

## Aseproce focuses on independents, Canada and growth

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Spanish agency association Aseproce focussed on independent schools, Canada as a study destination and industry data, including signs of growth for the Spanish market, at its annual workshop in Madrid last week.



Aseproce member agents meet with Ialc and Canadian schools at the annual Aseproce workshop

Held at the NH Madrid Principe De Vergara Hotel, the Aseproce Workshop 2015 welcomed around 40 Spanish agents, 20 schools – either members of the Independent Association of Language Centres (Ialc) or institutions invited by the Canadian Embassy – and a range of service providers for a series of 20-minute business meetings and presentations.

Oscar Porras, President of Aseproce, told StudyTravel (ST) Magazine, “This event is made for agents to meet schools in Madrid. Some agents don’t have the time or resources to go to workshops overseas, and they also want to bring their staff to meet owners.

“But the idea is that we change the event a little each year, so we worked with the Canadian Embassy to promote Canada this time. We were delighted to get seven Canadian schools to attend.”

Celestine Rowland, President of Ialc, introduced the organisation, its membership and its almost 40-year history in a presentation to delegates at the opening of the conference. She also praised the positive impact of the language study industry, commenting, “We sometimes forget how schools and agents influence the lives of young people.”

In his opening address, Oscar said, “Thanks to Ialc for coming to this event. We have a very good working relationship with Ialc. We really care for quality and we think this is essential for the industry.”

Matthew Knott, News Editor of ST Magazine, made a presentation comparing trends reported in the most recent agency surveys of Spain and four other European agency markets: Germany, Italy, Switzerland and France.

The comparisons showed higher reported rates of average growth for contributing Spanish agencies and differing profiles of client course requests, such as more language plus work for Germany, a higher percentage of tertiary programmes sold by French agencies, and a heavy focus on intensive language among Swiss agencies.

Looking at 2015 trends for Aseproce members, Oscar told ST Magazine, “The numbers have improved since last year, in particular for the junior and high school programmes. Every year, we notice a big increase in high school students.”

The adult market was still low, but has been steady in 2015 after two or three years of decline, he explained.

Speaking at the end of the conference, Oscar said, “This has gone fantastically well. We invited all members of Aseproce, and we also invited a few other agencies that are not members but are well-known for quality or considering becoming members. The feedback has been really good from schools because they don’t often get to meet these agents.”

Commenting on the association’s recent activities, he said the Aseproce Salon de Idiomas agent and student fairs expanded to a new location of Barcelona as well as Madrid this year. He added that Aseproce had been working closely with embassies and had conducted advertising campaigns and continuing professional development training for member agents.