

Germany

Market Profile 2011 - 2012

May 2011



1. Introduction

The German economy is the world's fourth largest and the biggest in Europe. It accounts for more than one-fifth of European Union GDP. Germany is both the second-largest importer and second-largest exporter in the world.

The services sector dominates the economy, with 72% contribution to GDP. Germany also has a well-developed manufacturing industry, but is rapidly transforming itself into a knowledge-based economy with significant growth in research-intensive sectors. It is very successful in the information and communication technology, automobile and medical technology industries. Germany has strong business and investment freedom, along with a considerable degree of government regulation and generous social welfare programmes.

The global economic slowdown had an effect on Germany, with the economy shrinking by around 5% in 2009, more than in any year since World War II. However, the country has coped surprisingly well with the recession and thanks to a government-sponsored reduced working hours programme, unemployment rose only marginally. The German economy has recovered in 2010 with GDP growth of 3.7 percent. In 2011, GDP growth is forecast to be between 2-2.5%.

The population is 82 million. German people enjoy a high standard of living, and the unemployment rate is 8.2% (2009).

The German international education market offers opportunities for all New Zealand education sectors— tertiary education, high school programmes and English language courses. Overseas professional high-quality internship placements in combination with language courses are also in very high demand by German students and graduates.

In 2009, as many as 280,000 German students and adults undertook educational training at language schools, universities, institutes of technology and polytechnics, and high schools abroad.

The biggest barrier to German student mobility overseas is high tuition fees. State education from kindergarten to upper secondary education is free of charge in Germany. Public study abroad programmes within continental Europe are more or less free of charge. In addition, there are numerous programmes in place providing funding for student mobility within Europe. A growing number of funds are starting to be available for overseas studies as well.

There is strong and on-going competition from continental Europe and the USA. The USA has increased in popularity and is again the largest competitor for overseas study destinations followed by the United Kingdom. Australia and Canada are also major competitors for New Zealand education institutions in Germany.

2. Local Education System

Educational legislation and the administration of the education system are primarily the responsibility of Germany's 16 federal states. Each state has a Ministry of Education and Cultural Affairs which plans and organises the education system, determines course content and sets teacher objectives. States also provide up to 90% of education funding.

At federal level, the Standing Conference of the Ministers of Education and Cultural Affairs (KMK) meets to ensure a common structure among the states. KMK also advises German institutions and education ministries about accreditation of foreign qualifications.

The academic year runs from July/August/September to June/July/August of the following year. The exact dates are fixed by each federal state. As a result, starting and ending dates for school holidays vary considerably from state to state; they are referred to as moving holiday seasons.

Children in Germany start school at age six. Primary education (Grundschule) is from school year one to four where the subjects taught are the same for all. Following primary school there is a two-year orientation phase where teachers observe the students' academic abilities and give recommendations for their future school attendance regarding three different kinds of schools: Hauptschule, Realschule or Gymnasium.

The Hauptschule teaches the same subjects as the Realschule and Gymnasium, but at a slower pace and with some vocational-oriented courses. Students finish Hauptschule in year nine. The Realschule is for students with average academic achievement. Students graduate after year 10. The Gymnasium teaches on a high academic level and leads to university entrance (Abitur). The Gesamtschule (comprehensive school) is a more recent development and is only found in some states. It takes the place of all: Hauptschule, Realschule and Gymnasium.

German children only attend school in the morning. There is generally no provision for serving lunch.

Tertiary education is still switching from a traditional four, five to six year system to the international three-year bachelor and two-year master system. There are 377 state higher education institutions in Germany. The number of private tertiary institutions is increasing to almost 100.

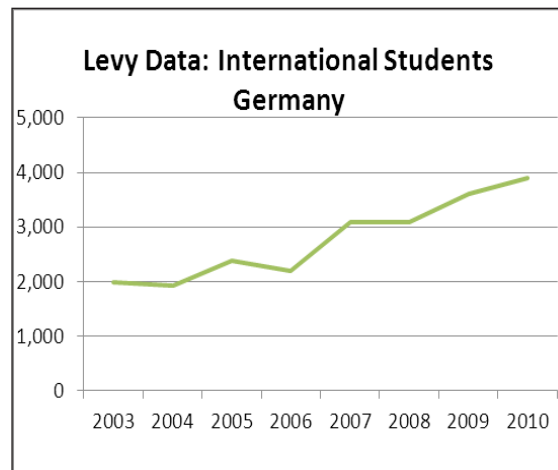
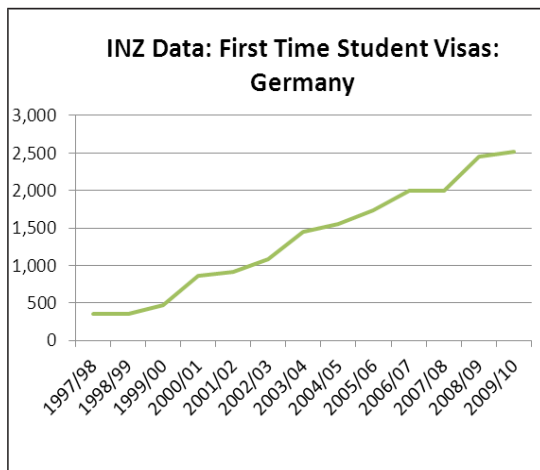
Tuition fees within state tertiary education vary from EUR 100-800 per semester depending on the state. Most students work part-time while studying and accommodation can be extremely limited and therefore also costly, especially in larger university cities.

Only 12% of Germans aged 15 and above are enrolled in tertiary education compared to 38% in the United Kingdom, 36% in New Zealand and 33% in the USA. However, this results in a very wide post-secondary education system of vocational training that is formally not part of tertiary education in Germany.

3. General Advice for New Zealand Education Providers

New Zealand is perceived as a safe and attractive destination. Popularity has grown steadily and is still increasing. The need for improving English language skills gaining international educational experiences and obtaining internationally recognised qualifications are the strongest drivers for German students going to New Zealand. Its extraordinary landscape and cultural features are also significant factors for Germans choosing New Zealand as a study destination.

Germany enjoys strong agent coverage throughout the country for all education sectors. Even tertiary students thoroughly use agents to plan and clarify their options for studying abroad. It is recommended to establish and maintain close agent relationships and support agents at events.



The Department of Labour (Immigration New Zealand) and The Ministry of Education provide regular updates to the Visa and Export Education Levy Statistics. The latest statistical information can be found at www.educationnz.org.nz/policy-research-stats/statistics

4. Sector-Specific Advice for New Zealand Education Providers

4.1 Undergraduate and Postgraduate Courses

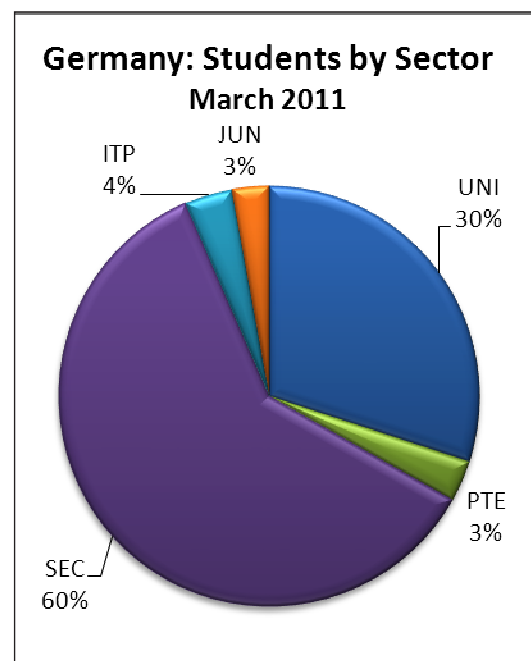
Germany has a long tradition in education, science and research with more than 300 higher education institutions throughout the country. The history of many higher education institutions goes back many centuries.

In 2009/2010, as many as 103,000 German tertiary students studied abroad worldwide for one semester or more. The most popular study areas for German students abroad are medicine, cultural studies, sports studies, economics, law, mathematics, social studies and education.

Approximately 1,356 German students undertook tertiary studies in New Zealand in 2009. The majority of German tertiary students were enrolled at New Zealand universities – at Bachelor (351), Master (339), PhD (226) and Graduate Diploma (224) programmes. With only 46 German students enrolled private tertiary education institutions in 2009, New Zealand private training establishments are not yet successfully attracting German tertiary students.

Popular studies for German tertiary students in New Zealand are business, law, arts, communication, design, sciences and engineering.

The new German bachelor and master programmes are affecting student mobility in Germany. German universities barely allow much time for study-abroad programmes during bachelor or master studies – unless they are part of a joint degree or bilateral agreement. The trend will probably shift



Source: Immigration New Zealand data. Key: UNI=Universities; NR=Not Recorded; PTE=Private Training Establishments; SEC=Secondary; ITP=Polytechnics; JUN=Junior (Primary, Composite, Contributing, Intermediate).

from undertaking individual study abroad periods to full-bachelor or full-master programmes abroad. Joint degree programmes are increasingly playing a significant role in offering a study period abroad. The change from traditional German degrees to international qualifications in Germany increases the acceptance to graduate abroad.

The introduction of tuition fees at higher education in most German States may result in a broader tolerance for paying for education. Students, who have to pay tuition fees already, are demanding high-quality education and request that their fees should be spent on upgrading universities' facilities. As a result, German students are likely to look at foreign institutions that use tuition fees directly to increase and maintain high-quality facilities and good student support at the institution.

Internships are compulsory for most German tertiary education programmes. In order to stand out, a rising number of German students carry out their internships abroad. The demand for doing the internship in Australia and New Zealand is tremendous (although many potential interns are turned away from New Zealand due to the lack of high level placements offered in New Zealand).

4.2 Vocational and Technical Qualifications

Vocational training is taught within a dual system at part-time vocational schools and in the work place. Vocational training prepares students for jobs that are based in manual or practical areas, traditionally non-academic, and totally related to a specific trade or occupation. More than 60% of students under 22 years of age are involved in dual vocational training in Germany.

Technical education at tertiary level is either carried out by universities of applied sciences (Fachhochschule) or institutions of cooperative education in collaboration with a company (Berufsakademie, BA). These institutions require the A-Level/University Entrance.

Post-secondary student mobility abroad is primarily carried out after graduating from vocational training before entering the workforce or tertiary education. Types of mobility at this level include English language courses, internships, and – to a small extent – certificate and diploma programmes abroad.

4.3 Secondary Schools

English language tuition as a school subject is compulsory at all German secondary schools. Pupils studying for the Abitur (A level) or the Fachabitur (specialised A level) – the only exams qualifying for entrance to universities or universities of applied sciences – need to study a second foreign language. Most students choose French, Spanish or Latin in addition to English.

With English being so dominant in the German education system, there is high demand for studies abroad in English-speaking countries to improve English language skills as well as getting the overseas experience. The first English language trip abroad is primarily undertaken as a short language course in school years 7 and 8 - usually to England or Malta. Additional visits to English-speaking countries are typically undertaken in school years nine, 10 or 11 for the duration of six to 12 months. This period is traditionally called exchange year, although its meaning has changed from the traditional exchange to individual full-fee-paying programmes in the last decade. Popular destinations are the USA, Ireland, Canada, Australia and New Zealand.

The poor Organisation of Economic Cooperation and Development (OECD) Programme for International Student Assessment (PISA) results for Germany at secondary-level education still raise alarm bells within the German education system. Germany ranked 19 in mathematics, 21 in literacy and 18 in science. The weak German results work advantageously for New Zealand as New Zealand placed itself among the best five of all OECD countries worldwide.

The German government has reduced the number of school years at upper secondary education from 13 to 12 years. This change is affecting German student mobility. A trend shows a reduction of time spent abroad from 12 months to nine, six and even three months, and a shift from age 16 to age 13-15 when going abroad.

Around 19,000 German students spent some time at high schools abroad in 2009. New Zealand has become a very popular study destination for German high school students, ranking third after the USA and Canada (overtaking Australia in 2008). More than 1000 secondary school students go to New Zealand annually – numbers are increasing.

Co-educational schools are more popular, though there is increasing interest for single-gender schools. In the niche market segment of boarding and private schools, there is less interest but demand is increasing.

The New Zealand NCEA University Entrance qualification is becoming increasingly popular by German students. NCEA University Entrance is recognised as direct entry to German universities and universities of applied sciences. Requirements can be viewed at www.anabin.de (in German). However, individual prerequisites apply according to additional entry requirements. Students should check with the desired German university in advance if additional requirements have to be met. A document with subject and level recommendations for accreditation in Germany is available through NZQA in Wellington.

4.4 Primary and Intermediate School

German children attend school from age six or seven. Primary education takes four to six school years depending on the federal state. Primary education in Germany is taught at state schools, Waldorf schools, Montessori schools, free alternative schools and a few Protestant and Catholic schools.

School years five and six form an orientation phase (Orientierungsstufe) in which students, parents and teachers decide which kind of secondary school the students should attend afterwards (least academic, elementary, grammar, or comprehensive school). In most states the orientation phase is embedded in secondary schools.

Study abroad at primary or intermediate level is barely present in Germany.

4.5 English Language

English language programmes abroad present a range of opportunities for German students, especially in regards to offering an additional value, such as outdoor training, sport activities and internship placements.

Around 160,000 German students went abroad for language training in 2009. English language remains the most popular language studied abroad (73%). Approximately 1,000 German students and adults undertake English language courses in New Zealand – though numbers are slightly declining.

Internship placements, which can be linked to short language courses, are in growing demand (especially professional English and tailor-made English language courses). Au-Pair and Demi-Pair programmes are popular as well.

The Working Holiday Scheme for young Germans is gaining immense popularity. Online applications can be made from anywhere in the world via the New Zealand Immigration website. The number of visas is not restricted. The limit of the three-month-employment period with one company has also been lifted. In 2009/2010 more than 7,000 working holiday visas were issued to German citizens.

5. Market Trends

The German government is actively promoting international student mobility among German students. Campaigns include various student grants for education abroad and support for German institutions to collaborate with international institutes. The push for internationalisation has led to an increase in bilateral agreements between universities and organisations. International joint degrees are of growing significance in Germany.

6. Competitor Activity and Statistics

The profile of a particular country is significant in determining whether a student even considers it as an option. Most German secondary and tertiary education students undertake extensive research prior to the selection of a study destination abroad. According to a survey of German education agents, most students had already decided on their study region when contacting an agent.

New Zealand is perceived as being very similar to Australia. German students who have decided to go to Australia also consider New Zealand as a possible destination. Australia and New Zealand are often referred to in one breath and are considered being one region by students and parents.

New Zealand competitors are very active in Germany. Government agencies such as the US Consulate General, the Canadian Embassy and the British Council are presenting their education opportunities thoroughly at fairs and education events throughout the year. AUSTRADE is not as active, yet student numbers to Australia are increasing.

Individual education providers (especially from the United Kingdom and Australia) are visiting the market once a year to maintain a close network of agents. There are frequent road shows of competitor providers who visit schools and universities while organising events and fairs to attract a large number of potential students.

For German students, the United Kingdom is the most popular study destination for English language (followed by Malta) and tertiary education abroad (followed by the USA). The USA holds the market lead for secondary education abroad. Closest competitors for New Zealand are Canada and Australia for international tertiary and secondary education.

7. Immigration Requirements

Short language courses of up to three months do not require a student visa for New Zealand. German citizens can simply enter the country on a valid passport and a return ticket.

Students need to apply for a student visa/permit if enrolled in a study programme for more than three months or if enrolled in more than one course for less than three months duration.

Secondary school students always need to apply for a student visa– even if they are enrolled at a New Zealand secondary school for less than three months.

Student visa applications are handled through the New Zealand Embassy, Friedrichstr. 60, 10117 Berlin. The application form can be downloaded at www.immigration.govt.nz

Renewals of student permits for German students who are already in New Zealand can be logged via local New Zealand Immigration offices.

8. Policy Changes and Other Recent Developments

Upper secondary education that leads to university entrance has now changed from three to two years with a total school attendance of 12 years in all German states.

At tertiary education, Germany is in the process of switching from traditional German degrees to a three-year bachelor and two-year master qualification system. International degrees are popular among German students as they are more competitive with international education institutions and employers. The government's aim is to change all traditional German qualifications to the international qualification system of bachelors and masters by 2010.

The domestic fee status for German postgraduate students in New Zealand has been revoked. German students that have applied for postgraduate studies in New Zealand after 5 June 2009 have to pay international tuition fees – except at PhD level.

Despite the negative economic situation at the end of 2008 and beginning of 2009, the education sector has not largely been affected. German education agents do not note a downturn of inquiries; in fact, parents are currently taking advantage of the favourable currency exchange rate. However, long-term results of the economic crises will certainly also be felt in the education sector in the near future.

9. Key Dates

Public Holidays 2011

1 January	New Year's Day
6 January	Epiphany ¹
3 - 9 March	Carnivals ²
22 - 24 April	Easter
1 May	May Day or Labour Day
2 June	Ascension
13 June	Whit Monday
23 June	Corpus Christi ³
15 August	Assumption of the Blessed Virgin Mary ⁴
3 October	Day of German Unity
31 October	Reformation Day ⁵
1 November	All Saints Day ⁶
16 November	Repentance Day (Buss und Bettag) ⁷
24 December	Christmas Eve ⁸
25 December	Christmas Day
26 December	Boxing Day
31 December	New Year's Eve ⁸

¹ in Baden-Württemberg, Bavaria, and Saxony-Anhalt

² in North Rhine-Westphalia, Bavaria, Baden-Württemberg, Rhineland Palatinate

³ in Baden-Württemberg, Bavaria, Hessen, North Rhine-Westphalia, Rhineland-Palatinate; it is also a holiday in communities in Saxony and Thuringia which have a majority of Catholic inhabitants.

⁴ in Bavaria, Baden-Württemberg (in predominantly Catholic Communities) and Saarland

⁵ in Brandenburg, Mecklenburg-Vorpommern, Saxony, Saxony-Anhalt and Thuringia (Predominantly Evangelical communities)

⁶ in Baden-Württemberg, Bavaria, North Rhine-Westphalia, Rhineland Palatinate, Saarland and Thuringia (predominantly Catholic communities)

⁷ Saxony only

⁸ Government closed, half day for shops.

The latest Public Holiday information can be found at www.worldtravelguide.net/germany/public-holidays

School Holidays 2011

Area	Winter Holidays	Easter Holidays	Whitsunday Holidays	Summer Holidays	Autumn Holidays	Christmas Holidays
Baden Wuerttemberg	-	21.04 / 26.04 - 30.04	14.06 - 25.06	28.07 - 10.09	31.10 / 02.11 - 04.11	23.12 - 05.01
Bavaria	07.03 - 11.03	18.04 - 30.04	14.06 - 25.06	30.07 - 12.09	31.10 - 05.11	27.12 - 05.01
Berlin	31.01 - 05.02	18.04 - 30.04	03.06	29.06 / 30.06 - 12.08	04.10 - 14.10	23.12 - 03.01
Brandenburg	31.01 - 05.02	20.04 - 30.04	03.06	30.06 - 13.08	04.10 - 14.10	23.12 - 03.01
Bremen	31.01 - 01.02	16.04 - 30.04	03.06 / 14.06	07.07 - 17.08	17.10 - 29.10	23.12 - 04.01
Hamburg	31.0	07.03 - 18.03	26.04 - 29.04 / 03.06	30.06 - 10.08	04.10 - 14.10	27.12 - 06.01
Hesse	-	18.04 - 30.04	-	27.06 - 05.08	10.10 - 22.10	21.12 - 06.01
Mecklenburg West Pomerania	07.02 - 19.02	16.04 - 27.04	10.06 - 14.06	04.07 - 13.08	17.10 - 21.10	23.12 - 03.01
Lower Saxony	31.01 - 01.02	16.04 - 30.04	03.06 / 14.06	07.07 - 17.08	17.10 - 29.10	23.12 - 04.01
Northrhine Westphalia	-	18.04 - 30.04	-	25.07 - 06.09	24.10 - 05.11	23.12 - 06.01
Rhineland Palatinate	-	18.04 - 29.04	-	27.06 - 05.08	04.10 - 14.10	22.12 - 06.01
Saarland	07.03 - 12.03	18.04 - 30.04	-	24.06 - 06.08	04.10 - 15.10	23.12 - 04.01
Saxony	12.02 - 26.02	22.04 - 30.04	03.06	11.07 - 19.08	17.10 - 28.10	23.12 - 02.01
Saxony Anhalt	05.02 - 12.02	18.04 - 27.04	14.06 - 18.06	11.07 - 24.08	17.10 - 22.10	22.12 - 07.01
Schleswig Holstein	-	15.04 - 30.04	03.06 - 04.06	04.07 - 13.08	10.10 - 22.10	23.12 - 06.01
Thuringia	31.01 - 05.02	18.04 - 30.04	11.06 - 14.06	11.07 - 19.08	17.10 - 28.10	23.12 - 01.01

10. Visiting Time Recommendations

The best time to visit is from January to June (except during Easter) and September to November.

11. Helpful Hints

If you wish to appear serious and genuine about business, make regular market visits to Germany. Avoid visiting German agents during the main summer holiday period (late-June until late-September).

New Zealanders have a reputation for being uncomplicated, direct and honest; all qualities that the Germans admire. If you back this up with punctuality at appointments, prompt replies to enquiries and correspondence – overnight if possible – and attention to detail, you will smooth your way into Germany.



www.educationnz.org.nz

