

Education & Training

Overview

In 2011, there were 8,777 Brazilian students studying in the U.S., and the number of students has been gradually increasing since 2005/2006. About 35% of Brazilian students participate in graduate programs and about 46% are enrolled in undergraduate programs.

The consensus is that these numbers will increase over the next few years. In 2011, under the administration of President Dilma Rouseff, the government launched its aggressive effort to address the lack of a qualified workforce in the science and engineering fields. The Brazilian government hopes to send 101,000 Brazilians to study overseas for at least one year at the best science, technology, engineering, and mathematics programs by the end of 2014, both at the undergraduate and graduate levels. For U.S. colleges and universities offering strong science and technology programs, the economic growth of the Brazilian middle class as well as the attention of the government on education initiatives to sustain this growth presents a rare opportunity to increase their Brazilian student enrollment. For instance, U.S. colleges and universities are seeking to receive up to half of these Brazilian students. On the other hand, the worldwide attention being paid to Brazil for the above reasons virtually guarantees that U.S. higher education institutions will face strong competition from higher education institutions worldwide.

Sub-Sector Best Prospects

Undergraduate and short term ESL programs are attractive for the majority of Brazilian students who are seeking study abroad opportunities. In 2010, a total of 2252 students visited the U.S. for Intensive English Language programs. While Brazil ranked the fourteenth largest source of overseas students coming to the United States for education and training services, it ranked sixth for sending students to the U.S. for Intensive English Programs, according to the Institute of International Education.

Both graduate and undergraduate programs continue to be of interest for Brazilians. The sciences, engineering, business and economics have traditionally been popular with Brazilian students. In addition, the Brazilian government agency that administers the “Science without Borders” Program has identified the following specific areas of interest that will be heavily promoted through the scholarship program.

Engineering	Earth Sciences
Biology	Computer Science
Aerospace Engineering	Pharmaceutical Sciences
Agricultural Sciences	Oil, Gas and Mining
Renewable Energy	Minerals Technology
Nanotechnology	Natural Disaster Prevention and Technologies
Biodiversity	Marine Sciences
Industrial and Construction Engineering	Information Technology

Opportunities

With sustained economic growth and increased availability of credit, Brazilian families have been able to plan and make longer term financial commitments. The country is experiencing growth in the

purchase of homes, cars, and other durable goods. As the lower income portion of the market becomes more sophisticated and families become more aware of the importance of quality education, opportunities for educational service will grow. US schools interested in recruiting in Brazil should provide creative financing options, since cost (along with proficiency in English language skills) will continue to be the biggest challenge for students studying abroad.

The composition of states in Brazil varies widely and should be taken into account when planning recruitment efforts. São Paulo will have the largest applicant pool, and attracts the most talented students to its university campuses. The capital city of Brasilia has the highest GDP per capita in the country, at approximately \$25,000 USD. This figure is over twice that of São Paulo, its closest competitor state. The state of Rio de Janeiro, home of the parastatal energy giant *Petrobras*, is the country's energy hub, attracting many engineering and science majors.

The education sector is one of President Dilma Rousseff's highest priorities. Brazil, a country with continental dimensions, has many challenges and needs to deliver a high standard of education for the population, and for that reason the government of Brazil has been investing in a wide range of programs. The government's new "Science Without Borders" Program will provide scholarships to undergraduate and graduate students from Brazil for one year of study at colleges and universities in the United States and other foreign countries. The program is administered by two federal government agencies. The Agency for the Improvement of Higher Education (CAPES) promotes and expands graduate and undergraduate education in the country. The Brazilian economy is currently experiencing a deficit of qualified graduates in certain technical and scientific areas. According to the CAPES website, students in these areas of study are especially encouraged to apply for the scholarships.

The second administering agency is the National Council of Technological and Scientific Development (CNPq) under the Ministry of Science, Technology, and Innovation. This agency is designed to promote scientific research throughout Brazil in order to increase the nation's competitiveness in scientific and technological advancements. Part of its role involves providing scholarships for graduate students and professors aiming to take part in scientific research programs overseas.

Candidates for the program are nominated by their Brazilian university and approved to participate by the Brazilian agencies responsible for the implementation of the program, CAPES and CNPq. CAPES and CNPq, through partnerships with educational organizations and universities, negotiate placement, tuition, and fees for the students and researchers. The final decision to accept a student in the Brazil "Science Without Borders" Program is made by the participating host institution.

The Brazilian government has partnered with the Institute of International Education (IIE) to administer the program for U.S. educational institutions. Accredited American colleges and universities interested in hosting students through the "Science Without Borders" program should register with IIE at: <http://www.iie.org/en/Programs/Brazil-Science-Without-Borders>.

Since 2007, the Education Ministry has been investing in the PROINFO, a program to promote technology as an important teaching tool. The program includes installations of technological labs in the public schools, laptops for teachers and students, digital boards, projectors and tablets. The budget will also be used to invest in classroom infrastructure and training for teachers. In 2012, the government will continue to invest in the technological program including purchasing tablets for teachers, computers for technological laboratories at schools and universities, smart and digital boards, projectors and other technologies.

Brazil's book purchasing program is also receiving increased attention. Currently, school books are purchased every three years, although the procurement process starts three years before the actual purchase. In 2011, the government bought 137 million books at a total value of R\$ 1.2 billion (US\$720 million). The book purchasing program is divided into three categories, books used in libraries, books for students, and books for teachers to use as reference materials.

The government is also investing in technical courses for high schools students and adults. In 2011, the government invested R\$1.8 billion (US\$1 billion). These numbers are expected to increase in 2012. The intention is to help 600,000 students pursue careers after leaving school. This money is invested in classroom infrastructure, teachers, equipment, books and other items. Companies and educational institutions interested in participating in these programs should consider partnering with local companies or universities.

Brazil recognizes the need to improve English language skills across the country. The country is set to host the soccer World Cup during the summer of 2014 in 12 cities. However, the majority of the population, including those employed in the tourism sector, lack basic English language skills. There are many programs both at the federal and local level, designed to start addressing this deficiency. For example, CAPES recently launched a program providing scholarships for intensive English language training in the U.K. to Brazilians that are certified in teaching English. The State of Bahia is sponsoring free English classes for taxi drivers. Private English language schools throughout the larger cities are abundant.

Still, the challenge for many students applying for study abroad programs is their lack of English language skills. Institutions that can address this issue by providing conditional acceptance tied to English language training may have a competitive advantage.

Education Fairs and Trade Shows

Education fairs are one of the most efficient means to recruit Brazilian students. Brazil has quite a few education fairs that run throughout the year. In September 2012, for the first time ever, the United States Department of State and the Department of Commerce will host a joint Education trade mission to Brazil. The trade mission will be held in Brasilia, São Paulo and Rio de Janeiro. Accredited universities interested in joining the trade mission should visit the [Education USA office in Brazil](http://export.gov/industry/education/eg_main_045847.asp) or: http://export.gov/industry/education/eg_main_045847.asp

Web Resources

- Institute of International Education - Open Doors: <http://www.iie.org>
- EducationUSA Brazil: <http://educationusa.org.br>
- Brazilian Ministry of Education: <http://www.mec.gov.br>
- Proinfo: <http://www.proinfo.gov.br>
- FNDE: <http://www.fnde.gov.br/>
- For additional market research, please visit: <http://export.gov/mrktresearch/index.asp>
For more information, please contact US Commercial Service Industry Specialists - <http://export.gov/industry/education/index.asp>
- For more information about export opportunities in this sector, contact U.S. Commercial Service Industry Specialist Ligia.Pimentel@trade.gov