### The ICEF Latin America Workshop Seminar Programme • Thursday September 20, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Seminar Room I</th>
<th>Seminar Room II</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 – 14:45</td>
<td><strong>How to Maximise your ICEF Workshop Experience - for Agents</strong>&lt;br&gt;<strong>Karin Florez</strong>, Account Manager Latin America, ICEF, Brazil&lt;br&gt;Audience: Agents</td>
<td><strong>How to Maximise your ICEF Workshop Experience - for Providers</strong>&lt;br&gt;<strong>Brittany Goodman</strong>, Business Development Manager, ICEF, USA&lt;br&gt;Audience: Educators &amp; Service Providers</td>
<td>14:00 – 14:45</td>
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<tr>
<td>14:45 – 15:15</td>
<td><strong>ICEF Agent Training and the ICEF Agency Recognition Programme</strong>&lt;br&gt;<strong>Isabel Vogt</strong>, Vice President Events &amp; Logistics, ICEF, Germany&lt;br&gt;Audience: All</td>
<td><strong>ICEF Agent Barometer - Latin America Findings</strong>&lt;br&gt;<strong>Tiffany Egler</strong>, Director - Agent Relations, ICEF, Germany&lt;br&gt;Audience: All</td>
<td>14:45 – 15:15</td>
</tr>
<tr>
<td>15:15 – 16:00</td>
<td><strong>Universities of Applied Sciences: Best Way to Start a Business Career in Germany and Worldwide</strong>&lt;br&gt;<strong>Oana Lelcu</strong>, Head of International Recruitment &amp; Admission, IUBH - School of Business and Management, Germany&lt;br&gt;Audience: Agents</td>
<td><strong>The Argentinian Study Abroad Market and the Role of ARSAA</strong>&lt;br&gt;<strong>Gustavo Viale</strong>, CEO, InterWay Educational Consultancy, Argentina&lt;br&gt;<strong>Gabriela Ardito</strong>, President, ARSAA - Argentine Study Abroad Association, Argentina&lt;br&gt;Audience: Educators &amp; Service Providers</td>
<td>15:15 – 16:00</td>
</tr>
<tr>
<td>16:00 – 16:45</td>
<td><strong>Education in Canada: A World of Possibilities</strong>&lt;br&gt;<strong>Fernanda Albano</strong>, Education Trade Commissioner, &amp; <strong>James McNamee</strong>, Migration Program Manager, Consulate General of Canada, Brazil&lt;br&gt;Audience: Agents</td>
<td><strong>US Institutional Perceptions on the Changing Recruitment Climate in the US</strong>&lt;br&gt;<strong>Jennifer Wright</strong>, Director of Certification, AIRC - American International Recruitment Council, USA&lt;br&gt;Audience: All</td>
<td>16:00 – 16:45</td>
</tr>
<tr>
<td>16:45 – 17:30</td>
<td><strong>Gold Sponsor Presentation:</strong>&lt;br&gt;<strong>ILAC International College</strong>&lt;br&gt;<strong>Tatiana Menniti</strong>, Director of Sales and Recruitment&lt;br&gt;<strong>ILAC - International Language Academy of Canada, Canada</strong>&lt;br&gt;Audience: Agents</td>
<td><strong>Opportunities for International Students in Brazil and the Inbound Market</strong>&lt;br&gt;<strong>Antonio Bacelar Jr.</strong>, Director, Via Mundo Intercâmbio e Turismo and Coordinator North and Northeastern Brazil, BELTA - Brazilian Education &amp; Language Travel Association, Brazil&lt;br&gt;Audience: All</td>
<td>16:45 – 17:30</td>
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<td>17:30 – 18:15</td>
<td><strong>Education New Zealand: Relaunch of Agent Training and the Recognised Agency Programme</strong>&lt;br&gt;<strong>Ana Azevedo</strong>, Senior Market Development Manager&lt;br&gt;Education New Zealand, Brazil&lt;br&gt;Audience: Agents</td>
<td><strong>Higher Education Abroad: Professional and Interpersonal Perspectives</strong>&lt;br&gt;<strong>Karen Góes</strong>, Founder and Director, Bloom Intercultural and Professional Development, Brazil&lt;br&gt;Audience: All</td>
<td>17:30 – 18:15</td>
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<tr>
<td>18:15 – 19:00</td>
<td><strong>Study in Ireland – A Passport to an International Career &amp; The Irish Education Agent Course (IEAC)</strong>&lt;br&gt;<strong>Barry Tumelty</strong>, Consul General, Consulate General of Ireland, Brazil&lt;br&gt;<strong>Sarah O’Sullivan</strong>, Consultant, Education Ireland, Brazil&lt;br&gt;<strong>Karin Florez</strong>, Account Manager Latin America, ICEF, Brazil&lt;br&gt;Audience: Agents</td>
<td><strong>The State of the Brazilian Market:</strong>&lt;br&gt;BELTA Research 2018&lt;br&gt;<strong>Maura Leão</strong>, President, BELTA - Brazilian Education &amp; Language Travel Association, Brazil&lt;br&gt;Audience: Educators &amp; Service Providers</td>
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How to Maximise your ICEF Workshop Experience - for Agents

Karin Florez
Seminar Room I
Audience: Agents

▶ Session description
This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Latin America Workshop in particular. The session will cover the following topics:

• Preparation prior to the workshop
• Workshop parameters and how to maximise your time during the event
• Post-workshop follow-up and contracts
• How to maximise your working relationship with providers

▶ Speaker
Karin Florez,
Account Manager Latin America
ICEF,
Brazil

Karin Florez is ICEF’s Latin America Account Manager. Her job is to help organise a successful ICEF Latin America Workshop, recruit the top Brazilian and Latin American agents to ICEF’s events around the world and to introduce Latin American and especially Brazilian educators to ICEF workshops.

Karin holds a marketing degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in "Planning and Marketing in Tourism/Events" from SENAC. She held various job positions in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa Department, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular Officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil. As such she has a first-hand knowledge of our industry and specifically event organisation, not only from the Brazilian agent side but also from a foreign education provider perspective.
How to Maximise your ICEF Workshop Experience - for Providers

Brittany Goodman

Seminar Room II

Audience: Educators and Service Providers

Session description

This session will provide you with a step by step guideline on how to make the most out of your participation in ICEF Workshops in general and the ICEF Latin America Workshop in particular. The session will cover the following topics:

- Preparation prior to the workshop
- Workshop parameters and how to maximise your time during the event
- Post-workshop follow-up and agent contracts
- How to maximise your working relationship with agents

Speaker

Brittany Goodman,

Business Development Manager,

ICEF,

USA

Brittany Goodman serves as a Business Development Manager for ICEF’s USA team, working with new and existing customers in effectively using agents to maximize international student recruitment.

Having worked in the higher education space for the past decade, Brittany brings a practiced expertise in international recruitment, case development, implementation for an admission cycle and strategic client support.

She previously held a position at Cappex, a resource for students to conduct collegiate research, where she specialized in marketing for the traditional undergraduate recruitment of students for schools in the USA and seven other countries. There, she worked to consult clients on their international strategies to increase enrollments.
Session description

This session will provide you with an introduction to ICEF’s agent training courses as well as its agency recognition programme:

• The ICEF Agent Training Course (IATC) is a practical, professional training course developed by ICEF for education agency-based student counsellors. The course is available online and free of charge to agency student counsellors in a self-paced modular format.

• The Canada Course for Education Agents was originally produced by Foreign Affairs and International Trade, Canada in collaboration with ICEF and the Canadian Consortium for International Education (CCIE). The course is now administered by ICEF and – on behalf of CCIE – Languages Canada and the Canadian Association of Public Schools International (CAPS-I). The Canada Course supports professional development for agents specialising in Canada as a study destination.

• The US Agent Training Course (USATC) is designed for international education agents working with American schools, universities, and colleges to recruit international students, and is aimed at increasing agents' knowledge and standards of practice in their work with both institutions and students.

• The Irish Education Agent Course (IEAC) is the first of its kind and supports professional development for agents specialising in Ireland as a study destination. It will provide agents with a profound knowledge of the benefits and organisation of the Irish education system.

• The ICEF Agent Status (IAS) is recognised as an indicator of agent quality, showing that an agent has been successfully vetted for, and participated in, ICEF Workshops. The IAS is renewed through ongoing quality assurance screening and reference checks.

Educators and service providers are welcome to join the session.

Speaker

**Isabel Vogt**,
Vice President Events & Logistics,
ICEF, Germany

Isabel Vogt is Vice President of Events & Logistics at ICEF GmbH, offering a range of solutions designed to help educators, agents and service providers achieve real results in their marketing and student recruitment initiatives.

Isabel holds a Master's degree in Communications and Political Science from the Freie Universität Berlin, Germany. She has been involved in the implementation and organisation of events for the international education industry since 1996.

During her time at ICEF she has organised agent workshops, student fairs and HE conferences in over 30 countries around the world.
ICEF Agent Barometer - Latin America Findings

Tiffany Egler

Seminar Room II
Audience: All

Session description

The i-graduate ICEF Agent Barometer is an annual survey of over 1,000 ICEF-screened agents from over 100 countries.

This seminar will present the results from the 2017 Barometer, with a focus on findings reported by agents recruiting for Latin American institutions. This includes a year-on-year comparison of the attractiveness of international study destinations as perceived by agents based in Latin America recruiting for a wide range of international study programmes. Additional aspects covered include:

- Where agents plan to send students in 2018 and beyond
- What agents see as the most effective marketing strategies for educators
- What institutions need to provide in terms of support for their agents

The survey findings reported will help educators to build their reputation and relationships with agents, and assist in developing strategies to market themselves and their destinations more effectively to Latin America focused student recruitment agencies.

Speaker

Tiffany Egler,
Director - Agent Relations,
ICEF,
Germany

Tiffany is a leading professional in the field of agent relations and workshop procedures. As Director of the Agents Department at ICEF, her knowledge and dedication has been crucial to the development of ICEF workshops and agent recruitment.

During her tenure of over 15 years at ICEF, Tiffany has overseen the successful organisation of most of ICEF’s agent workshops and today, manages an international team which continues to develop and to increase efforts to ensure the recruitment of professional study abroad agents worldwide.
Universities of Applied Sciences: Best Way to Start a Business Career in Germany and Worldwide

Oana Lelcu
Seminar Room I
Audience: Agents

► Session description

Thanks to a growing number of English-taught programmes, a dynamic job market and a worldwide reputation of education excellence, German HEIs are attracting an increasing number of international students every year. Indeed, Germany has surpassed its long-term goal of hosting 350,000 international students by 2020 three years early, according to the latest statistics from DAAD, making it the 3rd most popular study destination in the world.

With a strong practical focus, multiple industry connections and high academic standards, the Universities of Applied Sciences in Germany offer up-to-date programmes in a highly effective learning environment. Geared to practice and the demands of the global market, they provide the industry exposure that is key to a high graduate employability through case studies, internships and lecturers with management experience. Moreover, job application training is often offered on campus, combining profile assessment, CV & cover-letter workshops and industry conferences.

In the end, what matters is not only the degree in itself, but also how it opens doors to employment and great careers.

► Speaker

Oana Lelcu,
Head of International Recruitment,
IUBH University of Applied Sciences,
Germany

Oana holds an M.A. in International Business from the IAE France (Institut de l’Administration des Entreprises), a “Licence to Lead” by ProAktiv and has 10 years of experience in business development, out of which seven are in international education. Having a deep understanding of the German Higher Education landscape, as well as of the key motivations to study in different markets, from Europe and CIS to Asia and Latin America, Oana will pinpoint the developments in the HE landscape in Germany and the key USPs of the German Universities of Applied Sciences, thus allowing agents to successfully enrich their portfolio to best fit their clients’ aspirations.
The Argentinian Study Abroad Market and the Role of ARSAA

Gustavo Viale & Gabriela Ardito

Seminar Room II
 Audience: Educators & Service Providers

► Session description

This session will give you an overview of Argentina’s study abroad market trend with its latest news and your marketing approach and philosophy towards this challenging but loyal niche.

We will also present to you ARSAA’s (Argentine Study Abroad Association) annual report and briefing.

► Speakers

Gustavo Viale
CEO,
InterWay Educational Consultancy,
Argentina

Gustavo Viale is CEO of InterWay Educational Consultancy in Buenos Aires, Argentina. Interway works mostly with groups of students who wish to improve their language and communication skills for general purposes and study abroad. InterWay Educational Consultancy has been selected into the Excellence Assessment Designation program for its transparency framework for the local and LATAM study abroad markets. Gustavo is also Director at English Way School of English, which is located in the West of the Greater Buenos Aires region, and has been delivering English language courses to local students for 29 years.

Gabriela Ardito
President,
ARSAA - Argentine Study Abroad Association,
Argentina

Gabriela Ardito holds a Bachelor’s Degree in English Language and a PhD in Modern Languages from Universidad del Salvador, Argentina. She has been involved in ESL teaching & Language Travel Research since 1993. Founder of VCE International, Gabriela has signed collaboration agreements with over twenty international educational institutions, is an ICEF trained agent, Quality English, IALC & English UK partner agent and presides the Argentine Study Abroad Association ARSAA, launched in 2016.
Education in Canada: A World of Possibilities

Fernanda Albano

Seminar Room I
Audience: Agents

► Session description
This session will start with the Education Trade Commissioner from the Canadian Consulate in São Paulo giving an overview on Canada’s education system, and, more specifically, about higher education in Canada and its different types of education institutions; her presentation will be followed by the Consulate’s Migration Program Manager, Consul James McNamee, who will speak about visas to Canada.

► Speakers

**Fernanda Albano,**
*Education Trade Commissioner,*  
*Consulate General of Canada,*  
*Brazil*

Fernanda Albano is the Education Trade Commissioner at the Consulate General of Canada in São Paulo, Brazil. Graduated in International Relations with an extension course in Private Law, she has previously worked for Immigration, Refugees & Citizenship Canada (IRCC) for approximately twelve years, where she held different positions, most recent of which included the promotion of Canada’s immigration programs. She later joined the Trade Section and her current role as Trade Commissioner includes supporting the development of the education sector in the state of São Paulo and advancing Canada’s International Education Strategy. Ms. Albano provides strategic advice to clients on doing business in the local market, value-added background information to help Canadian education sector actors make go/no go decisions, and to improve awareness and knowledge by clients of the foreign business environment and trade opportunities in Brazil.

**James McNamee,**
*Migration Program Manager,*  
*Consulate General of Canada,*  
*Brazil*

James McNamee has been the Migration Program Manager at the Consulate General of Canada in São Paulo since August 2017. He has worked for the Government of Canada since 2000, where he has held several executive positions in different Ministries, including Policy and Program Capacities. He joined Immigration, Refugees and Citizenship Canada in 2007. He studied Political Science and International Relations at York University in Toronto, and completed his postgraduate degree in Public Administration from Carleton University in Ottawa.
US Institutional Perceptions on the Changing Recruitment Climate in the US

Jennifer Wright
Seminar Room II
All

►Session description
The current recruitment climate in the US in many ways is reflective of the current political and economic climate. In this session current data on US recruitment trends, outlooks and any adaptations that are being made will be described. The session will cover institutional perspectives on recruitment in general and also recruitment with agencies in specific.

►Speaker
Jennifer Wright
Director of Certification,
AIRC - American International Recruitment Council,
USA

Jennifer Wright (MA – International Affairs), directs the certification program for the American International Recruitment Council - the recruitment industry qualification standard organization in the US. AIRC’s rigorous certification process for agencies is the quality mark for best practice in third party recruitment in the US.

Her experience includes directorship of university study abroad programs and international programs offices at institutions including The George Washington University, The Cleveland Institute of Art and Cleveland State University.
Gold Sponsor Presentation: ILAC International College

Tatiana Menniti
Seminar Room I
Audience: Agents

Session description

ILACIC introduces two new exciting programs with off campus work permits and co-op: Sales and Marketing & Business administration.

Speaker

Tatiana Menniti,
Director of Sales and Recruitment,
ILAC - International Language Academy of Canada, Canada

With over 10 years of experience in the international education industry, Tatiana Menniti has been Sales and Recruitment Director at International Language Academy of Canada for over 6 years.

Post-graduated at Mackenzie Presbyterian University in business management, trainee at the American Hospitality Academy of Canada - Orlando - USA and graduated from the SENAC University in hotel management, Tatiana has experience in countries such as the United States, Australia and Canada.
Opportunities for International Students in Brazil and the Inbound Market

Antonio Bacelar Jr.

Seminar Room II

Audience: All

Session description

• Programs offered
• What are the present demands from international students studying in Brazil
• How is the present market (main providers, most popular programs, duration of the programs)
• Characteristics of the different Brazilian regions where students usually go to
• Main difficulties and opportunities faced by the programs
• Opportunities for international agents as well as institutions which work to explore exchange programs with Brazil

Speaker

Antonio Bacelar Jr.,
Director,
Via Mundo Intercâmbio e Turismo,
Coordinator North and Northeastern Brazil,
BELTA - Brazilian Education & Language Travel Association,
Brazil

Antonio Bacelar Junior is the director of Via Mundo Intercâmbio e Turismo, an agency located in São Luís, capital of the state of Maranhão, Northeastern Brazil. Via Mundo is known for in sending students from its city and region on different programs abroad as well as for developing the market for inbound students coming from different countries to explore the Brazilian culture and way of life.

Via Mundo will turn 20 years in 2019 and is a proud member of BELTA. Antonio Bacelar is BELTA Coordinator for North and Northeastern Brazil, with the exception of the states of Pernambuco and Bahia, as well as a member of SIB (Study in Brazil), a branch of BELTA which promotes Brazil abroad as a Study Destination. Despite being the director of Via Mundo, Antonio develops SIB’s inbound programs, by making presentations about studying in and experiencing Brazil in different parts of the globe (Canada, US, Scandinavia, Germany, Austria, Slovakia, Italy…).

Antonio has also attended workshops, meetings and fam trips around the globe, to bring knowledge and develop the international education market through his company as well as through BELTA Coordination. As a BELTA Coordinator Antonio has made a presentation in SALTA, Argentina at the Encontro de Turismo Idiomático, about the market in Brazil for Study Abroad.

Most recently, Antonio was invited by the American Council in Recife to attend the “Internacionalização do Ensino Público no Nordeste/ Internationalization of the Public Educational System at the Northeastern Brazil” meeting as well as to make a presentation of the Private Agencies and its contribution to this process. Antonio has graduated in Business Administration and post-graduated in Marketing and Management.
Education New Zealand: Relaunch of Agent Training and Recognised Agency Programme

Ana Azevedo
Seminar Room I
Audience: Agents

► Session description

Education New Zealand will relaunch the Education New Zealand Recognised Agency (ENZRA) programme in November 2018. The new programme brings additional benefits to the participants and aims to create a stronger relation between ENZ and education agents. By attending this seminar you will know how and why your agency should be part of this group! Take this chance to also receive a full update on the recent positive changes on international students' work rights and how New Zealand’s new approach to education has ranked the nation as the country that best prepares students for the future* (The Economist Intelligence Unit).

► Speaker

Ana Azevedo,
Senior Market Development Manager,
Education New Zealand,
Brazil

Ana Azevedo is the Market Development Manager for Education New Zealand in Brazil. Based at the New Zealand Consulate in São Paulo, Ana is responsible for the promotion of New Zealand education in Brazil, market intelligence, government relation and business development in the education area.
Higher Education Abroad: Professional and Interpersonal Perspectives

Karen Góes

Seminar Room II

All

Session description

In the light of existing research and publications, this seminar will focus on exchange and study abroad programs at a higher education level and their correlation with students' employability after the international experience, aiming to empower agents as well as providers to explore these features with potential students.

Beyond entrance requirements and application processes of university programs abroad, this session proposes to present behavioral perspectives of the higher education abroad experience, including personal, cultural, professional and academic outcomes, especially with a view to the contemporary job market.

Speaker

Karen Góes,
Founder and Director,
Bloom Intercultural and Professional Development,
Brazil

Karen is founder and director of Bloom – Desenvolvimento Intercultural e Profissional, she works at intercultural education and business field preparing and developing students and professionals to interact effectively with different cultural groups. Prior, she worked promoting international education at a company of cultural exchange programs.

Karen has international study and work experience in New Zealand, USA, Ireland and Chile. She is currently member of SIETAR Brazil (Society for Intercultural Education, Training and Research) board of directors and coordinator of intercultural training for migrants and refugees. Karen also leads a study group about Diversity and Inclusion at ABRH SP (Associação Brasileira de Recursos Humanos). Karen holds a degree in Psychology, a MBA in People Management and is currently studying Social Psychology at a Master's program.
Study in Ireland – A Passport to an International Career &
The Irish Education Agent Course (IEAC)
Barry Tumelty, Sarah O'Sulllivan & Karin Florez
Seminar Room I
Audience: All

Session description
The first part of the session will discuss the relevance of the Brazilian student market to the Irish Government, and the recognised importance of quality in courses offered in Ireland. It will be explained how the Irish higher education system works, and highlight some differences between the Irish and Brazilian systems, which offer advantages to Brazilian students. A focus on practical skills and industrial work placements is crucial for young people that wish to penetrate the Irish work market upon completion of their studies. The Irish Government offers generous stay-back options for foreign graduates wishing to enter the Irish market. Updated immigration procedures will also be outlined.

In the second part we will introduce you to the Irish Education Agent Training Course. The IEAC is the first of its kind and supports professional development for agents specialising in Ireland as a study destination. Agents who take the IEAC will acquire a firm foundation in the benefits and organisation of the Irish education system. Agents will also gain access to resources to help international students study in Ireland at the most appropriate institutions and in programmes that best meet their goals.

 Speakers

Barry Tumelty,
Consul General,
Consulate General of Ireland,
Brazil

Barry Tumelty is Consul General at the Irish Consulate in Sao Paulo, having assumed this role in August 2017. Among the objectives of the Consulate is responsibility to deepen relations between Ireland and the seven states in the south and southeast of Brazil. Education is central to this mission. Barry previously worked as Consul at the Irish Embassy in Mexico, and on the Permanent Representation of Ireland in the European Union in Brussels.

Sarah O'Sullivan,
Consultant,
Education in Ireland,
Brazil

‘Education in Ireland’ consultant in Brazil since 2014, Sarah O’Sullivan is based in Rio de Janeiro, and represents 34 Irish higher education entities, including seven universities, 14 institutes of technology, NUI faculties and private colleges. ‘Education in Ireland’ is a brand of the Irish government that promotes Irish higher education in overseas markets, supporting institutional partnerships, agent supports, and students that dream of studying in Ireland.

Karin Florez,
Account Manager Latin America
ICEF,
Brazil

Karin Florez is ICEF’s Latin America Account Manager. Her job is to help organise a successful ICEF Latin America Workshop, recruit the top Brazilian and Latin American agents to ICEF’s events around the world and to introduce Latin American and especially Brazilian educators to ICEF workshops. Karin holds a marketing degree from ESPM (Escola Sup. de Prop. e Marketing) as well as a Post Graduate Degree in “Planning and Marketing in Tourism/Events” from SENAC. She held various job positions in a number of industries (Chemical, Architecture, US Chamber of Commerce Visa Department, Consulting, Real Estate, Software, Licensing) before joining the New Zealand General Consulate in São Paulo where she worked for 8 years as a Visa/Consular Officer and as a Business Development Associate in charge of promoting New Zealand education within Brazil.
The State of the Brazilian Market: BELTA Research 2018

Maura Leão

Seminar Room II
Audience: Educators & Service Providers

► Session description

Learn about BELTA research 2018 results and the trends in the Brazilian study abroad market nowadays. Information will be given about agencies and student profiles in 2017 and the years before. The survey shows important changes and new trends. Educators will have updated information and will learn that partnering with quality Brazilian agents is an effective way to increase their share of the market.

► Speakers

Maura Leão, President, BELTA - Brazilian Education & Language Travel Association, Brazil

Maura de Araújo Leão, BELTA's (Brazilian Education & Language Travel Association) President for the 2018-2021 period and FELCA's (The Federation of Education and Language Consultant Associations) President for the 2015-2019 period.

She is co-founder and CEO responsible for the international education holding company Yet Education & Travel for the brands Yázigi Travel and Youniverse Intercâmbios, designed to deliver international education programs to the Yázigi language school network, which has been in the market for 66 years and has over 430 schools throughout Brazil. And also to other chains that are part of the Pearson group in Brazil, sending thousands of students abroad to several programmes. With wide experience since her participation as a scholarship holder for the American Field Service in the 70’s, she has large international experience, deep knowledge about the Brazilian market and has lived in the USA and Germany as an exchange student and travelled to all continents.