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**Abstract**

As the demand for international education increases, middle-income non-English speaking countries, such as South Korea, play an increasing role in hosting the world's students. This mixed-methods study compares the different motivations and experiences of international students within and outside the East Asian region. Based on findings, this paper suggests the possibility of Korea developing its position as a regional hub for education in East Asia. It also discusses related issues such as English-Medium Instruction in Korean higher education as well as strategies for international student recruitment. (HRK / Abstract übernommen) Jon, Jae-Eun, E-Mail: jejo'n@korea.ac.kr