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For immediate release

City University London announces international recruitment partnership with INTO

City University London is partnering with INTO University Partnerships (INTO) to develop its international student recruitment and build on the University's international presence.

City University London is one of the most international universities in the UK, with 40 per cent of all students coming from outside of the UK. The partnership demonstrates City University London's commitment to its international focus and strategic intention to reach an approximate balance between students from outside of the UK with those from the UK. The joint venture, INTO City University London, will provide academic and English language preparation courses for international students, prior to them undertaking their studies at City University.

Since INTO's establishment in 2006, its global marketing network and partnership alliance has grown steadily. INTO is now working with eight universities, including City University London, the Universities of East Anglia, Exeter, Newcastle, Glasgow Caledonian, Manchester, Queen's University Belfast in the UK, and Oregon State University in the US.

Professor Julius Weinberg, Acting Vice-Chancellor, City University London, says: "More than ever UK universities need to address how they attract, support and retain international students. City University London believes that joint ventures with international education partners can offer a solution. In a demanding and evolving global market for education, students are faced with a bewildering number of choices. We are proud to be able to announce this joint venture with INTO which will enhance the experience we provide to international students."

Andrew Colin, Chairman of INTO University Partnerships, says: "We are proud to work with City University London, the University for business and the professions and to welcome a high quality university partner in London into our network. We feel that INTO City has all the key attributes to attract and exceed international student expectations of an excellent study experience in London. With the strong City University London academic offering, a brand new, centrally located teaching complex and stylish residential accommodation, INTO City will define a sector leading living and learning experience for students coming to London."

INTO City University London will be based at 102 Middlesex Street just a few minutes' walk from Liverpool Street Station, in the very heart of London. Opening in January next year, the London Study Centre offers extensive teaching space, a learning resource centre,

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cafeteria and student support areas. It will be connected with an adjoining student residential complex featuring over 1,250 rooms, a gym, a restaurant and communal facilities. The centre will be operated jointly with the University of East Anglia, which will provide academic preparation programmes as well as postgraduate degrees, including the MBA in Strategic Carbon Management and the MA in Creative Entrepreneurship.

International students enrolling at INTO City University London will have two broad International Foundation pathways to choose from: i) business, humanities and social sciences, or ii) science, engineering, computing and mathematics. The Foundation will prepare them for direct entry to the first year of an undergraduate degree of their choice at City University London. In addition to the excellent teaching facilities at Middlesex Street, students will also enjoy access to the University's library and campus facilities in Islington.

London remains the most popular choice for international students. There were 93,700 international students studying in London during 2007/08 as per the latest HESA statistics, which reflects a 2 per cent increase in the capital in the last academic year. The INTO City University London partnership will help support this growth.

For further information about applying to INTO City University London, please contact into@city.ac.uk or visit <http://www.into.uk.com/city>.

NOTES TO EDITORS

City University London

City University London is a principal provider of undergraduate, postgraduate, professional and vocational education in the UK. The University is committed to leading London in education, research and knowledge transfer for businesses and the professions and is renowned for its international focus and the employability of its graduates.

The University teaches across a range of subjects in: arts, including journalism and music; informatics; social sciences; engineering and mathematical sciences; business; law; health and community sciences. The University attracts over 23,000 students from 156 countries, while teaching staff are drawn from nearly 50 international locations, ensuring that the University has a truly international outlook.

For further information, please visit: www.city.ac.uk.

INTO

INTO University Partnerships is a global organisation working with universities worldwide on transformational internationalisation strategies through unique joint venture partnerships. It has a strong marketing network of over 600 agents worldwide, a regional presence in 15 key countries, and over 4,600 students have commenced INTO's academic preparation and English language courses in 2008/09.

More information can be browsed at www.into-global.com.

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