

UK/Korea Education Roundtable Networking Seminar 2017

The British Council Korea will organise a networking event in Seoul in 17 October, 2017 for HE and school sector. This is intended to tie in with the Study UK School visits in Korea which will be held on 16 and 19 October. Digital and social media promotion is also available for institutions visiting Korea this October to attend major agent fairs in order to promote your institution to parents and students.


Market Context

Korea is the fifth largest sending market of degree programmes to UK universities among East Asia countries. With majority of students going to the US and China, UK is a market chaser taking 5.3% of the total market share. A total of 223,908 students left to study overseas in 2016, and 11,885 went to the UK. Post graduate enrolment has shown negative growth for the past 4 years, but the enrolment slightly increased last year by 4%. Undergraduate enrolment has constantly increased over the past 5 years.

Background

With the number of young people in the country in steady decrease, local universities are working proactively to diversify and keep their share of Korean students. In order to appeal to students, local universities are actively seeking partnership opportunities with foreign universities.

Because UK is English speaking country and British education remains to be attractive being 'traditional' and 'have strength in research', Korean universities/schools are interested in getting information of UK institutions. At the same time, negative coverage dominated Korean media regarding Brexit and the



prime minister's narratives around immigrants and international students are some undesirable factors of recommending UK as a study destination.

Demand

From UK:

- Better recognition of UK degrees/qualifications than it deserves in Korea by emphasizing value of UK education
- Recruitment of Korean students for short term and degree courses

From Korea:

- Partnership opportunity between UK institutions for exchange students
- Better understanding of UK's education systems to see if studying in the UK would be beneficial to Korean students in the job market

Objectives

- To facilitate partnership between UK and Korea HE institutions by providing networking opportunity
- To deliver accurate and up to date market trend briefing to UK institutions
- To promote UK as an attractive study destination by sharing high quality research cases
- To address and overturn perceptions that Brexit is causing the UK to step back from global engagement
- To promote UK creativity and innovation, aligning with the UK-Korea Creative Futures season –(design sports tech, education, automotive all possible sub-themes)


Participants:

UK/Korea's HE, ELT, VET, Schools, College (International relations Officers and academics)

Number of Participants:

50 (RSVP required by email)

Date and Venue



Date: 17 October, Tuesday

Venue: Shilla Stay Hotel, Seodaemun (in central Seoul)

Programme

18:00	Door opens and dinner served (Dinner will be served as an all you can eat buffet type)
18:10-18:30	Welcome speech and market briefing by the British Council
18:30-19:00	Talk on employment trend by an HR officer of a major corporation
19:00-21:00	Networking (interpreters ready)
21:00	End of programme

Cost

GBP 500+VAT including the following:

- Buffet dinner and drinks (beer) for two UK delegates per institution
- Staff cost and admin for programme book
- Invitations to local HE/school delegates
- Branding
- Venue

Timeline and Important Notes

- UK institutions wish to participate in this opportunity should notify Youngah Kim, the Education Manager (Youngah.kim@britishcouncil.org) of the British Council Korea by 15 September, 2017 and RSVP.
- Translation will be provided by British Council staff during the seminar to ease communication between delegates of two countries.
- Programme book with local institution contact info and description will be provided in advance to UK institutions.

