



## Press Release

### ELS American Education Centers adds additional locations: Istanbul, Beijing, Guangzhou, and Hanoi

In 2007 ELS established the first ELS - American Education Center to promote US higher education to international students and educational counselors. Today the ELS American Education Centers are actively supporting US colleges and universities to promote themselves in *Shanghai, Beijing, Guangzhou, Ho Chi Minh City, Hanoi, and Istanbul.*

---

ELS Educational Services, a private organization and parent of ELS Language Centers and ELS American Education Centers, has been a promoter of US higher education since 1961. The global market for international education has become more dynamic and competitive. ELS saw the need for additional support and increased counseling quality in key developing markets for US higher education and responded by establishing American Education Centers where students could seek information, where universities could train qualified agents and counselors, and where US education experts would be present to support, promote and represent US education 365 days per year.

---

#### Key points of interest:

- The number of student visas issued by the United States to Chinese students has increased dramatically, and continues to grow.
  - Incredible growth in international students from the following countries studying in the US:
    - China: In 2008, over 80,000 Chinese students studied in US institutions (+19.8% over prior year)!
    - Turkey: In 2008, over 12,000 Turkish students studied in US institutions (+4.6% over prior year)!
    - Vietnam: In 2008, over 8,750 Vietnamese students studied in US institutions (+45.3% over prior year)!
- 



**Your Strategic Partner in International Student Recruitment**  
International Visibility - Quality Representation - Localized communications  
[www.els-aec.com](http://www.els-aec.com)

#### Benefits to members of the ELS - American Education Centers include:

- Have a **permanent recruitment base** in China, Turkey, and Vietnam.
  - Presentations to prospective students
  - Counseling Agent training
  - A base for alumni gatherings and also a base for visiting faculty

- Dedicated **representation at student recruitment fairs** by AEC employees.
- Ongoing **access and communication to ELS' worldwide network of 1000+ authorized ELS Counseling Agents.**
- Assistance in meeting and **evaluating prospective sister schools.**
- Have your institution featured on the **ELSUniversityDirectory.org** website and in the annual university guide.
- Participate in **annual recruitment tours** that include:
  - Workshops with authorized ELS Counseling Agents (screened, trained and qualified by ELS)
  - Up-to-the-minute market briefings from US Commercial Service and Consulate officials
  - Student recruitment fairs
- Display of **your materials** in **AEC libraries** and distribution among **ELS Counseling Agent network.**
- Assistance with in-country travel, hotel reservations, meeting arrangement, schedule planning, and communications.
- One-stop solution for your short-term study-abroad groups including classroom space, scheduling, meeting space, travel and hotel arrangements.
- Assistance with producing **localized promotional materials** in-country, at great savings to your institution.

Join the ELS-AEC today and Increase your Enrollment of Qualified International Students.



## Study English – Explore – Succeed

[www.els.edu](http://www.els.edu)

[www.usauniversityguide.org](http://www.usauniversityguide.org)

### Extensive network:

- With over 50 US locations, ELS offers the largest network of campus-based centers, plus center locations in key cities.
- Extensive promotion of partner universities via our website, agency intranet, and e-bulletins.
- ELS participates in well over 60 student fairs across the world each year.
- Additionally ELS sponsors numerous tours:
  - bringing host universities to our student counseling partners around the world
  - bringing student counseling partners to visit ELS centers and host universities
- ELS has a network of over 550 universities that accept completion of the ELS program as fulfilling the English language requirement for admission.
- ELS assists qualified international students to be **conditionally admitted\*** into graduate or undergraduate programs and places thousands of international students annually into university degree programs in the United States.

### Global reach:

- ELS distributes over 375,000 brochures, in 13 languages annually, ELS.edu is available in 10 languages.
- ELS has helped more than 1,000,000 students from over 140 countries learn English.

Students can access a wide range of General and Academic English and Test Preparation programs, as well as conditional admission to US universities and colleges via the ELS university placement service. ELS Language Centers offers its student customers a convenient and effective one-stop university preparation and application solution. All ELS centers are official TOEFL® iBT sites and many also offer the IELTS®, as well as state-of-the-art Language Technology Centers, and professionalism from over 45 years of helping students from over 140 countries

\*“Conditional Admission” means that a student can be academically admitted before departing their home country, based on his/her academic history (grades). The 550+ participating universities in the “ELS Cooperative Program” will accept the student on the condition that he/she completes Level 112 of the ELS Intensive English Program before receiving full admission to the university. The student can also satisfy this English language requirement by passing the TOEFL® iBT test or the IELTS™.

**For further information, please contact:**

*Membership Information, ELS Counseling Agent Training,  
Representation at Student Fairs or Participation in Recruitment Tours*  
**Ms. Lisa Magliozzo, Director, Member Strategy Support Services**

[lmagliozzo@els.edu](mailto:lmagliozzo@els.edu)

400 Alexander Park  
Princeton, NJ 08540 USA  
T: +1.609.750.3557



*Joining the ELS Cooperative Network*

**Ms. Susan Kassab, Director of ELS International Recruitment and Placement Services**

[skassab@els.edu](mailto:skassab@els.edu)

400 Alexander Park  
Princeton, NJ 08540 USA  
T: +1.609.750.3543

---

**ELS American Education Centers: [www.els-aec.com](http://www.els-aec.com)**



### ***ELS American Education Center - CHINA***

**Mr. Dan Plaut, Managing Director**

[dplaut@els.edu](mailto:dplaut@els.edu)

201 Anfu Road, Zuhui District  
**Shanghai**, 200031 CHINA  
T: +86.21.5404.5800

Unit 7, 11 Floor, East Tower of Twin Towers  
No. B12 Jianguomenwai Avenue, Chaoyang District  
**Beijing**, 100022 CHINA  
T: +86.10.5879.3385

---

### ***ELS American Education Center - VIETNAM***

**Mr. Drew Taylor, Director of Client Services**

[dtaylor@els.edu](mailto:dtaylor@els.edu)

29/5C Thach Thi Thanh Street, District 1  
**Ho Chi Minh City**, VIETNAM  
T: +84.90.948.2057

Suite 617, 6th Floor  
Press Club Building, 59A Ly Thai To Street, Hoan Kiem District  
**Hanoi**, VIETNAM  
T: +84.93.305.8057

---

### ***ELS American Education Center - TURKEY***

**Mr. Carl Holtman, Director**

[choltman@els.edu](mailto:choltman@els.edu)

Cumhuriyet Cad No 141 Kat 1 Da 1  
Harbiye Ordu Evi Karsisi  
Harbiye-Sisli **Istanbul**, TURKEY  
T: +90 212 291 3920