

## **Press release**

### **StudyWorld London 2009 celebrates 40 years!**

The world's oldest international student recruitment event celebrated its 40th anniversary last week.

Professionals from more than sixty countries attended this year's StudyWorld, which brings together study travel agents and education providers to form new business partnerships.

Two hundred and twenty-six educators and 418 individual agents spent two days in one-to-one meetings during the event at the Hilton London Metropole Hotel – despite the world economic downturn.

Annie Wright, deputy chief executive (business services) of English UK which organises StudyWorld, said she was delighted with the success of this year's event.

“There has been a real buzz about the halls this year and more than 90 per cent of the educators' appointment slots were filled. We've had very good feedback from educators and agents alike. It looks like a lot of business has been done here.”

Lee Knapp, development manager of StudyWorld London 2009 sponsor Cambridge ESOL, agreed. He added: “There are a lot of serious people here who want to do business. You don't get time wasters.”

To mark the 40th anniversary of the event, English UK chief executive Tony Millns presented gifts to several agents and educators which had worked together for several decades. “We are partners in quality, working together to bring the best possible experience to students, because that's what it's all about,” he said.

Other events at StudyWorld London included the launch by Cambridge ESOL of its new Placement Test which can speedily and accurately assess a student's English level, and also the English UK branded student phonecard.

The £5 phonecard, produced in partnership with GSM International, can be sold by English UK member centres and will be particularly useful for students on short courses.

Other highlights of StudyWorld London 2009 included a talk by Barbara Woodward, International Director of the UK Border Agency on the new visa regulations, and seminars on subjects including marketing language schools during a recession, doing business in the Far East, and how British colleges can offer tailored vocational courses to meet the needs of other countries.

## Notes to Editors

1. English UK is the world's leading language teaching association, with 430 accredited centres in membership. It covers university and further education college language departments, international study centres in independent schools, educational trusts and charities, and private sector colleges. English UK is a UK registered charity.
2. More than 500,000 students every year choose to learn English in Britain, an estimated 43% of all students who travel abroad to study English. They contribute about £1.5 billion to the UK economy in course fees, accommodation and general spending. Many students go on from English language courses to UK degrees or professional qualifications. There are long-term affinity benefits to Britain as well since many students go on to be opinion-leaders and senior figures in their own countries.
3. For more information about StudyWorld London visit [www.studyworldfair.com](http://www.studyworldfair.com) or contact Siobhan Baccas, English UK's International Events Manager on [siobhan@englishuk.com](mailto:siobhan@englishuk.com) or tel +44 20 7608 7960.

English UK  
219 St John Street  
London, EC1V 4LY

Tel: +44 (0)20 7608 7960  
Fax: +44 (0)20 7608 7961  
Email: [info@englishuk.com](mailto:info@englishuk.com)  
Web: [www.englishuk.com](http://www.englishuk.com)