

'65

Bertil Hult, 24, starts EF (Europeiska Ferieskolan—“European Holiday School”) in the university town of Lund, Sweden. In this first summer, 407 Swedish students go to Brighton, England.

'66

EF establishes a permanent operational office in Bournemouth. Bertil meets a young Finn named Kaj Gahnström who opens the first Finnish office in Åbo.

'67

Students can also choose to learn German in Koblenz and French in Nice. EF opens a sales office in Oslo, Norway and operations offices in Brighton and Hastings, England; and Nice, France. Effi, EF’s cartoon mascot, is “born” on a paper tablecloth.

'68

EF opens a sales office in Copenhagen, Denmark and an operations office in Torquay, England. EF’s head office in Lund grows to 16 employees—most of them women.

'69

EF expands to Germany and Switzerland, opening offices in Heidelberg and Zurich. EF opens an operations office in London, England.

'70

EF opens new sales offices in Amsterdam, the Netherlands and Vienna, Austria.

'71

EF broadens its product offerings to include adults and professionals—EF Institute is established.

'72

Bertil acquires a school for executive training in Heidelberg, Germany, and thus “Corporate” was founded. EF opens its first Asian office in Tokyo. EF opens a sales office in Paris.

'73

Bertil hears Max Bally speak at a conference: “Those who don’t move with the times should be moved in time.” Bertil discovers another quotation from Socrates: “Constant change is rest.”

'74

EF expands to Spain and Italy, opening sales offices in Madrid and Milan. EF reaches 17,000 students in Germany and 6,000 in Sweden.

'75

EF opens a second and third Italian sales office in Rome and Turin.

'76

EF starts High School Year Abroad. EF creates a non-profit organization, EF Foundation for Foreign Study, to become a U.S. government-designated exchange program.

'77

EF opens its third Swiss sales office in Lucerne.

'78

EF opens its first year-round EF International Language School in Cambridge, England, dedicated by Swedish Princess Margaretha. EF acquires a homestay program called Interstudy, which later becomes EF Educational Tours. EF moves its European headquarters from Stockholm to Lucerne.

'79

EF opens sales offices in Latin America—Buenos Aires, Argentina and Mexico City, Mexico. EF opens an operations office in Boston, U.S. EF meets with Prince Fahd of Saudi Arabia and King Hussein of Jordan and provides English courses abroad for Air Saudia staff and Jordan Army personnel.

'80

EF opens more sales offices in Spain and Mexico. EF opens its first School of Italian in Florence, Italy.

'81

The BBC chooses to co-produce English learning tapes called “Radio English”.

'82

Bertil Hult moves to Santa Barbara, California, U.S. where EF establishes its North American headquarters in Santa Barbara.

'83

EF develops its Educational Tours program for North American high school students and their teachers. The first EF International Language School in the U.S. opens in San Diego. EF starts offering educational tours to groups of American schoolteachers and their students.

'84

EF opens an International School of English in Seattle U.S. EF opens a sales office in Malmö, Sweden. EF launches the “Paint Britain Blue” campaign, blitzing British course towns with EF posters and ads on double-decker buses.

'85

EF celebrates its 20th anniversary with its millionth traveler. In the Americas, EF opens more sales offices in Bogotá, Colombia, Monterrey, Mexico, and Toronto, Canada. In Europe, EF opens a sales office in Valencia, Spain.

'86

EF opens a sales office in Jakarta, Indonesia. EF opens a School of German in Munich and a School of French in Nice.

'87

EF moves its North American headquarters to Boston. EF sales offices are opened in Rio de Janeiro and São Paulo, Brazil and Sydney, Australia. EF International Schools of English open in Brighton, England and Santa Barbara, U.S.

'88

EF opens an office in Seoul, South Korea and is chosen as the Official Language School of the Seoul Olympic Games. EF School of Spanish opens in Barcelona.

'89

EF establishes the Cultural Care Au Pair program and is awarded U.S. government designation to operate an au pair exchange program. To commemorate the fall of the Berlin Wall, EF opens a sales office in East Berlin, Germany.

'90

EF establishes Go Ahead Tours (originally called Club EF EuroTours), adapting its educational tour concept for North American adult travelers.

'91

In honor of his 60th birthday, EF staff present Bertil Hult a segment of the Berlin Wall. EF International Language Schools launches Academic Year Abroad, an innovative program that combines linguistic and academic studies.

'92

EF Explore America is started, offering domestic tours to American schoolteachers and their students. EF International School of English opens in New York, U.S. EF establishes the World Council for Language Teaching.

'93

EF is renamed “EF Education First” to reflect its evolution into a global education company. EF expands rapidly, with sales offices opening in Russia, Korea, Japan, Chile, Belgium, and schools in London, Oxford, Boston, Paris, and Ecuador.

'94

EF opens its first local English First school in Mexico City. Over the next decade, local English First schools are opened across Russia, Indonesia, and China. EF opens sales offices in Hong Kong and Dallas, U.S. EF Schools open in Malta and in Bogotá, Colombia.

'95

EF collaborates with Apple to explore computer-aided language learning. As a result, EnglishTown is born—today the world’s largest online English school. EF opens ERIKA insurance to provide comprehensive travel insurance.

'96

EF expands in Indonesia, Russia, and Thailand. EF School of English opens in Miami, U.S.

'97

EF’s CD-ROM “Planet Arizona” receives an educational innovation award for “Best Software Product” from Intel Developer Forum. EF School of French opens in Cannes, France; EF English First schools open in cities across Indonesia. EF’s core values are written down.

'98

EF sponsors two boats in the Whitbread Round the World Race. The “EF Language” boat finishes in first place. EF Center Boston, the new home of EF’s North American headquarters, opens.

'99

EF sales offices open throughout Eastern Europe. EF School of English opens in Bournemouth, England. EF English First schools open in Azerbaijan and expand even further in Indonesia.

'00

U.S. Senator Edward Kennedy declares “EF Education Day” at the dedication of a portion of the Berlin Wall at the EF Center in Boston.

'01

EF opens sales offices in Ho Chi Minh City, Vietnam and Portland, U.S. EF opens schools in Perth, Australia and Malta as well as dozens more across China, Indonesia, and Saudi Arabia.

'02

Bertil Hult becomes EF’s Chairman. EF School of English opens in Toronto. Dozens more EF English First schools open across China, Indonesia, Thailand, Poland, and Saudi Arabia.

'03

EF becomes affiliated with the Arthur D. Little School of Management. The school is renamed Hult International Business School, honoring benefactor Bertil Hult’s commitment to educating global business leaders.

'04

EF’s first college preparatory programs begin under the name Brittin College. EF School of Spanish opens in Málaga, Spain and a School of English opens in South Africa.

'05

Hult’s one-year MBA earns the Association of MBAs (AMBA) accreditation—the first U.S. business school to be recognized by this prestigious body. EF launches Efecta, an advanced language learning system that combines classroom, online, and real-world experience.

'06

Dozens more EF English First schools open across China, and Indonesia.

'07

EF is named the Official Language Training Services Supplier of the 2008 Beijing Olympic Games. Bertil Hult is asked to carry the Olympic Torch for a segment of its journey to China.

'08

EF opens its first private high school, EF Academy, and campuses are opened in New York and England. Hult welcomes its first class of students to the MBA program in Dubai, U.A.E.

'09

EF is named one of the top 50 foreign companies in China. The *Financial Times* adds Hult International Business School to its prestigious Top 100 Global MBA rankings. Hult London welcomes undergraduates and graduates.

'10

EF and the University of Cambridge announce a groundbreaking research collaboration. The first Hult Global Case Challenge is launched, later renamed the Hult Prize.

'11

EF releases the first-ever world ranking of general English, EF English Proficiency Index. Former U.S. President Bill Clinton awards a USD1 million to the winners of the Hult Prize.

'12

Hult becomes the world’s largest ranked graduate business school. EF School of Japanese opens in Tokyo. The British Council awards the EF Classroom App for excellence in digital technology.

'13

EF and the United Nations Alliance of Civilizations create an educational program for students worldwide. EF partners with Harvard Graduate School of Education and Peking University to do pioneering research. The Hult Prize Final is held at the Clinton Global Initiative’s annual meeting in New York.

'14

EF Learning Labs launches EFSET, the world’s first free standardized English test. EF serves as the Official Supplier of Language Programs of the 2014 Sochi Winter Olympics.

'15

EF celebrates its 50th anniversary. Three of Bertil’s sons—Philip, Alex, and Eddie—lead the company into the future.



CELEBRATING FIFTY YEARS