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# INTRODUCTION

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# 1) COMPANY SUMMARY

## **Representative**

Hui-Ju Oh

## **Established Year**

1993 – Established as KAMC (Study abroad, Education Consulting)  
2011 – New representative – Ms. Huiju Oh  
2014 – Rebranded as HJ Global Edu

## **Staff**

Youseon Jang (Student Counselor, Visa)  
Alice Kim (Student Counselor, Visa)  
Esther (Administration)

## **Address**

#47, Geumjung-Ro, Geumjung-Gu, Busan, Korea (46293)

## **Contact Info**

Tel)+82-051-517-7340 Fax)+82-051-517-7341  
E-Mail) [kamc@kamc.com](mailto:kamc@kamc.com)

# 1) COMPANY SUMMARY



## **Main Business**

Specialized in the study abroad Consulting  
Recruiting

Participate in the Korea Study Abroad Fair with partner schools  
(Every twice a year)

Publishing the annual study abroad booklet with partner schools  
(Mar. 2015, published 20<sup>th</sup>)

## **Market**

USA, New Zealand, Australia, Canada, UK, Ireland, Germany,  
Spain

## **Recruit Area**

Early Study Abroad / Junior Camp  
Degree Program / Pathway Program  
ESL (Short-term Group & Individual)  
Specialized Job Training  
Technical Program Training

# 1) COMPANY SUMMARY – HISTORY SLIDE

1993.03

Established as KAMC

1997.03

Host 1<sup>st</sup> company own fair and seminar and keep handling until 2012

2011.10

Change the representative to Ms. Hui-Ju Oh

2013.06

Registered as NZ Recognized Agency



2014.10

Registered as a member of IALC Partner Agency



1995.03

Publish the 1<sup>st</sup> Study abroad booklet 2015 now, Published 20<sup>th</sup>

2008.03

Participate in the Study Abroad Fair in Busan and Seoul (represent 32 partner schools)

2012.02

Registered a member of ICEF Partner Agency



2014.01

Rebranded as HJ Global Edu



## 2) MISSION



**The world-class tailor-made service provider  
in study abroad business**

# 3) PURPOSE

Education  
Know-How



Attention



Analysis



Partnership



1. Provide a strongest study abroad consulting service to all our clients with 22years' education consulting know-how and continuous relationship with overseas schools
2. Establish a bridgehead for international education



# 4) OFFER

## International Workshop

- Study Abroad Fairs
- Seminar with Selected Clients

## Study Abroad

- Primary & Secondary Education
- University Pathway and Admission
- Language Study
- Tertiary Study
- Professional Training
- Camp

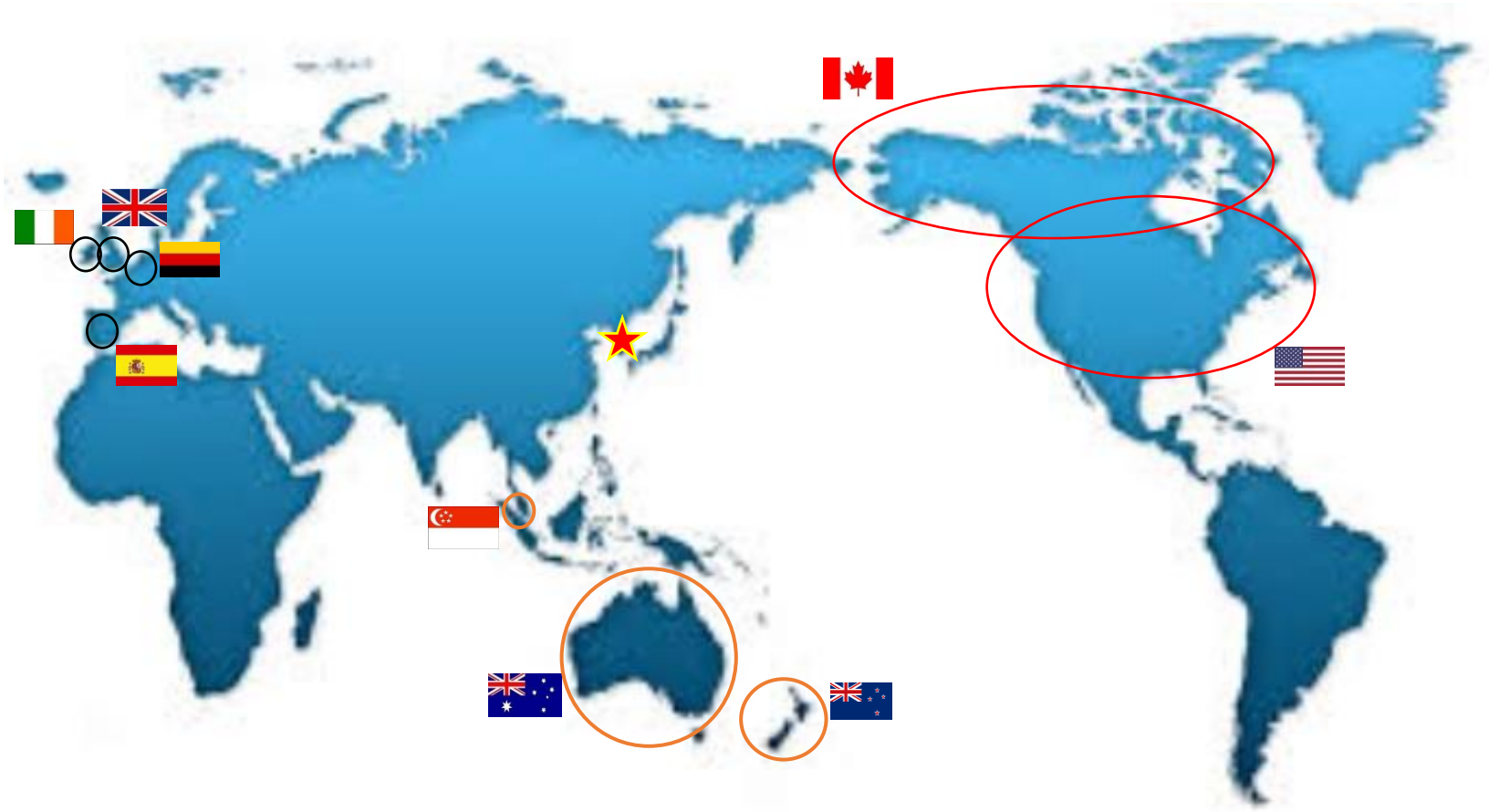
## Marketing Strategy

- Marketing of Foreign Schools in Korea
- Year Magazine – Study Abroad Guide Book

## Total Service

- Airport Pick-up & Housing Arrangement
- Settlement Service
- Korean Brochure Development for Schools

# 5) MARKETS



COUNTRIES

○ Europe

○ Asia, Oceania

○ The Americas

# 5) MARKETS

40%

Early Study Abroad

30%

Degree Program

15%

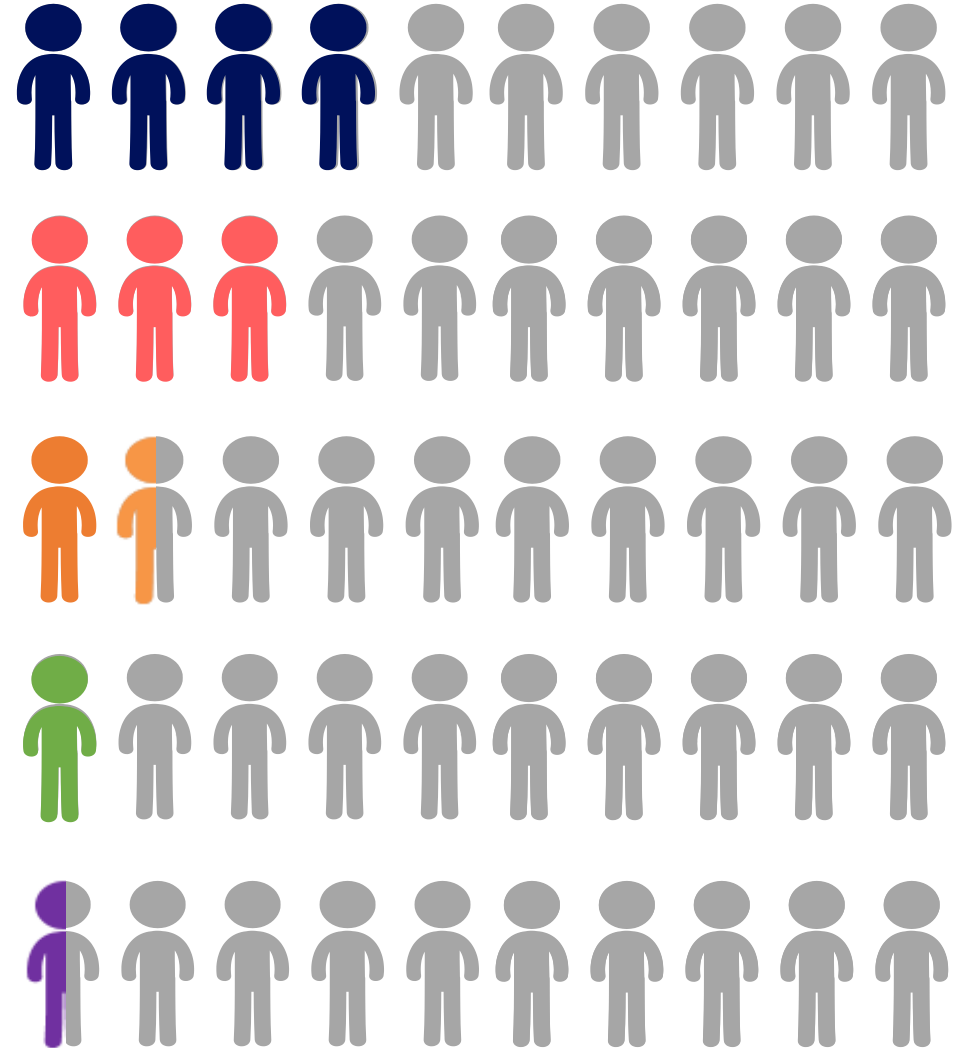
Camp

10%

English Course

5%

Professional Training



EDUCATION FIELDS



PROJECT

# 1) SOOWOL MIDDLE SCHOOL

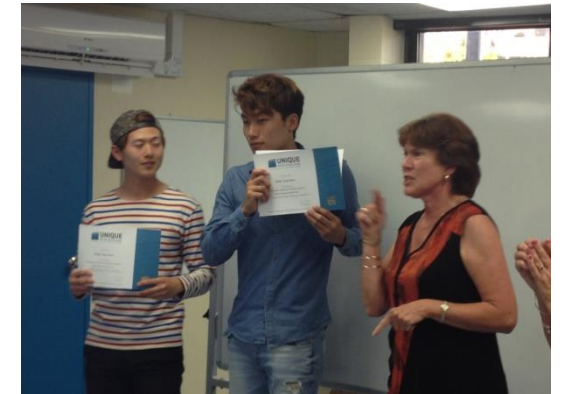
- ★ Jul. 2010 (4weeks)
  - Wellington, New Zealand
  - Group Training
  - 20–Students and Teachers
- ★ Jul. 2011 (4weeks)
  - Wellington, New Zealand
  - Group Training
  - 20–Students and Teachers



- ★ Jan. 2012 (4weeks)
  - New York, USA
  - Group Training
  - 30–Students and Teachers
- ★ Jul. 2012 (4weeks)
  - Wellington, New Zealand
  - Group Training
  - 20–Students and Teachers
- ★ Jan. 2013 (4weeks)
  - Group Training
  - 30–Students and Teachers

## 2) KOREA MARITIME AND OCEAN UNIVERSITY – NEW ZEALAND

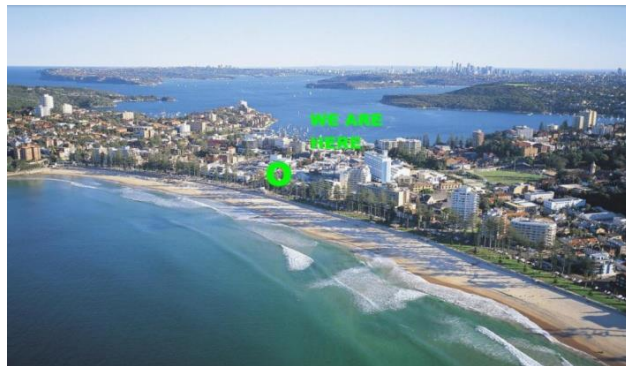
- ★ Jan. 2015
  - **UNIQUE** 4-week short-term language program
- ★ Jul. 2015
  - **MIT (Manukau Institute of Technology)** 4-week short-term language program
- ★ Jan. 2016
  - **NZLC (New Zealand Language Centers)** 4-week short-term language program

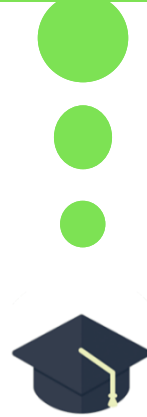


# 3) KOREA MARITIME AND OCEAN UNIVERSITY – AUCKLAND



- ★ Jan. 2015 / Jul. 2015 / Feb. 2016
  - SEA (Sydney English Academy) 4-week short-term language program





# Good to Great



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