



# Education UK Exhibition Nepal 2015

Post Event Report

31 January to 3 February 2015

Kathmandu and Pokhara

## Introduction

Thank you for your participation at the Education UK exhibition in **Nepal** in **January and February 2015** at the **Everest Hotel** and **Hotel Grande** in **Kathmandu** and **Pokhara**.

The purpose of this report is to provide a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust this report will enable you to report return on investment and assist with future decision making.

The Education UK Exhibition 2015 was targeted at Kathmandu and Pokhara for Further Education, Undergraduate and Postgraduate **markets**, hosted representatives from **18 UK institutions** (listed below in Annex 1) that positively engaged with **prospective students, parents and partners**, providing the audience with information on **“educational opportunities and subject choices”**.

The event attracted over **2500 visitors** thanks in part to the **“media interest/marketing campaigns (Details listed below in section annex 1)”**. Alongside the main exhibition, a series of **“seminars/briefings/workshops”** were also held, with topics on Visa assistance among others.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We look forward to meeting you again at our next exhibition.

Regards,

**Bickram Shrestha** | Education Officer, Nepal

### **This report includes:**

**Introduction** - Page 2

**Highlights** - Page 3 – 6

**Visitors' Profile** - Page 7 - 11

**Marketing** - Page 12 - 13

**Visitors' Feedback** - Page 14

**Exhibitors' Feedback** - Page 15

**Future Steps** - Page 16

### **Appendix:**

**List of participating universities** - Page 17

**Some snapshots of the exhibition** - Page 18 - 19

## Highlights

## Exhibition details

<b>Venue</b>	Everest Hotel, Kathmandu – 31 January and 1 February 2015
<b>Opening hours</b>	11:00-17:00
<b>Stand costs</b>	£1200

<b>Venue</b>	Hotel Grande, Pokhara – 03 February 2015
<b>Opening hours</b>	11:00-17:00
<b>Stand costs</b>	£800

Though visitor numbers were less compared to last year, feedback from delegates revealed a more focused and high quality visitor profile.

<b>Attendance</b>	<b>Kathmandu</b>	
	<b>2014</b>	<b>2015</b>
Day 1	1950	1200
Day 2	2370	600

<b>Attendance</b>	<b>Pokhara</b>	
	<b>2014</b>	<b>2015</b>
Day 1	575	401

This year had a number of delegates delivering seminars. Lists of seminars and topics covered are as follows:

- UK Visa and Immigration rules for International Students  
– Delivered by UKVI
- Explore UK education in China, Shape your career prospects  
– Delivered by Xi'an Jiaotong-Liverpool University
- The Business of Engineering – should engineering graduate actually graduates to A Masters in Business Management?  
– Delivered by Middlesex University
- Extensive Scholarship offers  
- Delivered by Liverpool John Moores University
- Studying Business and Finance in the UK  
- Delivered by London South Bank University
- International Summer programme in UK  
- Delivered by Coventry University
- Five short presentation on various aspects of studying in the UK  
- Delivered by British Council trained agents
- Education UK presentation  
- Delivered by British Council



## Media coverage of the event

There was both pre event and post event coverage in the media. Some of the links which covered the news and reviews of the event were as follows:

- <http://ujyaaloonline.com/news/40289/edu-fair>
- [http://www.educatenepal.com/notice\\_announcements/event/education-uk-exhibition-2015](http://www.educatenepal.com/notice_announcements/event/education-uk-exhibition-2015)
- <http://edusanjal.com/event/view/education-uk-exhibition-in-kathmandu>
- <http://www.eventsinnepal.com/event/education-uk-exhibition-kathmandu-2015>
- <http://www.spotlightnepal.com/News/Article/Eighteen-renowned-UK-Education-institution-Nepal>
- [http://www.myrepublica.com/portal/index.php?action=news\\_details&news\\_id=91122](http://www.myrepublica.com/portal/index.php?action=news_details&news_id=91122)
- [http://www.myrepublica.com/portal/index.php?action=news\\_details&news\\_id=91196](http://www.myrepublica.com/portal/index.php?action=news_details&news_id=91196)
- <http://www.shikshalink.com/?event=education-uk-exhibition-2015>
- <http://thehimalayantimes.com/rssReference.php?headline=Education+UK+exhibition+from+Jan+31&NewsID=442577>

The screenshot shows a news article from the website Adarsha.com. The article is titled "ब्रिटिस काउन्सिलद्वारा एक दिने शैक्षिक मेला आयोजना" (Education UK Exhibition by British Council). The text describes the event, which is a one-day educational fair organized by the British Council in Pokhara. It mentions that the event is aimed at providing quality education to students in the region and lists several participating institutions, including Pokhara University, Pokhara University of Education, and Pokhara University of Health Sciences. The article also notes that the event is part of the British Council's project to promote education in Nepal.

# Main benefit of pursuing higher studies in the UK is that you get a top quality international education that is recognised across the world

**B**RENDAN MCSHARRY is the Country Director, British Council Nepal. He is also the recipient of Officer of the Most Excellent Order of the British Empire (OBE). He spoke to SURENDRA TANDUKAR of *THE PERSPECTIVES* about the work that British Council has been doing in Nepal and higher studies in the UK. Excerpt:

**What are major areas that British Council has been working on in Nepal?**

In Nepal, we are mainly working in three areas – teaching and learning of English in government schools, education through connecting classrooms of school link programmes between the schools in Nepal and the UK. The third area is examinations – we conduct a number of examinations such as IELTS, A-Levels and so forth. Aside from these three core areas we also facilitate an arts programme for primary government schools.

**What is the present trend of students going to the UK for higher studies?**

At the moment, I think there are about 300 to 400 students going to study in universities and colleges in the UK annually. The most popular subjects among students are either computer studies, management or business studies. Earlier there were about 1,000 students per year pursuing higher studies in the UK, however, the figure had gone down for a while. This is because students think that it is difficult to get visa approved for the UK. I think, more importantly, it is because of limited opportunities for work after you finish your course in the UK as compared to Australia or

Canada. Having said that, I think, that the number of applicants pursuing further studies in the UK is gradually picking up of late. There is evidence that more students are going to the UK these days.

**Why do you think Nepali students should make the UK their educational destination while there are many options internationally?**

The first reason is that the educational system in the UK is one of the best, specially with its tutorial support programme for students. They are taught and trained in small groups. Moreover, four of the top universities of the world are in the UK, namely, University of Cambridge, University of Oxford, University College London and Imperial College London. So, we think that's the main reason for students to opt for the UK as their educational destination. And, if you do get first degree or masters in the UK then it does improve your opportunities of employment in the international market.

**Of late, there has been progressive growth in the number of colleges affiliated to UK based universities in Nepal. What do you have to say about the quality of education they provide?**

We think that is good partly because these joint programmes between these colleges and the UK based universities have quality assured by the UK universities. UK universities also help deliver some teaching programmes here in Nepal. We think the quality of education is good. At the same time, this is one of the reasons for decline in the number of students pursuing higher education in the UK. They have realised that they can get the same quality

education in Nepal and choose to study here which is comparatively cheaper than studying abroad.

**Since British Council aims to bring mutual benefits to both the countries, what have you been doing to achieve these goals?**

We think in several ways. We do work closely with the government of Nepal, specially the Ministry of Education. We also work with other bodies that promote mutual benefits like – Nepal Britain Society and Nepal Britain Chamber of Commerce. There is also the British Alumni Association in Nepal. We work with those organisations and the government of Nepal to ensure that both

## headhono

countries stand to benefit. Now, this we will be celebrating the 20th anniversary of relationship between Nepal and British Government following the Treaty of Sagauli in March 1816. The government of Nepal, Nepal Tourism Board and the UK Government are coming together to celebrate this landmark occasion. And I suppose, I should just mention one another thing that the part of the celebration is also celebrating 200 years of inclusion of the Gurkha soldiers in the British Army.

**Earlier there were some complaints about the closure of colleges in the UK. So, how do you avoid this from happening in the future?**

There are two ways – one is to make sure that the educational agents in Nepal are selective in who they support to study in the UK. They should support genuine students who are really committed to getting higher education in

the UK. The other way we have adopted is that the UK Visa Immigration Authority are now being strict with private colleges in the UK asking them to provide quality education and not just provide the means of acquiring visas and employment to students. There were some private colleges in the UK, which were only recruiting students to work, not to study. That is to say, they are of no good quality and they do not ensure hundred per cent attendance. As I said, the best way to stop this from happening is that both countries should screen applicants here in Nepal and in the UK. In the UK, Ministry of Home Affairs now inspects all universities and colleges

and the information the students provide. A few years ago, 200 private colleges were shut down. We think, now there will not be any more private colleges closing.

**Besides Scholarships, what are the additional benefits of pursuing higher studies in the UK?**

I think, the main benefit of pursuing higher studies in the UK is that you get a top quality international education that is recognised across the world and helps you find choose a career path in any part of the world. In addition, there are universities and colleges, which offer scholarships. We have an ongoing exhibition, Education UK Exhibition, with 18 UK universities participating. The dates of this exhibition are January 31 and February 1 at The Everest Hotel. Participating universities are also offering scholarships to talented and outstanding Nepali students.

**"WE HAVE AN ONGOING EXHIBITION, 'EDUCATION UK EXHIBITION,' WITH 18 UK UNIVERSITIES PARTICIPATING. THE DATES OF THIS EXHIBITION ARE JANUARY 31 AND FEBRUARY 1 AT THE EVEREST HOTEL"**



## Education UK exhibition from Jan 31



**K**ATHMANDU: Many Nepali students aspire to pursue higher education abroad. And UK is one such educational destination for Nepali students. The British Council is gearing up for 11th 'Education UK Exhibition' from January 31 to February 1 at the Everest Hotel, New Baneshwar, Kathmandu and on February 3 at Hotel Pokhara Grande, Pardi, Pokhara.

At a press meet organised by British Council on January 26, Country Director Brendan McSharry, OBE, British Council Nepal gave a sneak peek of what one can expect at the exhibition.

According to him, the exhibition is going to be organised with a view to promote UK education and to increase the understanding of the UK's expertise in education. At the event, students and parents will get a chance to meet representatives from 18 UK institutions. There will also be seminars and presentations by representatives from the British Council, the British High Commission (UKBA) and UK institutions.

There will be representatives from 17 public universities and one further education college. Explaining about the universities and college, Abhinav

Shakya, Project Manager (BC-SLEM), British Council explained, "The public universities offer courses in various streams like management, science and arts in graduate and post graduate level. Meanwhile studying in the further education college does not give you a degree but a foundation where one gets transferred to the university for undergraduate level. Studying in such a college is equal to enrolling in vocational education."

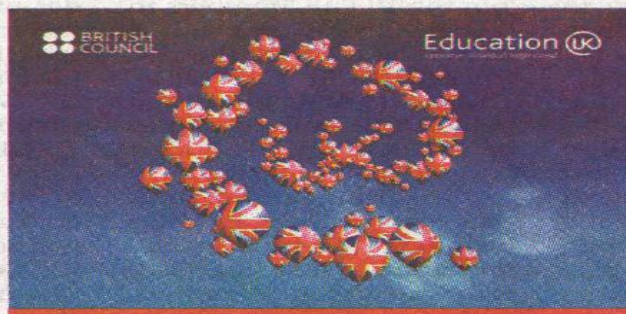
McSharry assured that the Quality Assurance Authority and University Grants Commission reviews all universities in UK in terms of both teaching and research facility. He added,

"There was a time when a large number of private colleges were closed and it didn't give a good reputation about studying in UK. Yes, there are still private colleges in UK but they have good quality and are inspected regularly. The exhibition will give an opportunity for Nepali students to talk directly to representatives of universities and college that will help them to make the right decision about where/what to study, guiding them through the application process and helping them to prepare for their UK experience." --HKS

# Expo on UK education institutions to start from Jan 31

**KATHMANDU (REPUBLICA):** With a view to promote UK education by increasing the understanding of UK's expertise in education among aspiring Nepalese students and their guardians, British Council is organizing "Education UK Exhibition" from January 31 to February 1, 2015 at various places in Kathmandu and Pokhara.

The event is organized where students and parents will get a chance to meet representatives from 18 education institutions from the UK, reads the statement issued by the Council.



Representatives from the British Council, the British High Commission (UKBA) and UK institutions will impart information on higher education options through seminars and paper presentations.

"The event is the big-

gest opportunity for face to face discussions and interactions among the alumni, students, aspirants, parents, career advisers, agents, representatives and people from all walks of life looking to broaden their educational horizon," read the statement.

The exhibition will be held at The Everest Hotel, New Baneshwar, Kathmandu from January 31 to February 1, and on February 3 at Hotel Pokhara Grande, Pardi, Pokhara.

## Visitors' profile

### Kathmandu

34.8% of visitors are looking for Undergraduate studies  
34.6% of visitors are looking for Postgraduate studies

### Pokhara

36% of visitors are looking for Undergraduate Higher Education  
16% of visitors are looking for Postgraduate Higher Education

### Kathmandu

21.9% of the visitors preferred Business and Administration.  
17.6% of the visitors preferred Engineering and Technology

### Pokhara

15.1% of the visitors preferred Business and Administration.  
21.3% of the visitors preferred Engineering and Technology

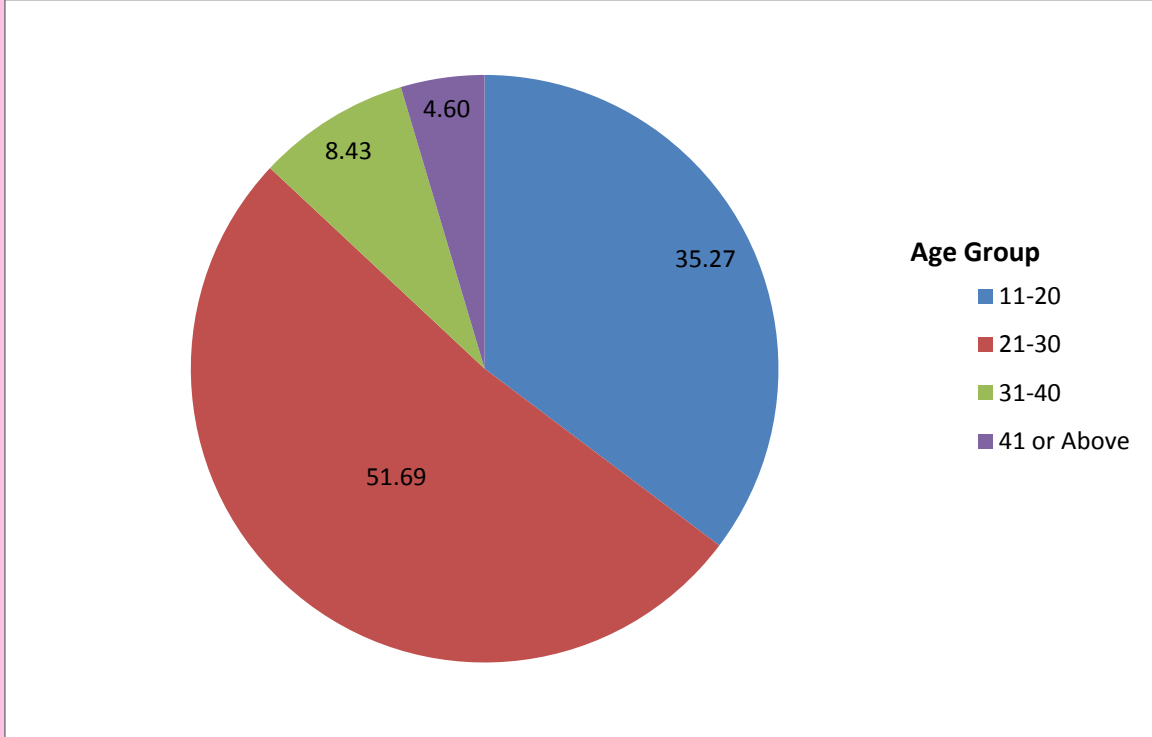
### Kathmandu

Of the total visitor numbers 78.42% were male, 21.32% were Female, 0.26% Preferred not to say

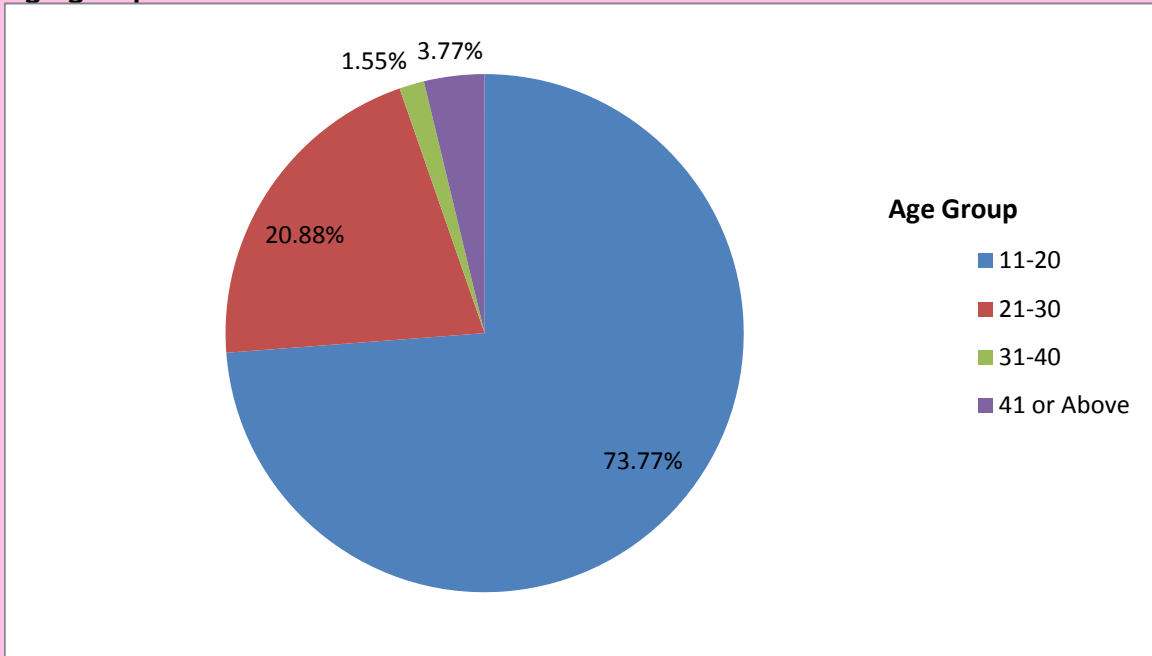
### Pokhara

Of the total visitor numbers 64.19% were male, 35.81% were female.

Age group of the visitors in Kathmandu

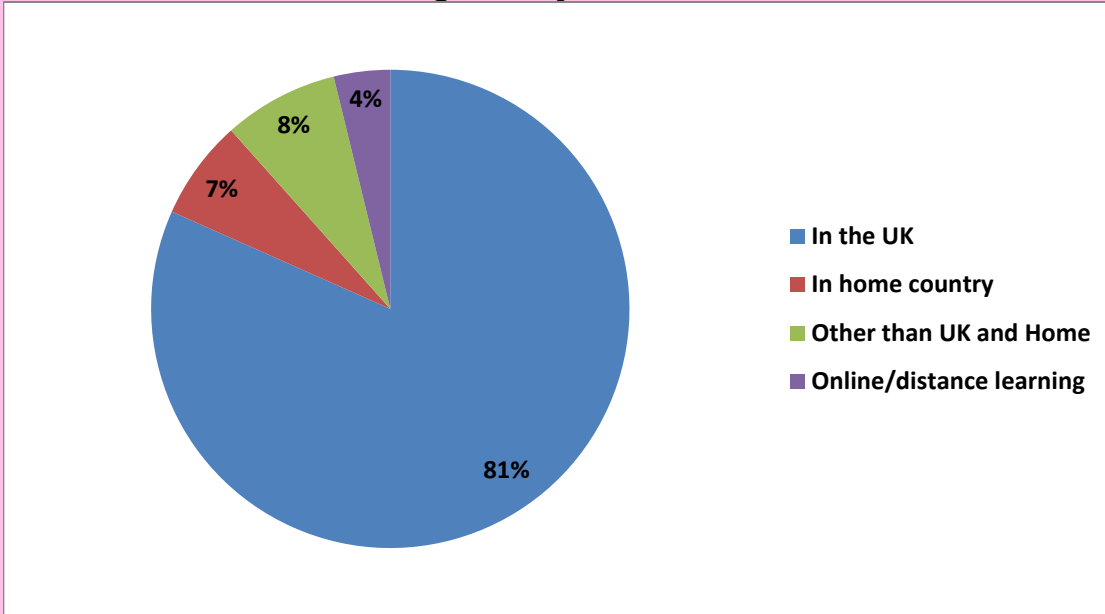


Age group of the visitors in Pokhara

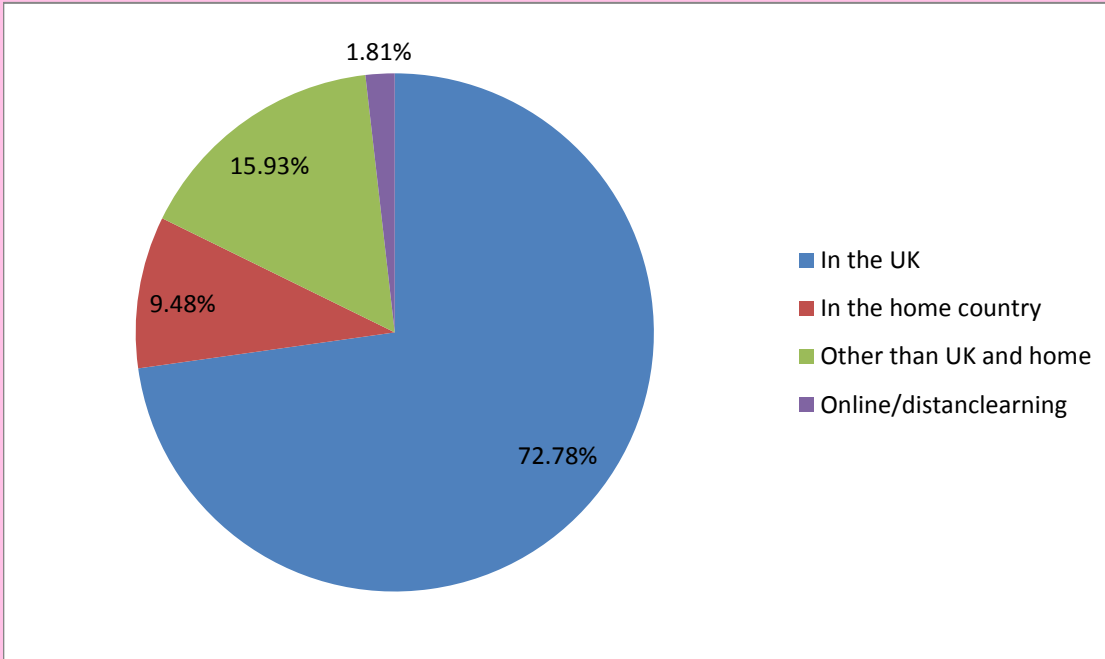




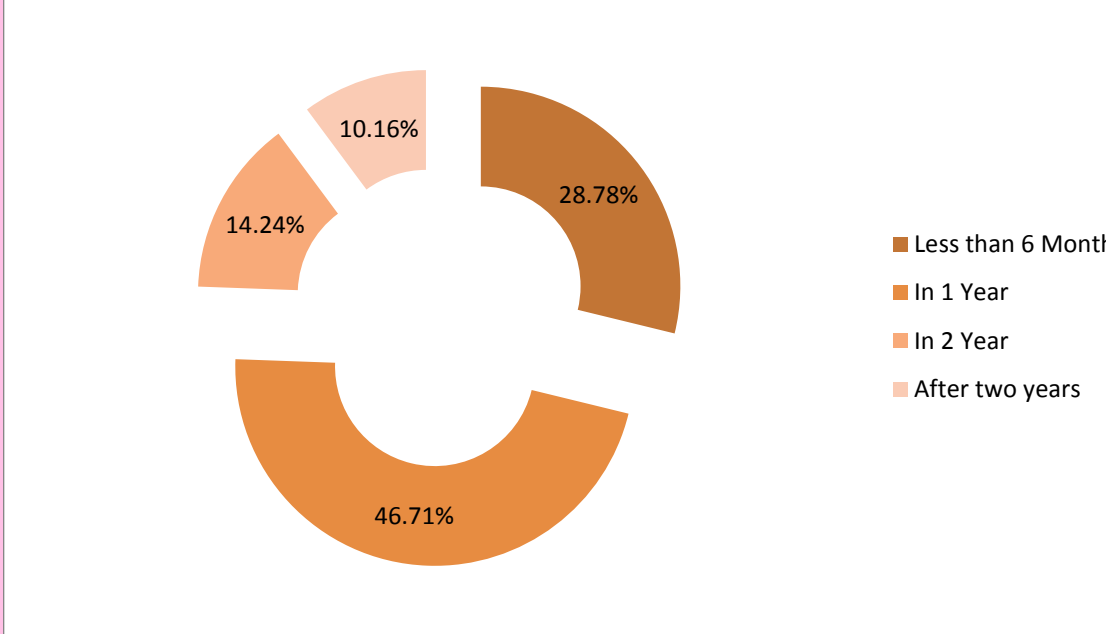
Where the visitors are intending to study? – Kathmandu



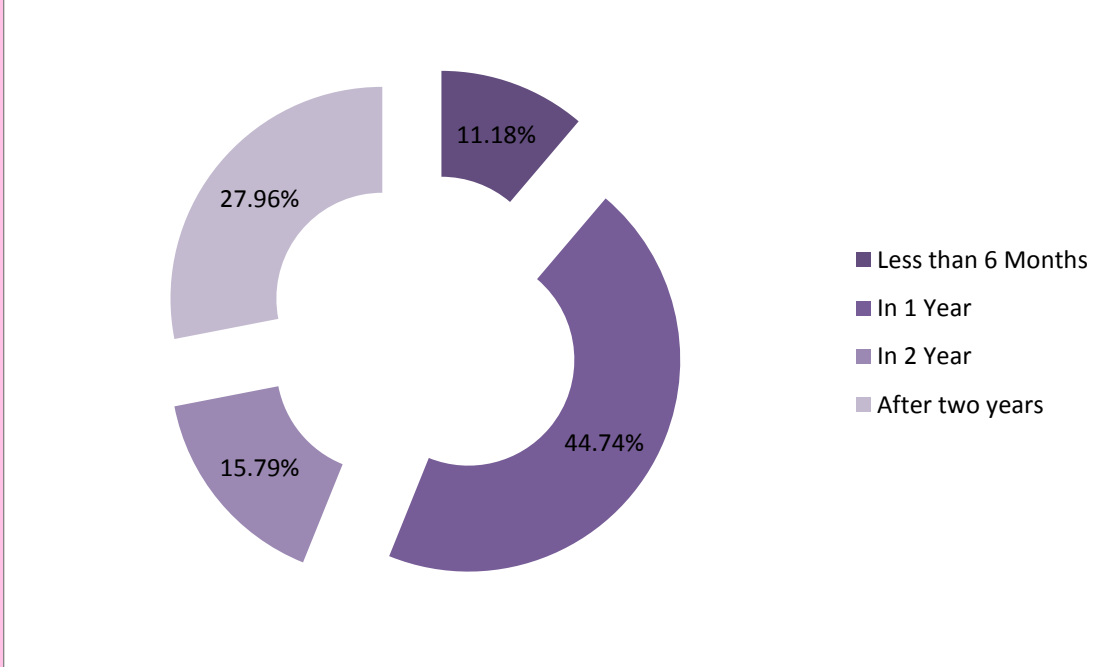
Where the visitors are intended to study? – Pokhara



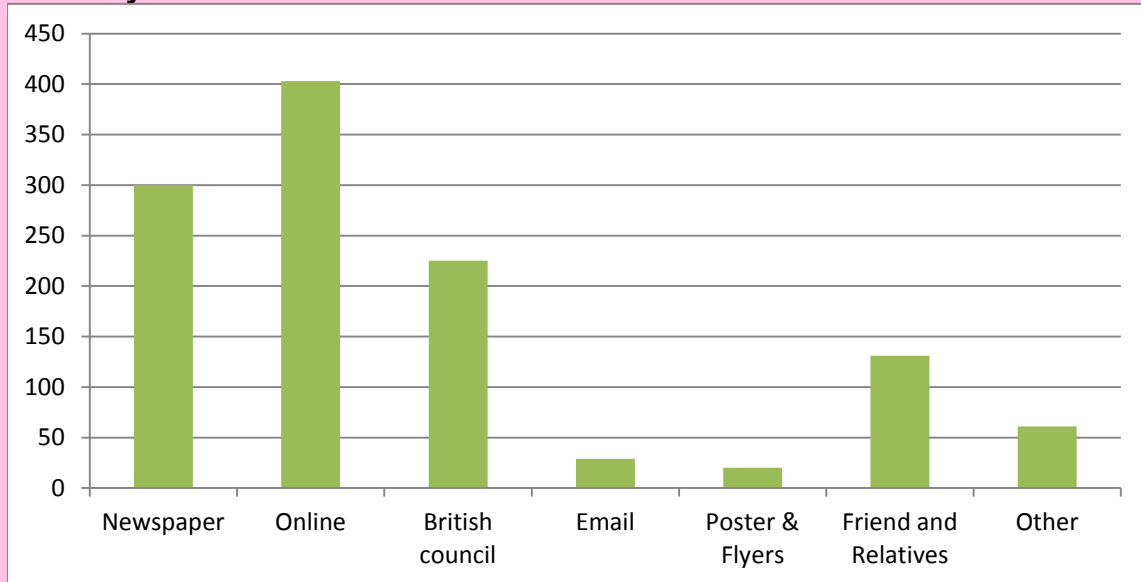
When visitors are planning to leave to study abroad? – Kathmandu



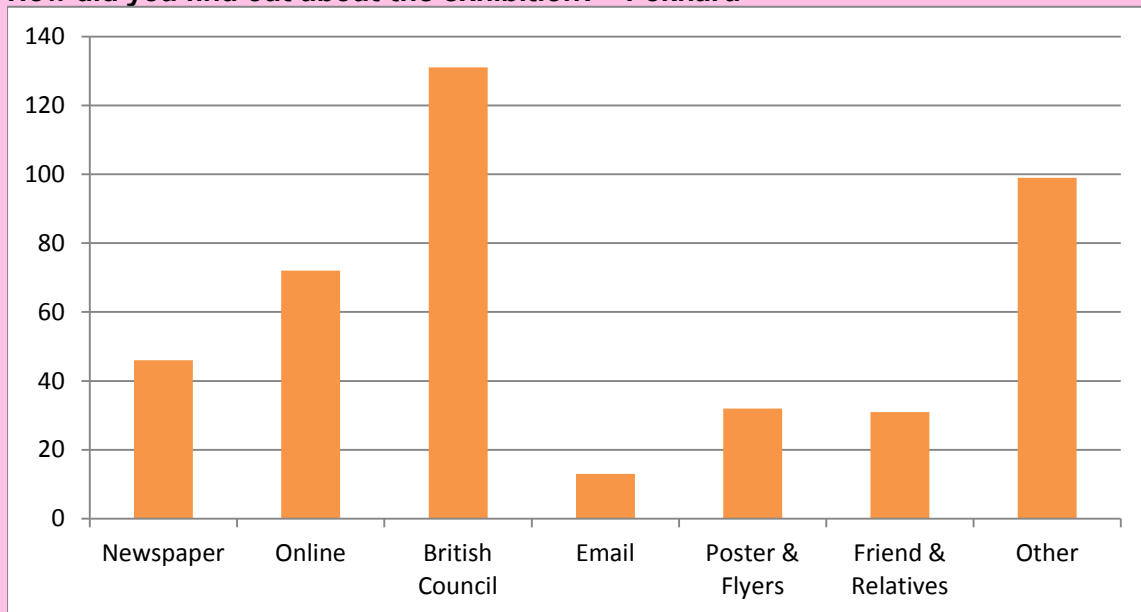
When visitors are planning to leave to study abroad? - Pokhara



**How did you find out about the exhibition? – Kathmandu**



**How did you find out about the exhibition? – Pokhara**



Marketing

Our marketing reached an estimated audience of 2 Million people across both cities

School and college activation as pre event publicity was very effective in both the venues

Print:



Outdoor:



Online:

The screenshot shows a Facebook post from the official page of British Council Nepal. The post is dated January 27 at 8:15pm and is a text-based announcement. It describes scholarship offers and university visits for the Education UK Exhibition in Nepal. The text includes the following details: 'Scholarship offers, fees & more info about the 18 UK Universities & colleges visiting Kathmandu (Jan 31 & Feb 1) & the 5 Universities that are visiting Pokhara (Feb 3). Click here & visit our website now! #EduUKNepal #EducationUKExhibition https://np.edukexhibition.org/'. Below the text is a photograph of a young woman with dark hair, wearing a blue jacket over a red top, sitting at a desk in a library or study area with bookshelves in the background. She is looking towards the camera with a slight smile. Underneath the photo is a link to the exhibition's home page: 'Education UK Exhibition Nepal | Home'. Below the link, there is a promotional message: 'Your opportunity to meet representatives from UK universities and colleges. Register now & stand a chance to win a Samsung tablet!'. The URL 'NP.EDUKEXHIBITION.ORG' is also provided. The post's reach is shown as '458,752 people reached' with an orange progress bar. The post is marked as 'Boosted'. At the bottom of the post, there are engagement statistics: 'Like - Comment - Share - 26,348 57 45'. The British Council logo is visible in the top left and bottom left corners of the post area.

## Visitors' Feedback

A printed survey was distributed during the exhibition to 100 visitors. The questions were designed to gather quantitative statistics as well as qualitative remarks on our exhibition and the decision making process of students.

**When the visitors were asked about 'the quality of event' 30% said Excellent, 60% said very good, 9% good and 1% poor.**

**When the visitors were asked 'Did this event met your expectation?' 79% said yes, 6% said no, and 15% neutral**

**When visitors were asked "How likely are you to recommend this event to your friends or colleagues", 75% said likely, 13% said unlikely, 12% Maybe.**

**Most of the visitors expressed the number of universities and colleges participating were limited. If there were more universities then they would have more choices. Additionally, students preferred UK delegates rather than local agents.  
Seminar topics should be advertised a week prior to the event.**

**Key Recommendations for the British Council include:**

- Invite more new institutions to the next exhibition.
- Provide university details and subject matrix prior to the event.
- Seminars are very good and should continue

## Exhibitors' Feedback

At the exhibition there were **18 unique exhibitors** for Kathmandu and **5 exhibitors** in Pokhara.

Exhibitor Attendance	CITY	
	2013	2014
Kathmandu	25	18
Pokhara	12	5

When exhibitors were asked “Will you be attending a similar exhibition next year?” **7 said yes, 9 said undecided, 1 said no.**

When exhibitors were asked “Give your overall assessment of the exhibition” **4 said Excellent, 10 said Good, 3 said Average.**

#### Some positive quotes from exhibitors:

- Excellent work and excellent support. Good show
- Really liked the idea of standard format of backdrop. It eliminated carrying standees and backdrop
- Quality and numbers of visitors are impressive
- Very organised event
- The British Council staff were wonderful and country director involvement is superb. We feel very special.

#### Some negative quotes from exhibitors:

- Promotion of the exhibition should begin one month prior to the event.
- If event is organised on Friday and Saturday it could be better and would have increased footfalls.
- Not convinced about pre-registration procedure
- British Council Nepal should build brand of education
- Substantial gap in the education market and British Council should consider an FE focus in the future

## Future steps

There are several areas that both the British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

### **British Council**

- Online promotion of the event will begin more in advance compared to this year
- The pre-registration and event day registration procedure will be better planned to make it smoother and more effective
- We will ask delegates to fix seminar slots earlier and explore options to promote it better
- Internet connectivity for institutions and IT support at the venue will be improved

### **UK Institutions**

- Institutions are suggested to involve their alumni when possible and available to increase the value such an involvement brings about.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing scholarships or discounts and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition (Currently scheduled for January 2015) will build upon the lessons learned and prove even more popular. We hope to see you there.



## Appendix

## I. List of Exhibitors (Alphabetical Order):

1	Bath Spa University
2	BPP University
3	Coleg Cambria
4	Coventry University
5	De Montfort University
6	Liverpool John Moores University
7	London Metropolitan University
8	London South Bank University
9	Middlesex University
10	Sheffield Hallam University
11	The University Of Bolton
12	University Of Bedfordshire
13	University Of Central Lancashire
14	University Of Hertfordshire
15	University Of Plymouth
16	University Of Salford (Manchester)
17	University Of Wolverhampton
18	Xi'An Jiaotong-Liverpool University

II. Some snapshots of the exhibition





End of Report