



Expand Your Global
Recruitment Footprint

QS In-Country Representation

Activate your international enrollment strategy with trusted in-market representation powered by the QS global insight ecosystem.

How Do You Win Market Share as Global Demand Shifts Beyond the US?



While global demand for international study is rising by roughly 4% each year – reaching an estimated **8.5 million students by 2030** – US enrollments are **projected to decline by around 1% annually** over the same period

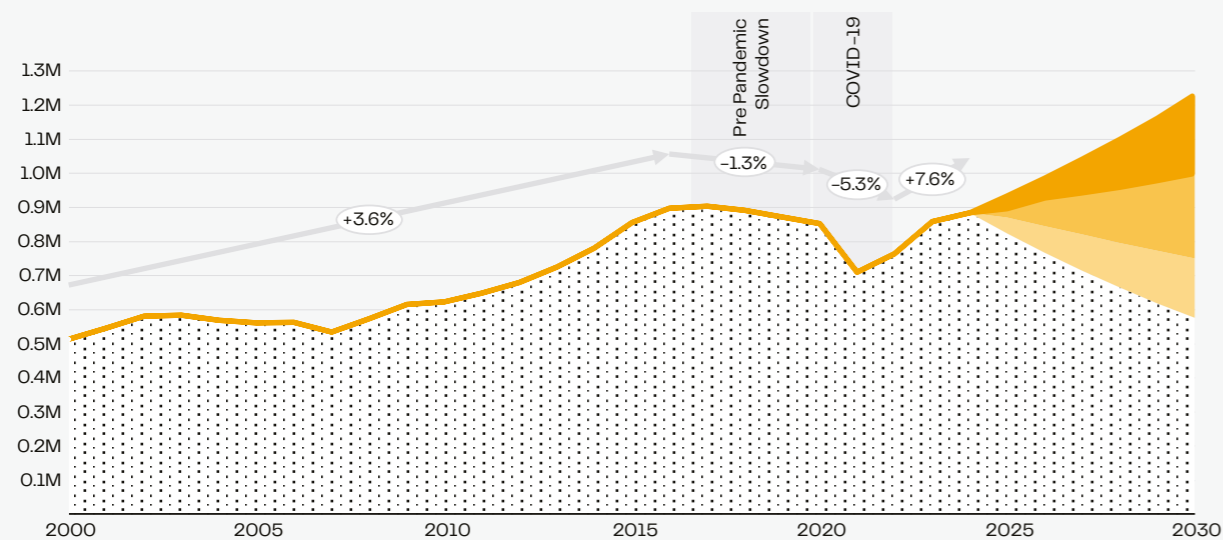
(Source: QS Global Student Flows 2025).

As global mobility expands, the US is capturing a smaller share of it.

For institutions, that raises the stakes. Future growth will depend on reaching new markets. But market entry alone isn't enough. Recruitment success depends on trusted relationships with schools, counselors, agents, and student communities – networks that typically take years to build.

Without consistent on-the-ground engagement, institutions often generate awareness but **struggle to translate it into a sustained pipeline.**

Total International Students Studying in US, 2000–2030F



Source: QS Global Student Flows



Local Presence, Global Intelligence

QS in-country representation places experienced staff in key student markets, giving your institution a trusted local presence without the need to build your own international infrastructure.

We recruit, employ, and manage experienced representatives who act as trusted extensions of your institution building relationships with schools, agents, partners, and government stakeholders exclusively on your behalf.

They represent your brand, your academic strengths, and your student value proposition with credibility and consistency.

Your institution is front and center in the market. **QS handles everything behind the scenes.**

Our **Worldwide Network** of In-Country Representatives

Represented locally across major markets, with global reach beyond these hubs.



Built for the Complexity of International Recruitment

The right person, in the right place, with the governance, insight and infrastructure to succeed: every element of our in-country representation services addresses the specific challenges faced when recruiting internationally.

Your Challenge

QS In-Country Representation Provides

Entering new markets without local presence



Immediate in-market representation
Experienced professionals with established local networks become a genuine extension of your team, building relationships with schools, agents and key stakeholders from day one.

Difficulty building pipeline in target markets



Pipeline-focused engagement
Targeted activation of school and counselor relationships, agent and partner networks and student events, translating local presence into qualified student interest and measurable recruitment activity.

Over-reliance on agents or a single regional hire



A structured representation model
Onboarded, trained and integrated into your recruitment strategy, with the governance and performance oversight that a standalone hire or agent relationship simply can't provide.

Limited market insight for recruitment decisions



Access to QS market intelligence
The full depth of QS research – global student demand, sentiment analysis and emerging market trends – behind every in-market decision.

Complexity of employing staff overseas



Fully managed employment and compliance
Every representative recruited, employed and managed within a structured governance and compliance framework, removing the operational and legal burden from your institution entirely.

From Awareness to Enrollment: Presence Throughout the Pipeline

Your in-country representative works alongside your team to support every part of the student journey in the market, playing a central role in bringing your wider recruitment strategy to life through trusted relationships and consistent engagement.

Funnel Stage

In-Country Representative Activity

Lead

Building early-stage awareness in target markets

- School and counselor visits
- Agent network development
- Government and stakeholder relationship-building
- Brand awareness activity

Inquiry

Generating high-quality prospective student interest

- Student recruitment events
- Partner and agent referrals
- Direct community outreach
- Digital campaign support

Application

Driving application volume and quality

- Application guidance
- Agent coordination
- Follow-up engagement with prospective students

Offer

Supporting offer conversion and informed decision-making

- Yield-focused engagement
- Partner briefings
- Targeted student communications

Yield

Maximizing acceptance rates and conversion efficiency

- Pre-departure events
- Deposit conversion support
- Student community building

Enrollment

Ensuring successful transition and cohort quality

- Onboarding support
- Alumni and community integration
- Relationship handover to institution

Extending Your Recruitment Impact **Beyond** In-Country Representation

In-country representation is strengthened by access to the wider QS ecosystem, providing additional capability across every stage of the recruitment journey. These services complement in-market representation and can be deployed alongside the Regional Recruitment Service as part of a **broader recruitment strategy**.

Your Goal	How We Help	QS Solutions & Services
Build your strategy and reputation	QS insights, analytics and advice applied to sharpen your story, strengthen your reach, and connect you with students who value the quality and outcomes you offer	<ul style="list-style-type: none"> QS Datasets TNE Portfolio planning & pricing QS Global Student Flows QS International Student Survey QS AI Student Sentiment Survey
Create brand awareness & generate leads	Access to prospective students across QS's global platforms, digital channels and in-market events wherever they're researching, comparing and deciding	<ul style="list-style-type: none"> QS Advanced Profiles Display advertising Retargeting Google & Meta advertising QS Student Recruitment Events
	Clear visibility of your strengths through performance assessments	<ul style="list-style-type: none"> QS Stars performance ratings for universities & business schools
	A stronger in-market presence and reputation with students, academics and prospective partners	<ul style="list-style-type: none"> QS In-Country Representation QS Student Recruitment Events QS Summits
Convert quality leads and process applications	AI-enabled, human-led communication that is quick, helpful and consistent – keeping students moving forward	<ul style="list-style-type: none"> Inquiry management & lead follow-up QS Admissions services QS MoveIN: Admissions management software
Enroll & engage students	A stronger funnel, improved yield, and a more reliable, scalable path to global enrollment success	<ul style="list-style-type: none"> Offer conversion services Counselled (QS Apply) & independent enrollments

A Recruitment Partnership You Can **Rely On**

For more than 30 years, QS has helped universities understand and navigate the global higher education landscape. Today, 1,500+ institutions partner with QS, and millions of students rely on QS insights and guidance when deciding where to study.

Working at the intersection of student demand, institutional performance, employability and innovation, QS brings a unique system-wide view of international education.

That perspective – and the expertise behind it – powers our in-market recruitment representation, **giving your university confidence that it's supported by one of the most trusted organizations in higher education.**

You're Not Just Hiring an Individual, You're Gaining Access to an **Entire Ecosystem**

- A full view of student demand**
 Through rankings, research, employability insights and sector analysis, your representative operates with a clear understanding of the forces shaping international student mobility and institutional competitiveness.
- Direct insight into student decision-making**
 #1 globally for student insights and guidance (Google Trends 2025), QS draws on one of the world's largest international student surveys, alongside data such as Global Student Flows, revealing how student preferences and demand are evolving.
- A proven recruitment track record**
 QS has supported institutions in enrolling 750,000+ students worldwide, providing practical experience in what drives engagement and conversion across markets.
- A global network of expertise, insight and connection**
 Your representative is supported by 800+ higher education specialists across 13 international locations – within a wider QS community of peers, partners and sector leaders, connected through global summits, conferences and ongoing collaboration.



Start Building Your **In-Market Strategy**

Connect with a QS expert to explore how in-country representation can help your institution enter new markets, diversify recruitment pipelines, and achieve your international enrollment goals.

Contact us →