



Assessment of the impact of government policy on English language learning in Mexico, Colombia and Brazil

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Megatrends change drivers in international education...

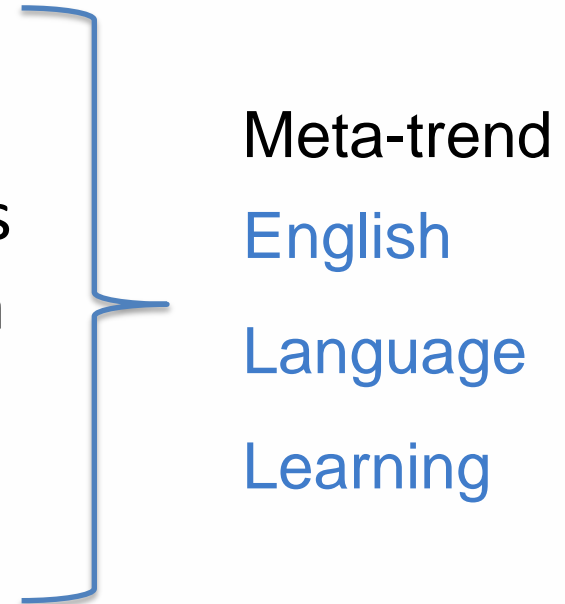
- Demographic shifts
- Economic dynamics
- Changes to political conditions
- Growth in education provision
- Digital technology
- Global workforce demands
- Cultural impact

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- English language learning

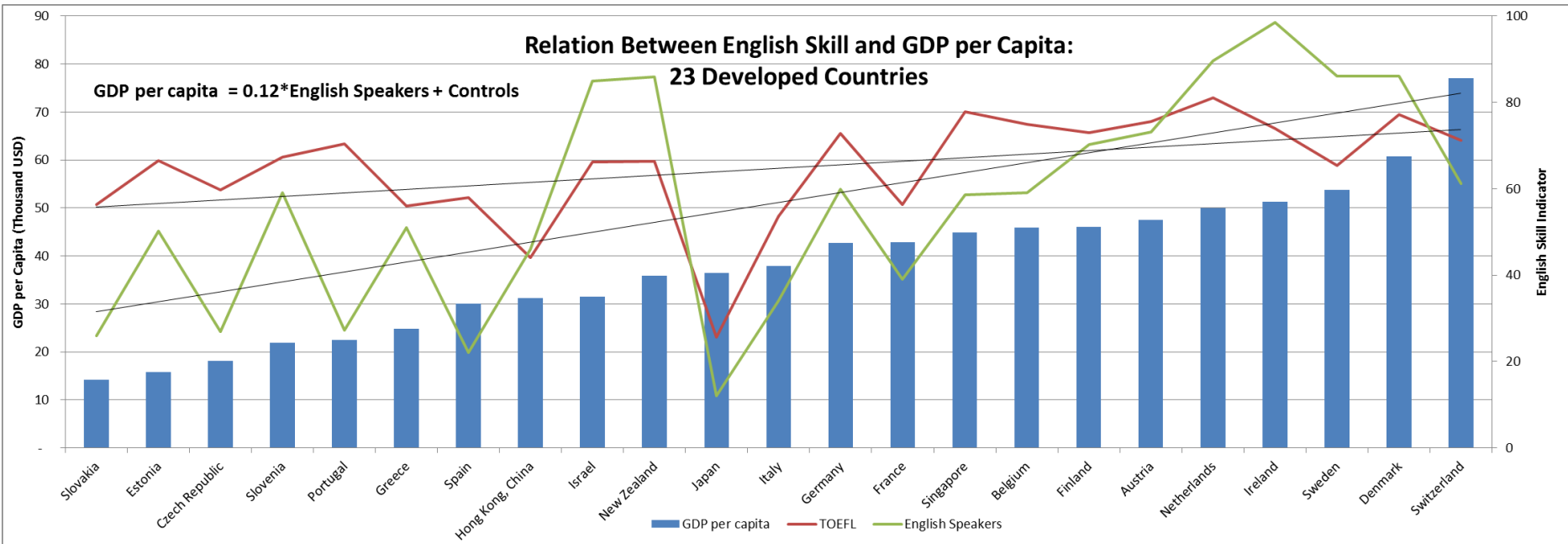
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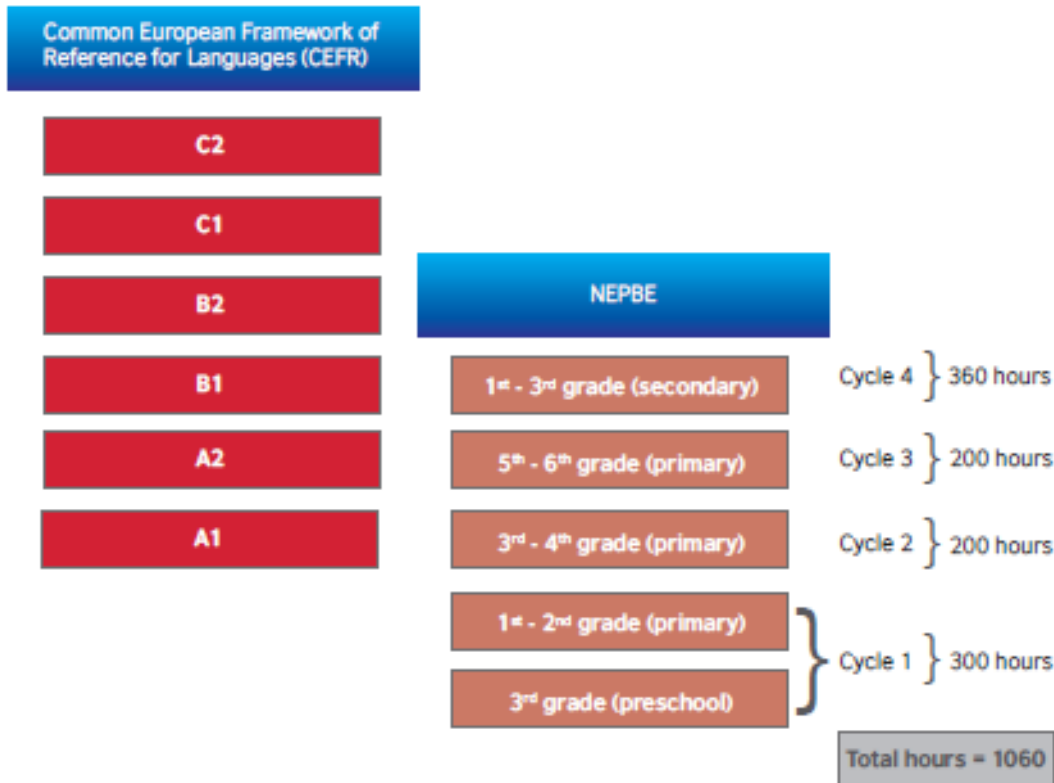
Economic dynamics...

The perceived correlation between increased English capability and GDP per capita



Changes to political conditions...

Education policies shaped for driving economic growth



Mexico...

The National English Programme in Basic Education

English assigned the linguistic capital value of **27 billion USD** to the Mexican economy annual via growth in the services sector

Colombia...

- National Bilingual Programme, 2008
- Foreign Language Competencies Development programme, 2013
- National English programme, 2014

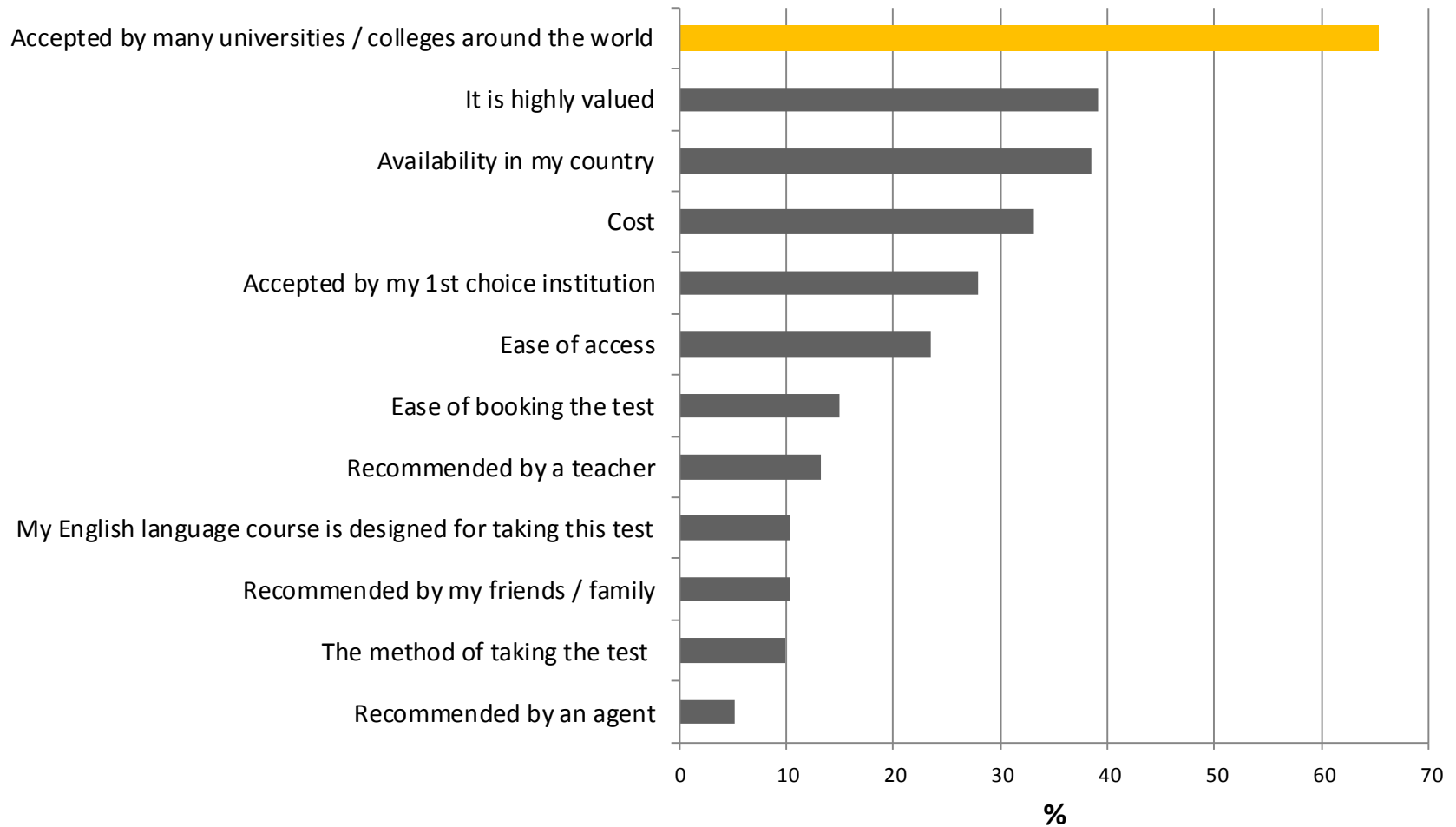
Brazil...



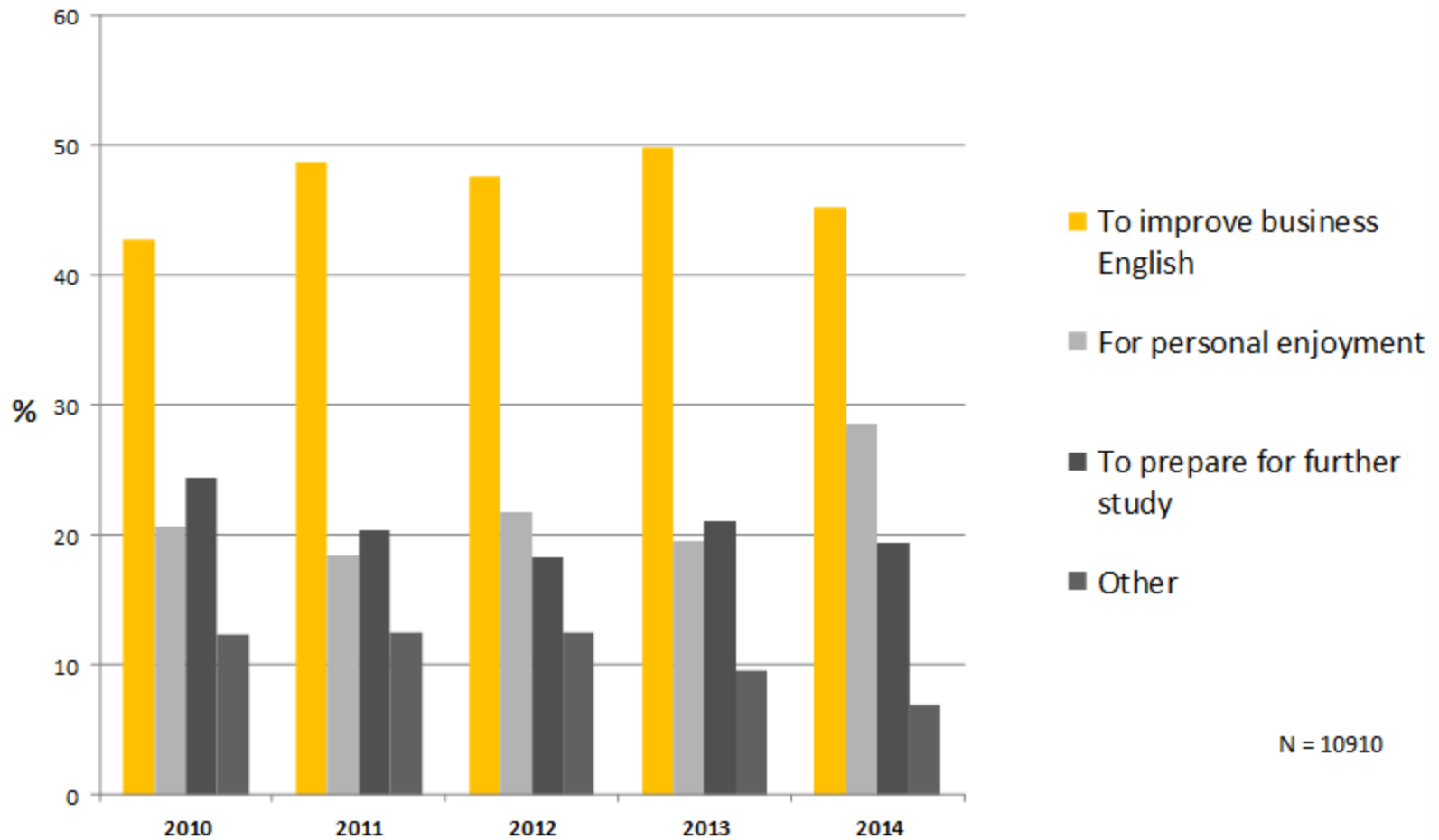
SCIENCE
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What is driving individual student demand for English language learning?

Main influence on your English test provider



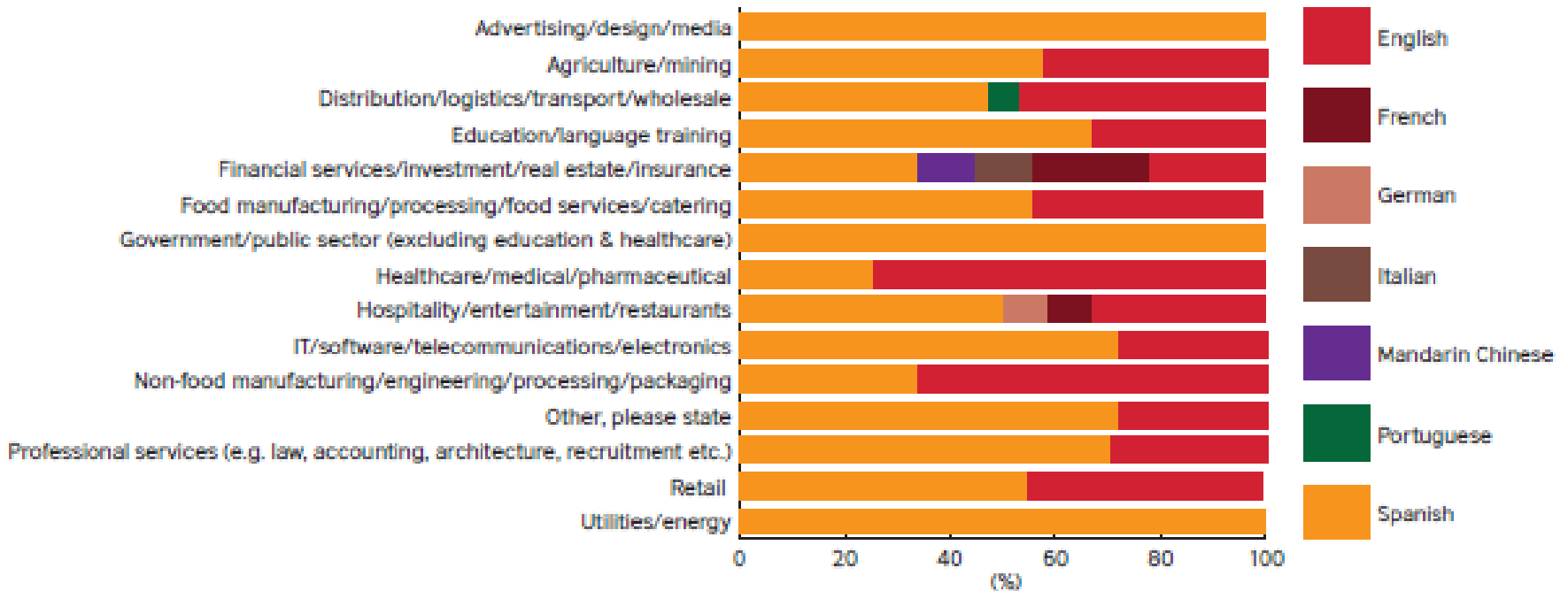
Main reason for studying English – student drivers



Global workforce demands

Employers in Mexico drive the need for English language skills

Main language used to communicate externally with customers and suppliers



The importance and value of English



What is the future of English in Latin America?

- Policies for mono or multilingualism?
- Focus on teacher training, curriculum development
- Role of ICT
- Increased government spending
- Role of basic education
- Role of the private sector
- English for higher education mobility
- The impact of demand from employers
- PPP in English language development
- Changing public perception of English