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EMPIRE STATE DEVELOPMENT ANNOUNCES NEW YORK STATE RANKS FIRST IN THE NORTHEAST FOR ATTRACTING THE WORLD'S BEST AND BRIGHTEST STUDENTS

Study New York Consortium efforts to attract international students align with Governor's GLOBAL NY initiative

Empire State Development today announced that New York State ranked first in the Northeast region and second in the nation in attracting international students to our colleges and universities, according to the *"Open Doors Report"* for 2014. This top ranking for attracting international talent underscores the important role that New York's colleges and universities play as economic engines in the State, as well as the Governor's GLOBAL NY initiative, which is designed to create new jobs in New York State by attracting additional international business investment to the State.

"The attraction of international students to New York State colleges and universities provides a boost to our service export success and to the State's economy," said Empire State Development President, CEO & Commissioner Kenneth Adams. "New York's institutions of higher education are magnets for the best and brightest from around the globe. Through the Governor's GLOBAL NY initiative, we will intensify our collaborative efforts to attract international students to our State, bolstering our global competitiveness, improving our economy and creating high quality jobs."

The *Open Doors Report*, published annually by the Institute of International Education (IIE) with support from the US Department of State's Bureau of Educational and Cultural Affairs, indicated that New York State welcomed 98,906 international students in 2013-14, a 12.1% increase from the previous year, and far outpacing the national increase of 8.1%. International students and their families contributed \$3.3 billion to New York State's economy, and created or supported 40,331 net jobs.

Further details from the *Open Doors* report may be found on the IIE website: <http://www.iie.org/Research-and-Publications/Open-Doors>.

Colleges and universities make essential contributions to New York State's economic growth and prosperity in many communities, with at least 160 institutions, public and private, from every region of New York, benefiting from international student enrollment. Three New York State universities—New

York University, Columbia University and University at Buffalo-SUNY— continue to rank in the top 20 of US institutions. This level matches first ranked California, and exceeds all other states. Other top ranked universities in New York State for international students include Cornell University and Stony Brook University-SUNY.

The leading five countries sending the most students to New York State include (first) China, (second) India, (third) South Korea, (fourth) Canada and (fifth) Taiwan.

Launched in 2009, the Study NY consortium (www.studynewyork.us), the largest such initiative in the nation, was founded through the collective efforts of representatives from the New York State Governor's Office, Empire State Development, Commission of Independent Colleges and Universities, State University of New York, City University of New York, and the US Department of Commerce to promote New York as the destination of choice for students from around. The consortium's efforts to attract international students align with Governor's GLOBAL NY initiative, including marketing the State abroad to allow New York to grow and compete.

Recent Study New York promotional efforts in the US and overseas have included: promoting New York State colleges and universities in Turkey; convening Virtual Trade Fairs; supporting promotional booth displays at NAFSA conferences; hosting foreign delegations; participating in EducationUSA events and presenting to educational audiences overseas.

"As *Open Doors* analyses demonstrate, New York State excels at welcoming brilliant students, researchers and entrepreneurs from around the world," said James M. Cox, Director of the Northeast Region for the US Department of Commerce. "The *Study New York* consortium, the largest such effort in the nation, continues to lead collaborative efforts to promote the State's unique educational assets to global markets and contributes to international student recruitment success. The growth of services exports in the higher education sector in New York and other states contributes to overall US export success."

"Study New York plays an essential role in promoting New York State as the destination of choice for students from around the world," said Maria Conzatti, Board Chair of Study New York and acting Executive Vice President of Nassau Community College. "Study New York is reaching many more markets, education events and students than its many member institutions could manage individually. Study New York offers invaluable information to prospective international students and their families about amazing colleges and universities in New York State regions and communities. All accredited public and private, not-for-profit colleges and universities in New York are eligible to join our consortium."

GLOBAL NY is Governor Andrew M. Cuomo's new initiative to create jobs in New York State by attracting foreign investment and equipping New York-based business with the tools to export abroad. The program also pursues global partnerships that benefit the New York State economy.

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