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**Post-event report for
Education UK Fair for HKDSE and IB students 2015**

**19 July 2015
Hong Kong**

Introduction

- On Sunday July 19th the second EducationUK exhibition for HKDSE and IB Graduates was held, following the first such event last year.
- the event was a success with over 1,000 visitors attending
- Local media also reported on the event, covering why Hong Kong students study in the UK, and carrying British Council advice that parents consider other factors besides rankings such as teaching quality and employability prospects.

This report includes:

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.
Page 3 – 5

Results of the **Visitor Feedback** survey which provides insight into how visitors think about our fair.
Page 6

Results of the **Exhibitors Feedback** survey which provides comments and ideas for what went well, what did not go well, and opportunities for improvement.
Page 7

Future Steps which British Council Hong Kong should consider.
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Appendix: **List of exhibitors**
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Highlights

There were -

60 BOOTHS, 57 INSTITUTIONS
1,120 PARENTS & STUDENTS
 attending the exhibition

3 media reporting the event



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DSE失意中文科 赴英尋出路

文憑試上週放榜，有機構辦升學資訊日，吸引不少應屆考生入場。有考獲27分但中文不達標考生，擔心未能升讀本地大學，擬赴英求學。有英國院校代表稱，收生不會參考中文科分數。

本地大學，倘覆檢成績後仍未達標，會負責英國升學。陳文稱，原估計文憑試中文獲3至4級，因一級之差令「天堂變地獄」，批評制度導致情急學生。

就讀中五的李同學，亦稱校內中文科成績欠理想，英文憑試不達標，擬提早報讀英國院校作後備。其母指，原本任職自由職業，但為籌學費將重投職場。

部分院校入學要求
 * 謝爾菲大學 (University of Sheffield) 本學士課程：3科第5級至1科第5級、兩科4級，IELTS獲6至7分，傳媒系需達7.5至7.5分
 * 基礎文憑課程：兩科第3級、1科第2級
 * 艾塞克斯大學 (University of Essex) 本學士課程：3科第4級，IELTS獲6分 (資料來源：各院校代表)

中文達標率4年最高
 今年文憑試中文科考獲第3級或以上考生達52.6%，較去年升0.8個百分點，為四屆考試以來最高。

英院校招港生：不參考中文分數
 【本報訊】上週文憑試放榜，有考獲27分但中文不達標的考生擔心未能升讀本地大學，擬赴英求學，趁昨日有機構舉辦升學資訊日到場了解。有英國院校代表稱，收生不會參考中文科分數。

27分DSE生 中文不達標擬赴英
 中文科有「死亡之卷」之稱，達標率偏低。考獲5科27分的陳同學，英文科獲5**，擬修讀英國文學，惟中文科獲第2級，低於入學要求的第3級，或難升讀本地大學。倘覆檢成績後仍未達標，會赴英求學。

就讀中五的李同學亦稱校內中文科成績欠理想，擬提早報讀英國院校作後備。

謝爾菲大學亞洲招生經理Aaron Hobday指，學士課程要求文憑試3科考獲第5級，最低要求要有一科第5級、兩科4級，但不參考中文和通識科分數。艾塞克斯大學總監Tim Gutsell稱，文憑試要求3科獲第4級，中文科非首要考慮。

英國文化協會昨辦英國升學資訊日，共60所院校參與，吸引逾千人入場。區域業務發展經理高士題指，去年經英國大學及學院聯合招生辦事處 (UCAS) 申請赴英升學港生有7,195人，今年因文憑試考生人數下降，報名人數或跌6%。



逾千人參觀英國升學展

中學文憑試日前放榜，不少無緣本地升學的應屆考生，昨趁英國文化協會舉辦升學資訊日，到各大院校攤位查詢入學資訊。有就讀傳統英文中學的應屆考生指，原先預計中文科達標即足以本地升學，但無奈該科卻滑鐵盧，只能另覓升學出路。受文憑試考生人數下跌影響，英國文化協會預期未來數年赴英求學人數或減少。

全港逾六千名文憑試生在英文科考獲三級或以上，卻因中文科未達標而無緣本地升學。今屆文憑試最佳五科獲二十七分的陳同學(見圖)，因中文科未獲三級成績，未達本地大學收生門檻，昨偕父母到英國文化協會主辦的升學資訊日，打算到列斯大學攻讀英國文學，或卡迪夫大學攻讀心理學。「如果他們都不取錄，就會考慮在港讀副學士。」

陳同學指中文科一向並非強項，預計只會達標，因此力谷其他科目以爭取本地大學「入場券」。

最終事與願違，已申請「差一分就天堂變地獄」升學，昨日特別偕女兒走生的張同學最佳五科考獲英國大學院校作「保險」，有平西晒拍不獲派心儀院校，便赴英留學。

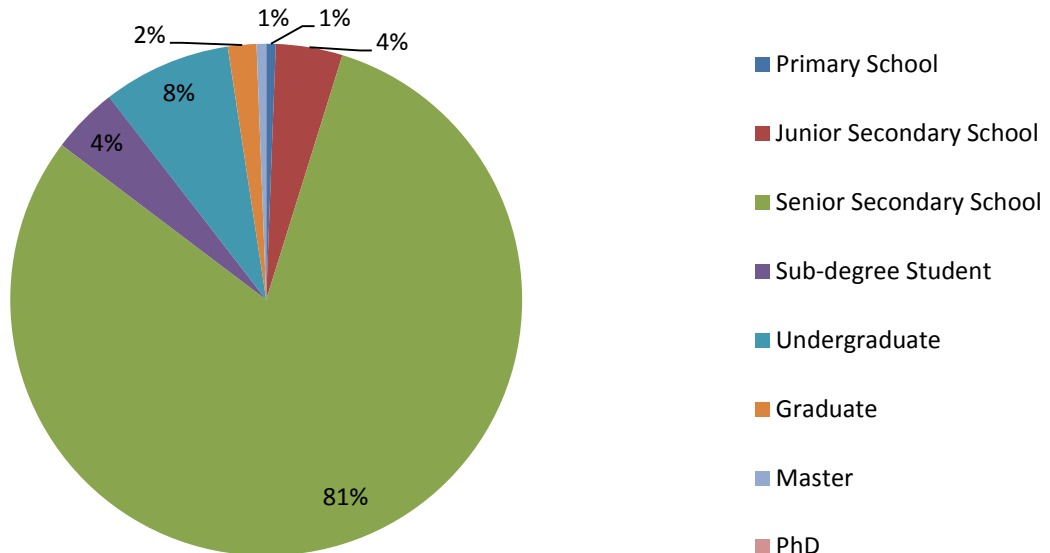
考生減少 赴英人數料跌

今屆升學資訊日吸引逾千人參觀，共六十所院校參展。英國文化協會高級經理(教育服務)柯士題指，去年通過英國大學及學院聯合招生辦事處 (UCAS) 申請入學的港生近七千二百人，較前年跌百分之六，預計隨文憑試考生人數下跌，未來數年或錄得跌幅，但強調英國仍是港生海外升學的首選。他又呼籲家長不應只着重院校排名，更宜考慮教學品質與就業前景等因素。

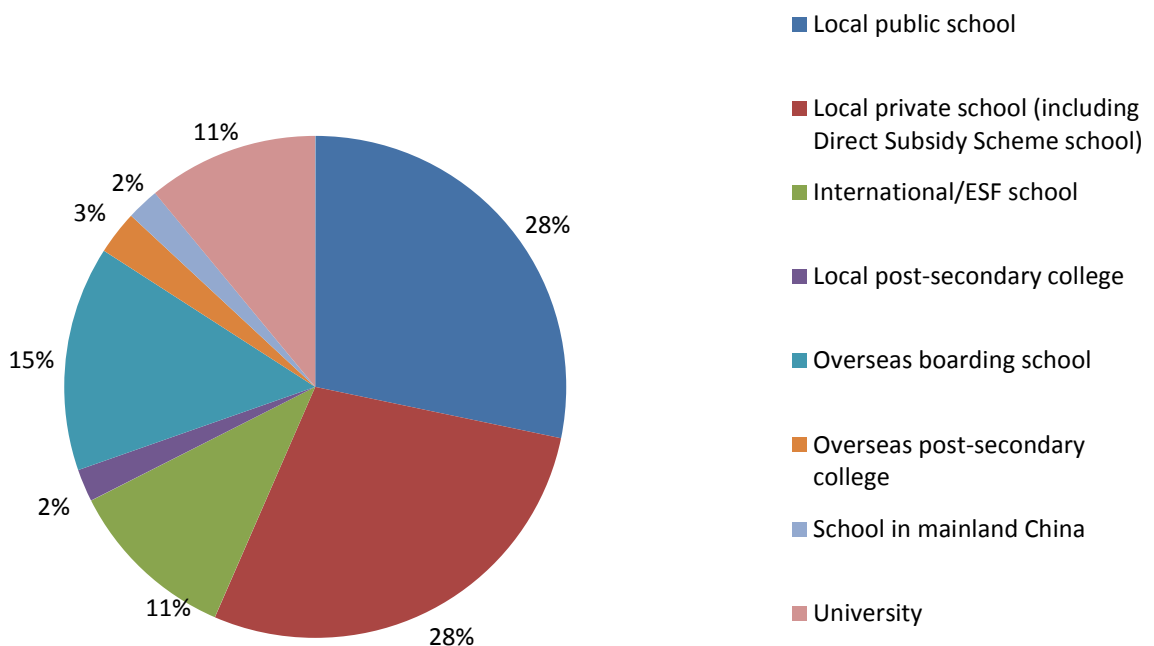
記者 梁子健

Visitors' profile

The visitors or visitors' child were mainly from senior secondary school –



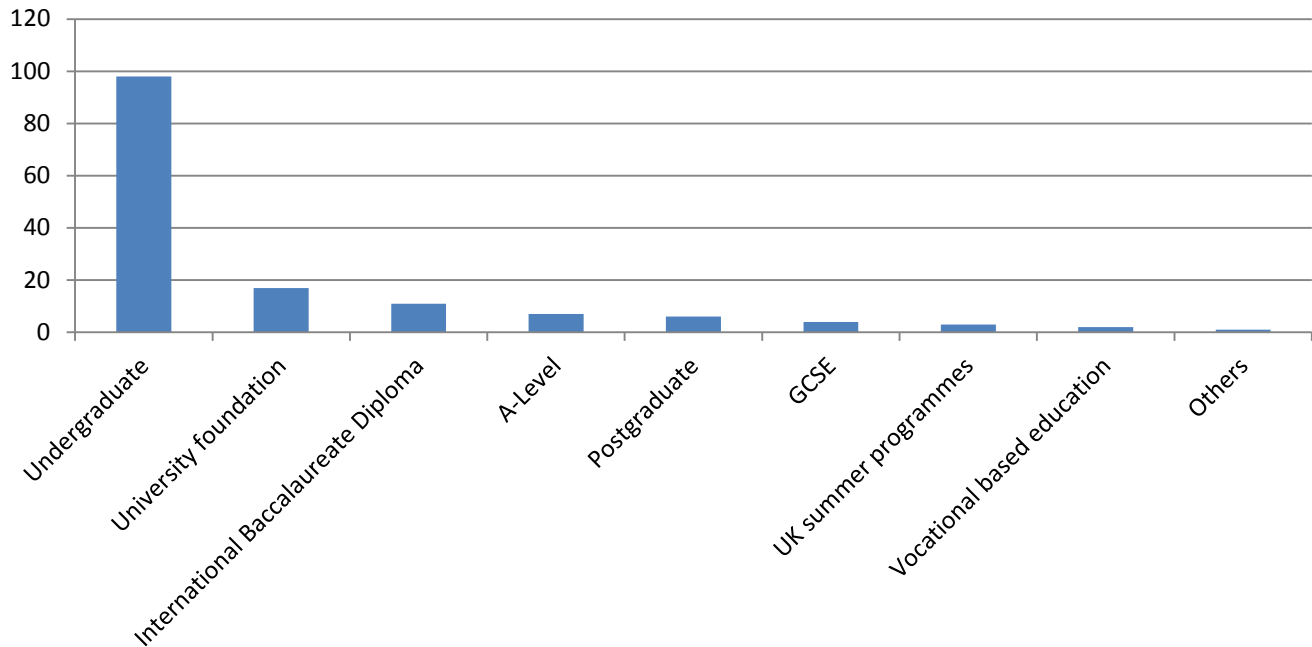
Around half of them attend local public school or local private school (including Direct Subsidy Scheme school) now, Overseas boarding school is another major source of the visitors as well:



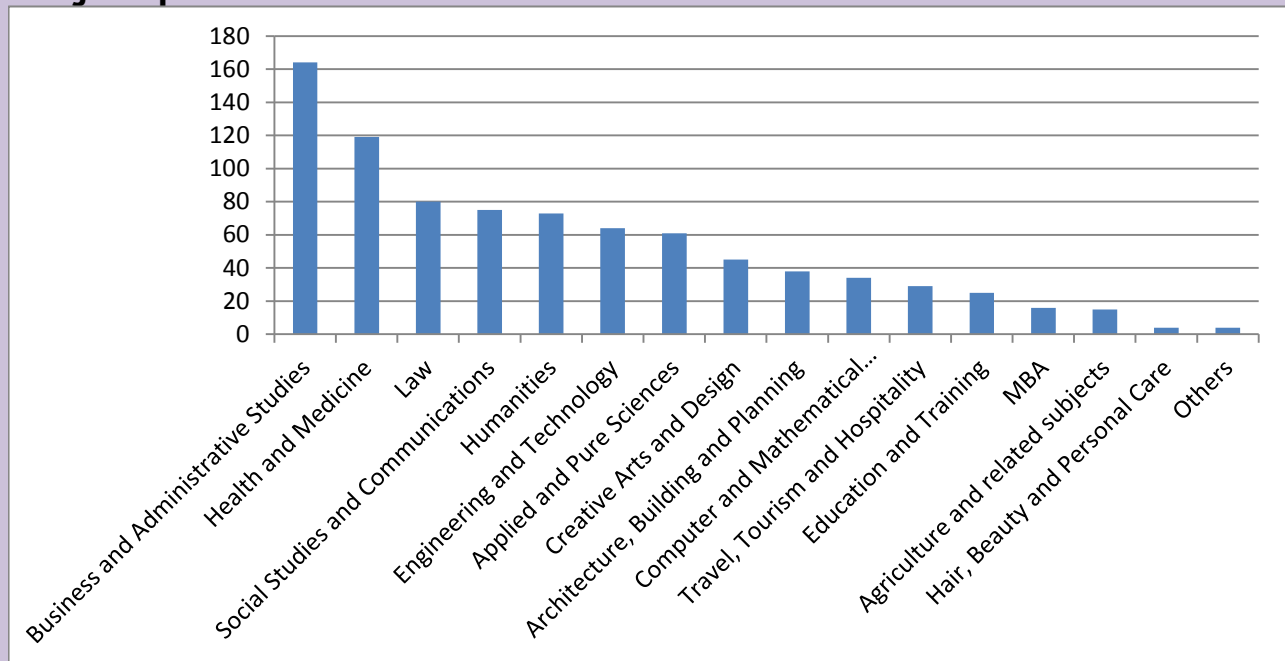
Visitors' preferences

Most of the visitors were looking for undergraduate programme:

No. of visitors: n = 148 survey responses



Subject preference



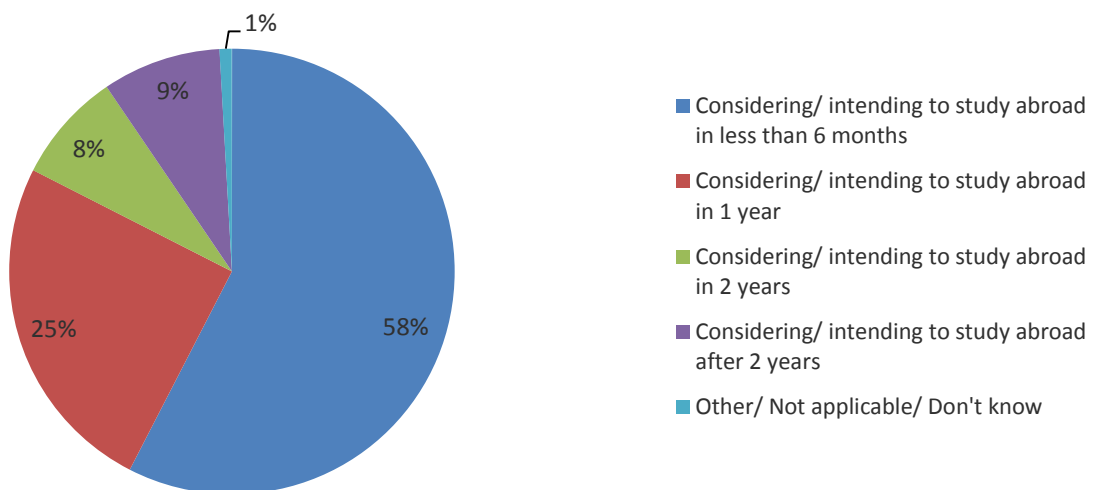
While business is still the number one subject area of choice, the gap appears to have significantly narrowed to Medicine related subjects, with other areas in law, social studies and humanities showing an increase in enquiries.

Visitors' feedback

Methodology

We distributed printed survey to the visitors during the exhibition and the visitors could get a souvenir after completing the survey. The questions were designed to gather quantitative statistics as well as qualitative remarks on visitors reactions to our exhibition and the decision making process.

83% of the visitors considering to study abroad **within 1 year**



Suggestions from visitors

Requested seminar topics

- Subject specific seminars, e.g. Art, aviation, biomedicine, law, neuroscience, occupational therapy, sport science
- How to apply HK University from UK high school
- How to write an attractive personal statement
- Student visa application procedure
- How to prepare for University life
- Statistics of different programmes

Key recommendations from visitors

- Lining up arrangements could be improved
- Hold more seminars
- Larger area for booth
- Better crowd control, don't clash with book fair

Exhibitors' feedback

Main compliments

- Very nice lunch & tea - excellent and it is needed!
- Overall, a very good event but a bit expensive. Staff as usual was super helpful & polite, Keep the good work!
- Renaissance is a very good venue choice

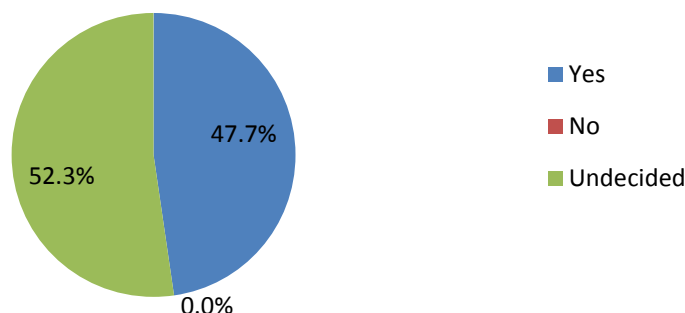
Main complaints (*responses following page*)

- The board behind each booth makes the venue less spacious and it blocked the light, certain area in the middle of the conference room looked dark. So prefer not having them.
- This VRS system is not user friendly and not prefer like leaving the phone on the desk. It is recommend using the USA UG NACAC fair system of VRS & give delegates barcode scanners to use at the stand.
- Different venue for more space

What is your assessment of the visitors?



Will the exhibitors be attending this event next year?



Future steps

There are several areas that both 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

- It is not easy to find an exhibition venue in Hong Kong which is big and at the central location. We tried to book the government owned exhibition venue in Causeway Bay again this year, but unfortunately it has been rejected. We will review the floor layout if we use Renaissance Harobourview Hotel again next year.
- We will re-design the booth layout and remove the back panel to free up more space in the exhibition venue.

UK institutions

- Institutions are encouraged to book the exhibition places as soon as it's launched (the exhibition was fully booked 2 days after the exhibition opened for recruitment last year), there would be tough competition due to the overwhelming responses from the institutions.
- Since most of the visitors were looking for undergraduate or pre-university programmes, so for schools and further education colleges, promoting 1-year A-level course or foundation would be more effective than 2 years A-level / IB programmes and vocation route in Hong Kong.

Appendix: List of exhibitors

Booth number	Institution name
1	Abbey College, Malvern
2	Aberystwyth University
3	Anglia Ruskin University
4	University of the Arts London
5	Aston University, Birmingham
6	Astrum Colleges
7	Bellerbys College
8	University College Birmingham
9	University of Birmingham
10	BPP University
11	University of Bradford
12	Brockenhurst College
	Caterham School
	Kingswood School
13	Brunel University London
14	Cambridge School of Visual & Performing Arts
	CATS College
15	Cardiff University
16	University of Central Lancashire
17	Coventry University
	ONCAMPUS Coventry
18	University of East Anglia
19	University of Essex
20	University of Exeter
21	Falmouth University
22	Glasgow Caledonian University
23	Goldsmiths, University of London
24	University of Greenwich, London
25	International Study Centres
26	Kaplan International Colleges – Pathway Program
27	University of Kent
28	Keele University
29	The University of Law
30	Leeds Beckett University
31	University of Leeds
32	University of Leicester
33	Liverpool Hope University
34	Loughborough College
	Loughborough University
35	Middlesex University, London
36	MPW Schools
37	The University of Northampton
38	Nottingham Trent University

Booth number	Institution name
39	The University of Nottingham
40	Oxford Brookes University
41	Plymouth University
42	University of Portsmouth
43	Queen's University Belfast
44	University of Reading
45	Royal Holloway, University of London
46	SOAS, University of London
47	The University of Sheffield
48	University of Strathclyde Glasgow
49	University of Sunderland
50	University of Sussex
51	Swansea University
52	University of Warwick
53	Warwickshire College Group
54	University of West London
55	University of the West of Scotland