as Australia prepared for education fairs in early April. Australian Education Fairs in India run from April 6 to 17.

We have our own "India Education Expert" on staff. Mel Broitman (Chief Overseas Officer of Higher-Edge) has been published in India more than 40 times in the past year alone, writing education columns in leading Indian newspapers and magazines.

If you want to ask Mel about the India market, email him at mel@higher-edge.com. ♦

Globe Tipping

If you are planning a trip to India, here are some useful tips you may want to consider in terms of business interaction:

- Religion, language, caste, and politics create barriers in India. It is wise to avoid these topics when acquitting one's professional duties.
- A Western wave of the hand can be interpreted as "no" or "go away" in Indian culture.
- The left hand is considered unclean, so use the right hand to touch someone, pass money, or pick up merchandise.
- Never point a single finger at someone; point with your chin or entire hand.
- Bring plenty of business cards even at social functions.
- When invited to dinner, you should return the favour with a meal of comparable value.

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Source: Wall Street Journal, www.public.wsj.com ♦*