

# The ICEF Japan Workshop

Meet quality student recruitment agents from all over Japan



Keio Plaza Hotel, Tokyo • March 03 – 05, 2008



## MARKET INTELLIGENCE SEMINARS • MARCH 03, 2008

Seminar room	Grace room
14:00 h – 14:30 h	<p>Newcomer Session Isabel Vogt, ICEF GmbH Germany <i>Audience: All newcomers</i></p>
14:30 h – 15:00 h	<p>Trends in the Japanese Market Masaru Yamada, Board Member and former President of the Japan Association of Overseas Studies (JAOS) Japan <i>Audience: All</i></p>
15:00 h – 16:00 h	<p>US Visas Policy Vice Consul, Consular Section, US Embassy, Tokyo Japan <i>Audience: All</i></p>
16:00 h – 17:00 h	<p>UK Visas Policy Simon Morris, Entry Clearance Manager, Visa Section, British Embassy Japan <i>Audience: All</i></p>
17:00 h – 18:00 h	<p>Agents as Partners: New Models for International Student Recruitment Jonathan Weller, Associate Director of Admissions, University of Cincinnati USA <i>Audience: All</i></p>
18:00 h – 19:00 h	<p>The Blind Leading The Blind? - Successfully selling an unknown destination to an unknown market Johan van Wegen, Area Manager, Enforex - Don Quijote Spain <i>Audience: All</i></p>

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**14:30 h – 15:00 h**

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## **Trends in the Japanese Market**

**Masaru Yamada**

**Audience: All**

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► **Session description**

This session will examine the international student recruitment trends of the Japanese market. Mr. Yamada will share with us the range of study and travel abroad programmes currently available to Japanese students and their motivations for their choices. As well, he will examine recent market trends and current growth sectors.

► **Speaker**



**Masaru Yamada,**  
*Board Member and former President,  
Japan Association of Overseas Studies (JAOS),  
Japan*

Masaru Yamada has been working in the international student recruitment field since 1970 when he founded his study - abroad counseling and placement agency ICS. After experience as president of a student recruitment and magazine publishing company, Mr. Yamada currently holds the position of Chairman and CEO of Global Study Inc., a Tokyo - based wholesaler of language products.

Over the years, Mr. Yamada has lent his expertise to the Japan Association of Overseas Studies, the Federation of Education and Language Consultant Associations and IEI Foundation, a Washington D.C. - based foundation that provides Japanese and Asian students with scholarships to American universities.

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**15:00 h – 16:00 h**

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## **US Visas Policy**

**The Vice Consul of the Consular Section of the US Embassy, Tokyo**

**Audience: All**

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► **Session description**

This session will outline the student visa process in general and focus on the following issues:

- How to get a student visa
- Interview process - what happens at the visa interview
- Visa validity and related issues

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**16:00 h – 17:00 h**

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**UK Visas Policy**

**Simon Morris**

**Audience: All**

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▶ **Session description**

The seminar will take a look at the visa application process conducted in Tokyo and Osaka, touching on the role of the visa Application Centres, the requirement for applicants to provide their biometric measurements, the immigration rules for student entry, documentary requirements, fees and service standards.

▶ **Speaker**



**Simon Morris,**  
Entry Clearance Manager,  
*British Embassy,*  
*Japan*

Simon Morris has worked in the visa department in Tokyo for four years and, prior to that, for the Immigration and Nationality Department of the Home Office in Croydon. He has also worked in the private sector for immigration advice agencies in the UK and Hong Kong.

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**17:00 h – 18:00 h**

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**Agents as Partners: New Models for International Student Recruitment**

**Jonathan Weller**

**Audience: All**

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▶ **Session description**

There is little doubt that universities will increasingly rely on agents for assistance in recruiting international students. In this new age of international student recruitment, many questions arise regarding the appropriate relationship between universities and their agents.

The University of Cincinnati has developed a recruitment model, based heavily off the Australian and British models of agent relationships, in which agents are seen as critical partners in international recruitment efforts. This session will provide a detailed overview of the rationale and practical steps undertaken by UC to implement this new recruitment model.

▶ **Speaker**



**Jonathan Weller,**  
Associate Director of Admissions,  
*University of Cincinnati,*  
*USA*

Jonathan (Jon) Weller has served in several roles at the University of Cincinnati Office of Admissions, ranging from file review and overseeing campus recruitment activities to his new role heading international admissions.

Jon plays an integral role in developing and implementing the university's international recruitment strategy. In this capacity, Jon oversees the new International Admissions Office and assists the university in implementing the commission-based agent model of international student recruitment.

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**18:00 h – 19:00 h**

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**The Blind Leading The Blind ? - Successfully selling an unknown destination to an unknown market**

**Johan van Wegen**

**Audience: All**

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► **Session description**

In this session, Johan van Wegen, Area Manager for Enforex - Don Quijote, will share some of his lessons learnt (sometimes the hard way!) in his more than 20 year - career in the international Travel & Tourism, IT and Education Sectors. The presentation will focus on how to sell services successfully to organisations based in geographically and culturally distant countries. Johan will show that in order to do so successfully, it is frequently necessary to unlearn many lessons already learnt. He will also share some of his personal experiences showing that it is a must to be creative, unconventional and certainly not always politically correct!

► **Speaker**



**Johan van Wegen,**  
*Area Manager,  
Enforex - Don Quijote,  
Spain*

Johan holds undergraduate and postgraduate degrees in Chinese Studies from the University of Leiden, Holland as well as an MBA from Insead, Fontainebleau, France. He currently is Area Manager for Enforex - Don Quijote and is responsible for the company's sales in the Asia-Pacific and the German speaking markets in Europe.

Prior to this position, Johan occupied a number of Director of Sales positions with such well-known companies as American Express (Amsterdam, Holland), Datalex (Zurich, Switzerland), Amadeus, the Global Distribution Company, in their Asia-Pacific headquarters in Bangkok, Thailand, as well as in their Global Headquarters in Madrid, Spain. He started his professional career establishing and managing the Visitours Inc. office in Beijing, China, for this Japan Airlines owned USA tour operator.

Apart from his mother tongue which is Dutch, Johan speaks fluent Chinese, English, French, German, Spanish and has a basic knowledge of Cantonese, Japanese and Thai.