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JAPANESE EDUCATION MARKET

- Population
 - 123 million (1992); population growth rate 0.4%
 - 129 million (2000) projected
- Per capita GDP
 - US\$25 000 (1990); 3.5% growth projected (1993)
- Domestic education
 - 3 406 colleges (1992)
 - 1 215 415 student population (1992)
 - 523 universities (with undergraduate programs) (1992)
 - 2 184 057 undergraduate student population (1992)
 - 313 graduate schools (1992)
 - 109 108 graduate student population (1992)
- The student population, and the number of universities and colleges, are expected to remain unchanged over the next few years.

Source: Canadian Embassy, Japan; Far Eastern Economic Review, March 1993

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JAPANESE STUDENTS' DEMAND FOR INTERNATIONAL EDUCATION

- Estimated total number of Japanese students studying outside Japan

1980: 14 279	1985: 23 830
1990: 121 645	1991: 120 362

(Note: above figures include business people, high school students and others)
- Japanese students in Canada

	1987	1990	1991
college:	42	1 835	2 085
university:	226	488	702
- Foreign vocational certificates and diplomas are not recognized by Japanese law. Credits obtained at universities outside Japan are not recognized by all Japanese universities.
- There are mixed perceptions of the value of an international education. Some believe that graduating from a Japanese university is preferable for employment.
- Advantages of an international education include improving linguistic ability and knowledge of other cultures.
- Pursuing second-language programs internationally can be viewed as a sightseeing opportunity.
- Many students go abroad for studies after failing to enter a Japanese university.
- Possible areas of opportunity for international educators:
 - English as a second-language programs (both short- and long-term programs)
 - Vocational training (hotel management, secretarial courses, fine arts, cosmetology)
 - One-year programs at university (in international relations, social sciences)
 - Graduate studies (business, urban planning, development studies, gerontology, communications)

Source: Canadian Embassy, Japan; Japanese student questionnaires