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**NEW YORK STATE REMAINS TOP MAGNET FOR WORLD'S
BEST AND BRIGHTEST STUDENTS**

Open Doors 2010 Report ranks New York City as first among cities and New York State as second among states for hosting international students; contributing \$2.3 billion to the NYS economy

Empire State Development (ESD), the U.S. Department of Commerce, and the *Study New York* consortium today announced that New York State ranks second in the nation in attracting international students to our colleges and universities, according to the *Open Doors Report* for 2010, which is published annually by the Institute of International Education (IIE) with support from the U.S. Department of State's Bureau of Educational and Cultural Affairs. According to the report, New York State welcomed 76,146 international students in 2009-10, an increase of two percent from the previous year. This has resulted in a \$2.3 billion contribution to our state's economy, an increase of three percent from \$2.2 billion in the prior academic year.

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

“Spending by international students and their families count toward New York State’s services export success, offering a direct boost to our economy,” said Empire State Development Chairman & CEO Dennis M. Mullen. “In addition, international students who study in our state deepen the awareness of other cultures on local campuses and beyond, leading the way toward the advancement of our global competitiveness. It is a win-win situation and is why it is imperative that we continue to work together with our partners in key initiatives, such as Study New York, to support and promote U.S. education opportunities overseas.”

In addition, the report found that New York City ranks first in the nation for hosting international students, with 60,791 international students enrolled in area schools, which is an increase of two and half percent from the previous year.

Colleges and universities are key drivers of economic growth and opportunity in many communities within New York State, with more than 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—rank in the top 20 for U.S. Institutions hosting international students, more than any other state. The leading five countries sending the most students to New York State include China, India, South Korea, Canada and Taiwan.

“New York State has always been the destination of choice for the best and brightest students from around the world,” said Jim Cox, Director of the Northeast Network for the U.S. Department of Commerce. “These international student recruitment results represent impressive higher education services exports, and demonstrate growing global interest in all that the great State of New York has to offer students—from the hundreds of world-renowned research universities and small, single focus institutions to the superior quality of life and wealth of cultural and recreational opportunities. We are encouraged that the *Study New York* consortium is ramping up efforts to promote the State’s unique educational assets in order to further advance New York’s competitive position and international student recruitment success. Services export success in the higher education sector will be critical to achieving the President’s National Export Initiative goals to double overall U.S. exports over the next five years.”

“*Study New York* was launched in 2009 to position New York State as the destination of choice for students from around the world, thereby improving the visibility and global competitiveness of the state’s institutions of higher learning and expanding the state’s services exports, and I am most honored to serve as the first elected Chair,” said Salvatore Longarino of Fordham University. “The consortium was founded through the collective efforts of representatives from the New York State Governor’s Office, the New York State Department of Economic Development/ESD, Commission on Independent Colleges and Universities, State University of New York, City University of New York, and the U.S. Department of Commerce. *Study New York* provides all members with greater impact, leverage and promotional power. By working together, the initiative will reach many more markets, education events and students than each member institution could individually. More than 60 New York State colleges and universities are members of Study New York, making it the largest consortium in the nation. All public and private, not-for-profit schools in New York are eligible to join.”

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce’s International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in nearly 80 countries help U.S. companies start exporting or increase sales to new global markets. U.S. Commercial Service services include: Market Intelligence to help U.S. exporters target the right market (s) for their products and services; Trade Counseling to provide them with the information they need to navigate the export process from beginning to end; Business Matchmaking services to connect them with the right partners and prospects; and Trade Advocacy for U.S. companies to level the international playing field for international procurement. For more information, visit www.export.gov.

Empire State Development is New York’s chief economic development agency and administrator of the statewide business resource portal New York First (www.NYfirst.NY.gov). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business-friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information on Empire State Development, visit www.esd.ny.gov.