

The MENA Advantage:

A Practical Recruitment Workshop with EducationUSA

October 4, 2025



Dr. Melissa Deschamps
EducationUSA
Middle East & North Africa

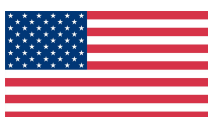
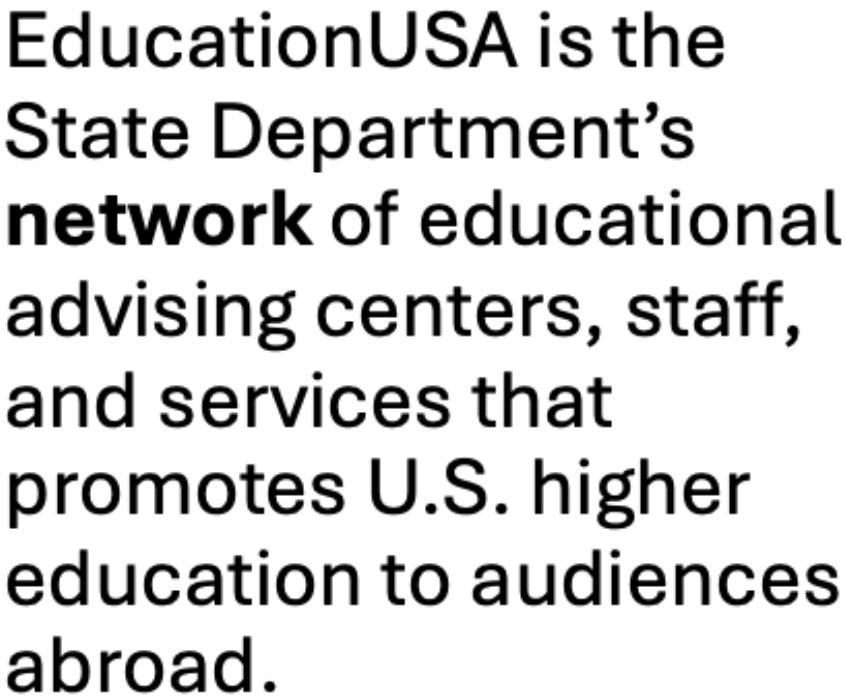


REGIONAL INSTITUTE
Middle East & North Africa 2025

Session Targets



- Go beyond the basics
- Sharpen your approach
- Identify areas of untapped potential for your institution



REGIONAL INSTITUTE
Middle East & North Africa 2025

Regional Managers (REACs)



2014
4.5 million
students

United States	886,052
United Kingdom	481,050
China	356,499
France	295,092
Germany	282,201
Australia	247,093
Canada	237,635
Japan	135,519
Spain	73,639
New Zealand	41,609
All others	1,463,611

2024
6.9 million
students

United States	1,126,690
Canada	842,760
United Kingdom	758,855
Australia	437,485
France	412,100
Germany	367,578
Russia*	321,845
South Korea	208,962
China*	200,892
Spain	149,279
All others	2,073,554

2014



2024



*UNESCO, 2024

Source: Project Atlas

Why the U.S.?

- Quality of Institutions
- Range of Disciplines
- Student Life Experience
- Hands-on learning
- Holistic approach
- Internship opportunities
- Research centers and labs
- Innovative degree options

Gulf Sub-region

Country	<u>21/22</u>	22/23	% Change	23/24	% Change
Bahrain	387	371	-4.1	335	-9.7
Iraq	597	544	-8.9	476	-12.5
Kuwait	5,923	5,427	-8.4	5102	-6
Oman	2,202	2,077	-5.7	1748	-15.8
Qatar	500	404	-19.2	378	-4.0
Saudi Arabia	18,206	15,989	-12.2	14828	-7.3
United Arab Emirates	1,618	1,502	-7.2	1571	4.6
Yemen	305	305	0	256	-16.1

- ➔ Growing Local capacity
- ➔ Increased competition for students
- ➔ Focus on labor market needs
- ➔ Scholarship program changes
- ➔ Market saturation considered
- ➔ Expanding institutional partnerships

Gulf Emerging Fields of Interest:



- Creative Economies
- Wealth Management
- Aviation/Management
- Supply Chain Management/Logistics
- Urban/City Planning
- Landscape Architecture
- Education
- Tourism/Hospitality Management
- Kinesiology



REGIONAL INSTITUTE
Middle East & North Africa 2025

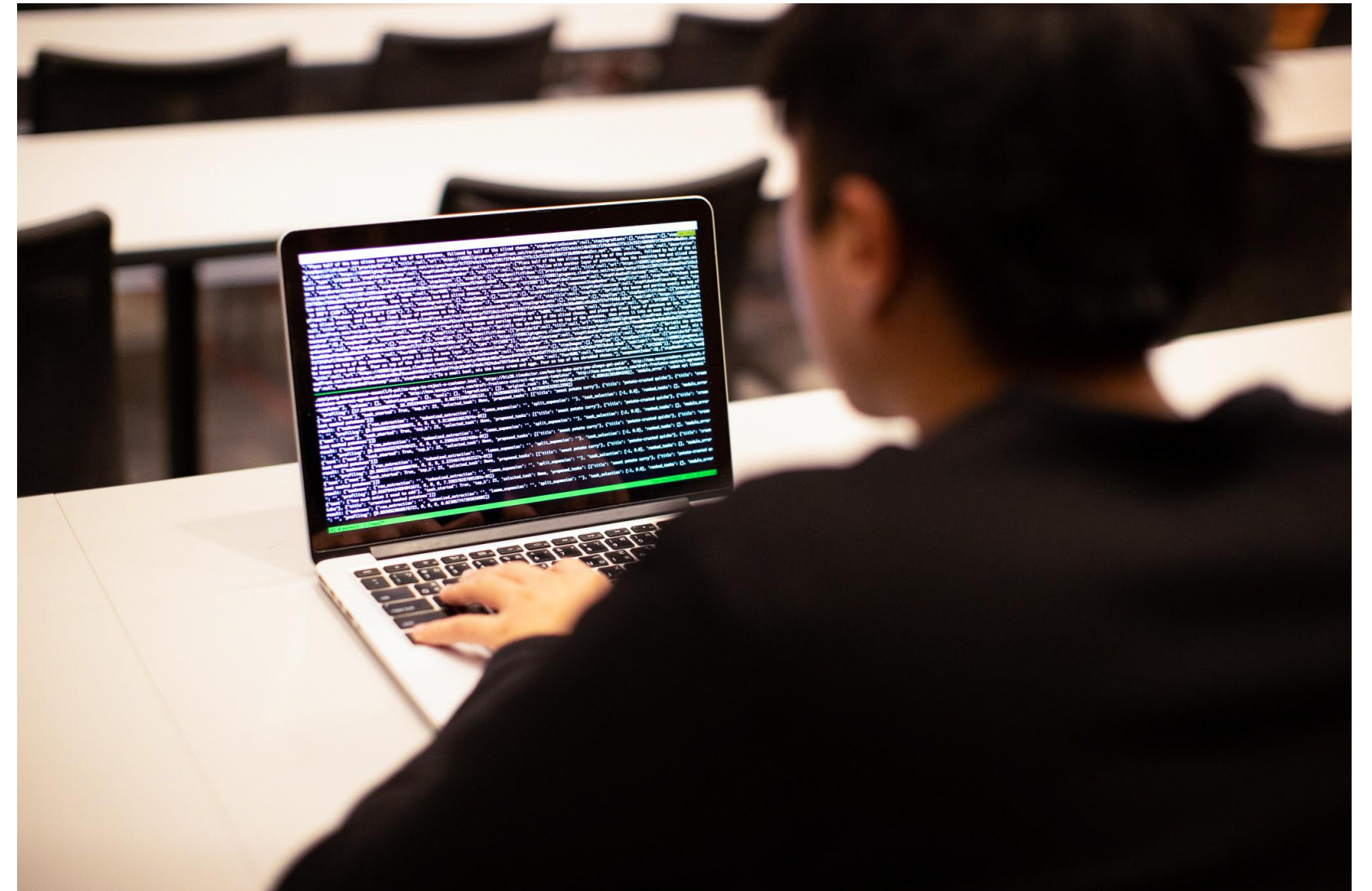
Levant Sub-region

Levant	<u>21/22</u>	22/23	% Change	23/24	% Change
Jordan	2,426	2,608	7.5	2,643	1.3
Lebanon	1,958	2,097	7.1	1,987	-5.2
Israel	2,027	2,019	-0.4	2,167	7.3
Syria	385	402	4.4	385	-4.2
Palestinian Territories	485	457	-4.9	466	2.0

- Sustained interest in the U.S.
- Financial constraints
- Geopolitical implications
- Refugee & Diaspora populations
- American-style (accredited) institutions
- Counselor networks

Levant Emerging Fields of Interest:

- Computer Science
- Artificial Intelligence
- Environmental and Renewable Energy
- Media and Communication
- Creative Arts and Media
- Product design
- Pharmaceutical product development



North Africa Sub-region

- Language policy reforms
- Interest in English medium programs
- Large youth populations
- Overcrowded local universities
- Interest in international career opportunities

	%			%		
North Africa	<u>21/22</u>	22/23	Change	23/24	Change	
Libya	472	449	-4.9	365	-18.7	
Tunisia	617	680	10.2	717	5.4	
Egypt	3,967	4,247	7.1	4,280	0.8	
Morocco	1,466	1,603	9.3	1,784	11.3	
Algeria	268	302	12.7	364	20.5	

North Africa Emerging Fields of Interest:

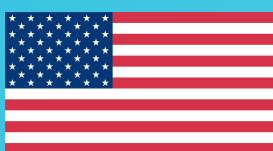
- Renewable Energy
- Data Science & Cybersecurity
- Artificial Intelligence
- Vocational Digital Specialities
- Entrepreneurship
- Agricultural Technology
- Urban planning and design



Building your strategy



“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.” – Abraham Lincoln



REGIONAL INSTITUTE
Middle East & North Africa 2025

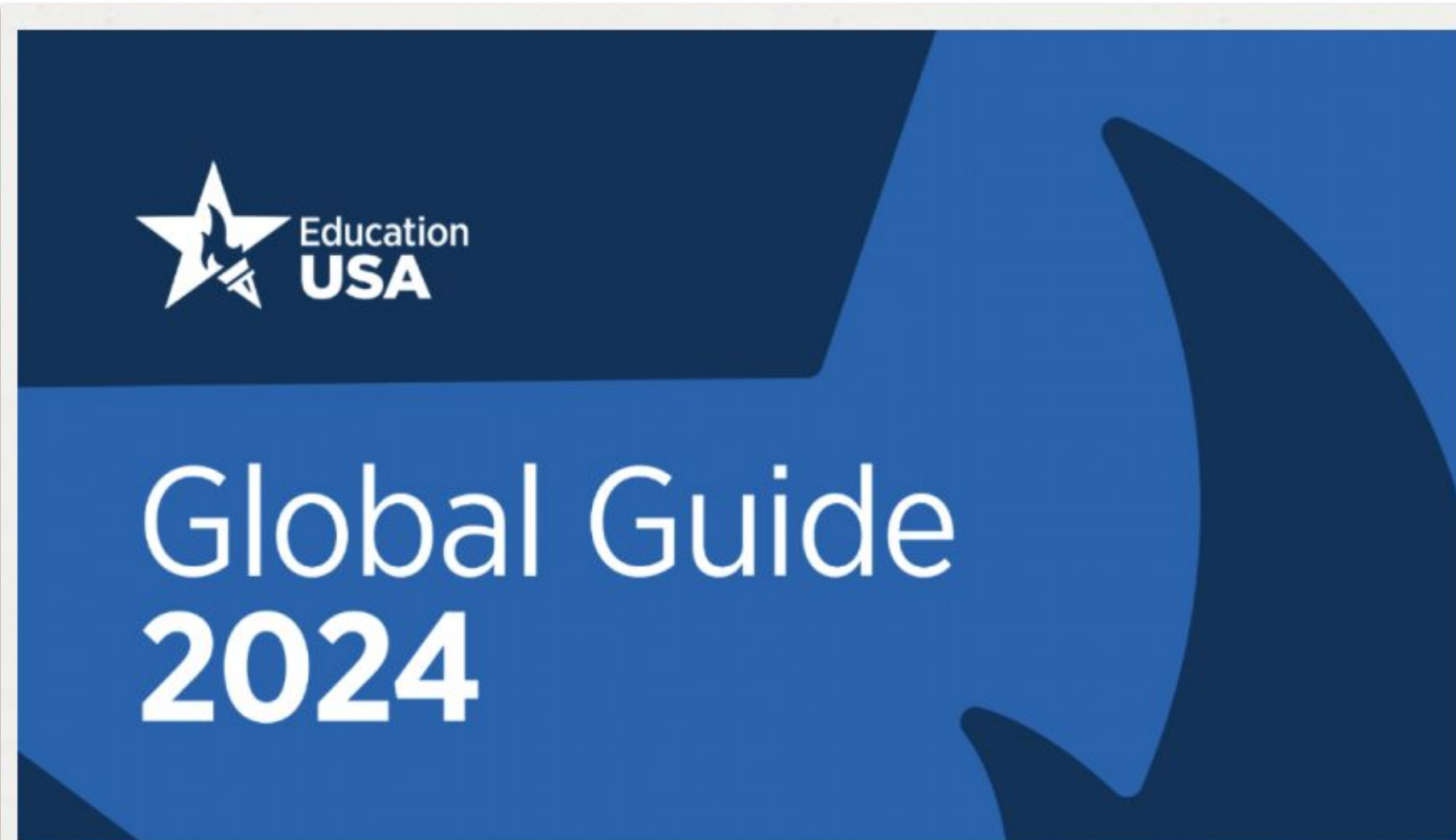
How are you sharpening your axe?



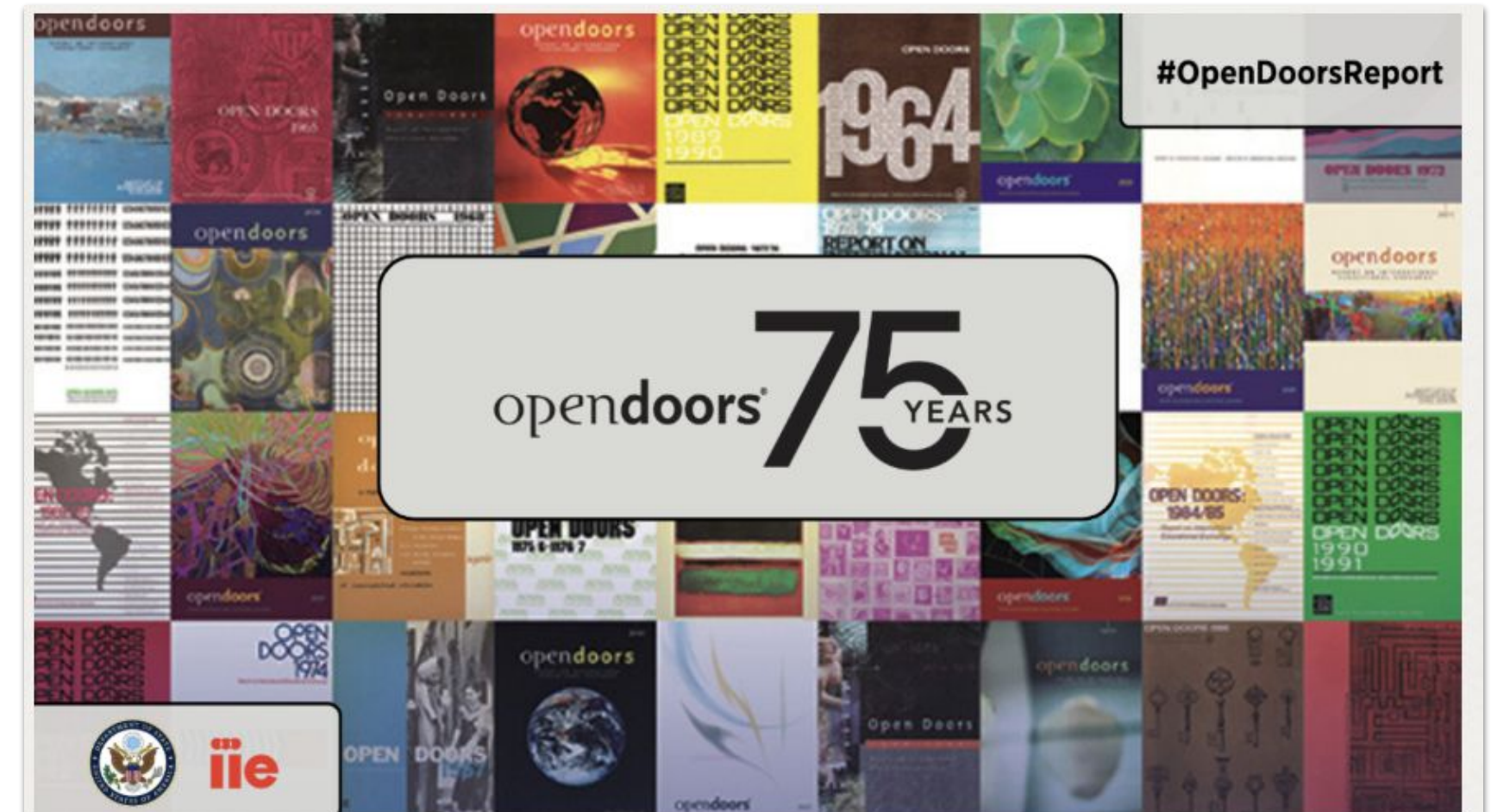
- Current Students
- Market intelligence
- Alumni
- Track record
- Industry news
- Counselor networks
- Armchair recruiting
- Trial and Trial
- Cultural Attache
- ...Others



Resources



The annual Global Guide is EducationUSA's signature resource to guide U.S. colleges and universities in their approach to international student recruitment.



International student mobility data is crucial to U.S. higher education professionals looking to make informed decisions as they work to internationalize their campuses.



REGIONAL INSTITUTE
Middle East & North Africa 2025

PARTNERSHIP BOARD



An announcement board for colleges and universities in the Middle East, North Africa and Central Asia region seeking partnerships in the United States and vice versa.

SHARE YOUR CONNECTION



Board: <https://bit.ly/menacapartnership>
Forum: <https://bit.ly/menacapartnershipform>



EducationUSA
MENA Facebook



NAFSA Middle
East SIG:

EducationUSA Middle East & North Africa

Welcome - Ahlan wa Sahlan



Greetings from EducationUSA!
We are delighted to warmly welcome U.S. colleges and universities interested in recruiting in the Middle East and North Africa. This region comprises 19 countries and 31 advisers spread across 25 centers. Our advising teams, strategically located at U.S. Embassies & Consulates, AMIDEAST, World Learning, IIE, and virtually, are ready to provide invaluable information and assistance.
Warm Regards,
Karen Bauer
EducationUSA | Regional Manager (REAC) for the Middle East & Central Asia
Email: kbauer@educationusa.org
REAC for Bahrain, Iran, Kuwait, Oman, Saudi Arabia, United Arab Emirates, Afghanistan, Kazakhstan, Kyrgyz Republic, Pakistan, Tajikistan, Turkmenistan, and Uzbekistan.
Melissa Deschamps
EducationUSA | Regional Manager (REAC) for the Middle East and North Africa
Email: mdeschamps@educationusa.org
REAC for Algeria, Egypt, Iraq, Israel, Jordan, Lebanon, Libya, Morocco, Palestinian Territories, Qatar, Syria, Tunisia, and Yemen.



Bahrain
[REAC: Karen Bauer](#)
[Marjana](#)
Country Spotlight

Iran
[REAC: Karen Bauer](#)
[Virtual](#)
Country Website

Kuwait
[REAC: Karen Bauer](#)
[Kuwait City](#)
Country Spotlight
U.S. Trade Report



Libya
[Bauer](#)

United Arab Emirates
[REAC: Karen Bauer](#)
[Abu Dhabi](#)
Country Spotlight



Country and Area Facts and Figures 2024 Oman


3,901,992
Total Population¹


15.9%
Population Aged 15-24¹

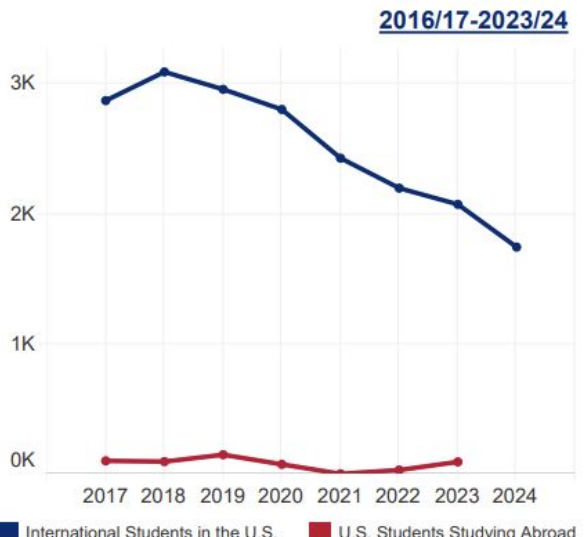

58
International Student
Place of Origin
Ranking, 2023/24


94
U.S. Study Abroad
Destination Ranking,
2022/23


\$71,000,000
International Student
Economic Impact,
2023²

STUDENT MOBILITY TOTALS

Year	International Students	U.S. Study Abroad
2023/24	1,748	N/A
2022/23	2,077	94
2021/22	2,202	31
2020/21	2,433	2
2019/20	2,808	75
2018/19	2,963	149
2017/18	3,097	96
2016/17	2,876	102



INTERNATIONAL STUDENTS BY ACADEMIC LEVEL

Academic Level	2022/23	2023/24	Total	Change
Undergraduate	1,572	1,249	71.5%	-20.5%
Graduate	122	128	7.3%	4.9%
Non-Degree	164	106	6.1%	-35.4%
OPT	219	265	15.2%	21.0%

INTERNATIONAL STUDENTS BY INSTITUTION TYPE

Institution	Total
Associate's Colleges	1.1%
Baccalaureate Colleges	0.2%
Doctoral Universities	95.4%
Master's Colleges and Universities	3.1%
Special Focus Institutions	0.2%
Private Institutions	14.8%
Public Institutions	85.2%

STUDENT VISAS ISSUED

Visa	Change 2022-2023 ³
F	-9.0%
J	9.7%
M	-78.9%

TOP RECEIVING STATES

- Florida
- Ohio
- Pennsylvania
- Nebraska
- Arizona

Source: Open Doors Report on International Educational Exchange. For more information, visit www.opendoorsdata.org.
Other sources: ¹The World Fact Book, ²U.S. Department of Commerce, ³travel.state.gov (Fiscal year October 1 - September 30).
Note: N/A reflects information that is not available or not applicable. Open Doors does not publish rankings for totals of less than ten students.





Free

College Counselor Training

If you are a high school counselor or a teacher, who works with motivated students interested in studying in the United States, then this course is for you!

[Enroll Now](#)

Free

Admissions Boot Camp

An introductory course on undergraduate admissions for prospective applicants.

[Enroll Now](#)

Free

College Admissions Essay Writing Course

This is a totally free, five-module course that will take you from the basics of essay writing to the editing and revision stage, so you can have a chance at attending the college or university of your dreams.

[Enroll Now](#)

Free

Kazakhstan Graduate Admissions Course



Free

MENA College Counselor Training



Free

MENA Admissions Boot Camp

MASSIVE OPEN ONLINE COURSE (MOOC)

<https://myeducationusa.online/all-courses/>

Thank you!

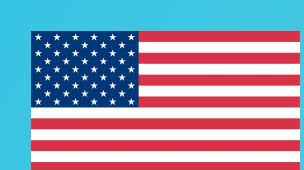


Dr. Melissa Deschamps
EducationUSA
Middle East & North Africa

[linkedin.com/in/melissadeschamps](https://www.linkedin.com/in/melissadeschamps)



<https://sites.google.com/educationusa.org/melissa-deschamps-educationusa/home>



REGIONAL INSTITUTE

Middle East & North Africa 2025

Oman Vision 2040

Oman Vision 2040 is the national reference for economic and social planning for the period of 2021-2040, and the source of national sector strategies and five-year development plans. It was put in place under the wise guidance of the late Sultan Qaboos Bin Said, and carried forward by Sultan Haitham Bin Tarik.



Priorities related to People and Society

**Education, Learning,
Scientific Research and
National Capabilities**