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EMPIRE STATE DEVELOPMENT ANNOUNCES NEW YORK STATE IS ONCE AGAIN NUMBER ONE IN THE NORTHEAST FOR ATTRACTING THE WORLD'S BEST AND BRIGHTEST STUDENTS

*STUDY NEW YORK CONSORTIUM'S 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 its colleges and universities, according to the *“Open Doors Report”* for 2015. This top ranking underscores the important role that New York’s colleges and universities play as economic engines in the State. This success reinforces the Governor’s GLOBAL NY initiative, which is supporting New York State businesses’ expansion of global exports, working to attract additional international business investment to the State, and helping create and retain world class jobs in the Empire State.

“New York’s colleges and universities gain so much from the talented students and researchers that come here from around the globe,” **said Empire State Development President, CEO & Commissioner Howard Zemsky.** “New York is home to world-class higher education institutions – both public and private – that are economic engines for communities and regions throughout the state. Through Governor Cuomo’s GLOBAL NY initiative, we are increasing our focus on attracting the best and brightest from around the world because it strengthens our ability to build globally competitive centers of innovation, bolsters international market intelligence, leads to high quality jobs, and improves our economy.”

SUNY Chancellor Nancy L. Zimpher said, “With 23,000 international students from 72 countries currently studying at our colleges and universities, SUNY is proud to ensure a truly global educational experience for all of our students. We look forward to continuing

our work with Empire State Development, the U.S. Department of Commerce, and our fellow higher education institutions throughout the state through Study New York."

"Colleges and universities in New York State remain a leading destination for students and researchers from across the globe," said **Laura L. Anglin, president of the Commission on Independent Colleges and Universities**. "Quality, diverse and innovative programs, and cutting-edge research institutions are a significant draw. With more than 56,000 international students studying on private, not-for-profit campuses throughout the state, 17 percent more than just two years ago, we are preparing students to collaborate across cultures and make a difference anywhere in the world."

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 106,758 international students in 2014-15, a 7.9% increase from the previous year, slightly less than the national increase of 10%. International students and their families contributed an impressive \$3.7 billion to New York State's economy. 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 universities in New York State – New York University, Columbia University and SUNY University at Buffalo – continue to rank in the top 20 of US institutions. This level matches first-ranked California, and exceeds all other states. New York City remains the nation's top metropolitan area for international students, and NYU led as a destination for the second year in a row. 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) was founded through the collective efforts of representatives from the New York State Governor's Office, Empire State Development, Commission on 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 world. The consortium's efforts to attract international students

align with the 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: hosting a delegation of education agents from Thailand; launching the 2015 International Student Photo Contest showcasing student life and their love of studying in New York; promoting New York State colleges and universities in Turkey; convening Virtual Trade Fairs; supporting promotional booth displays at NAFSA and ICEF conferences; participating in EducationUSA events focused on China and India; and presenting to educational audiences overseas.

“Open Doors analyses continue to highlight the extent to which 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 innovate with an array of strategies promoting the State's unique educational assets to global markets, and it 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 Vice-President of Academic Student Services at 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 initiative to create jobs in New York State by attracting international investment and equipping New York-based business with the tools to effectively export to established and emerging global markets.

About Empire State Development:

Empire State Development (ESD) is New York's chief economic development agency. The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to

enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo's Regional Economic Development Councils and the marketing of "I Love NY," the State's iconic tourism brand. For more information on Regional Councils and Empire State Development, visit www.regionalcouncils.ny.gov and www.esd.ny.gov.

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