



# INTERNATIONAL EDUCATION SERVICES

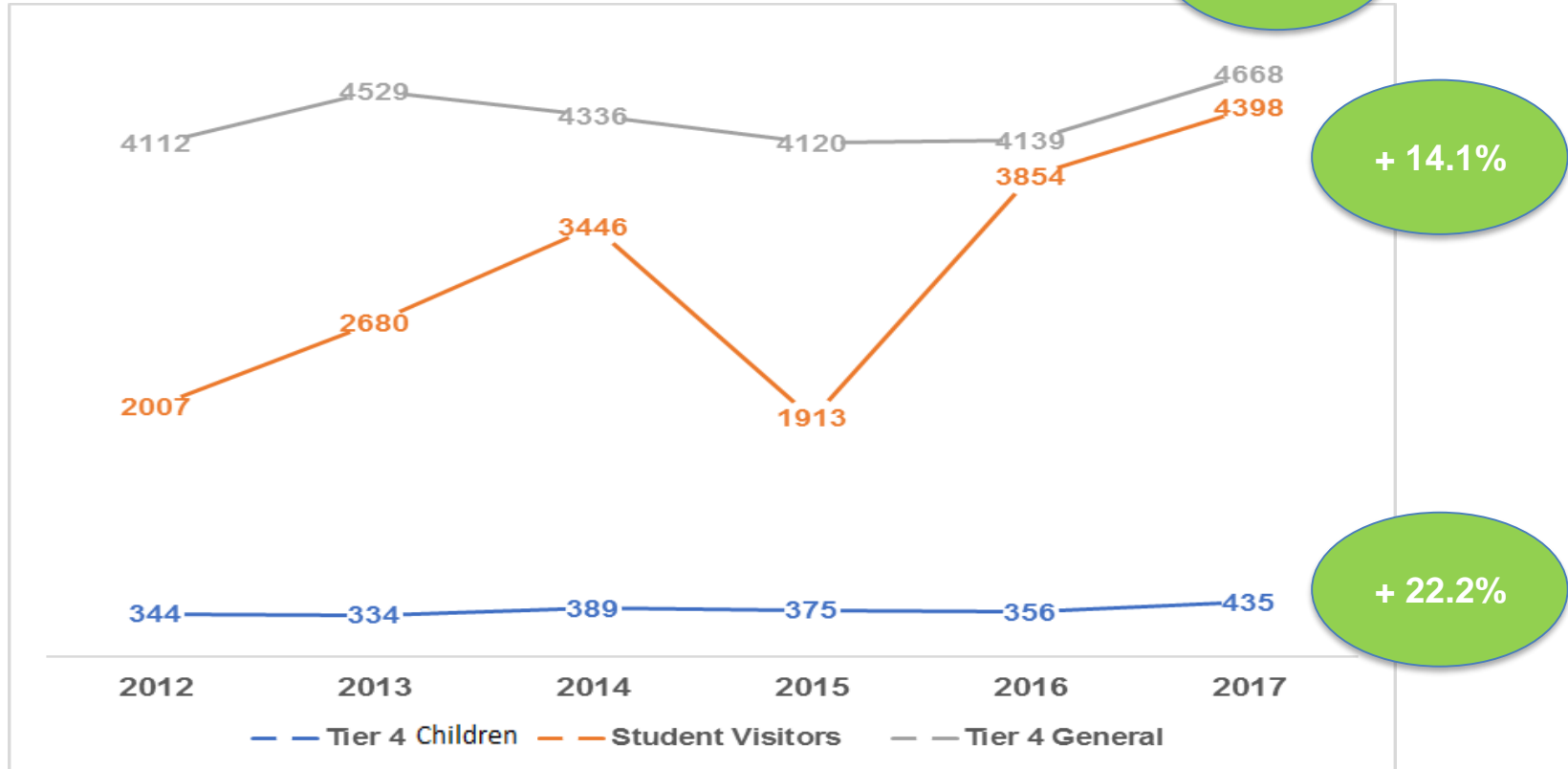
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## Market Briefing Study UK Mini Exhibition 2018 – Bangkok

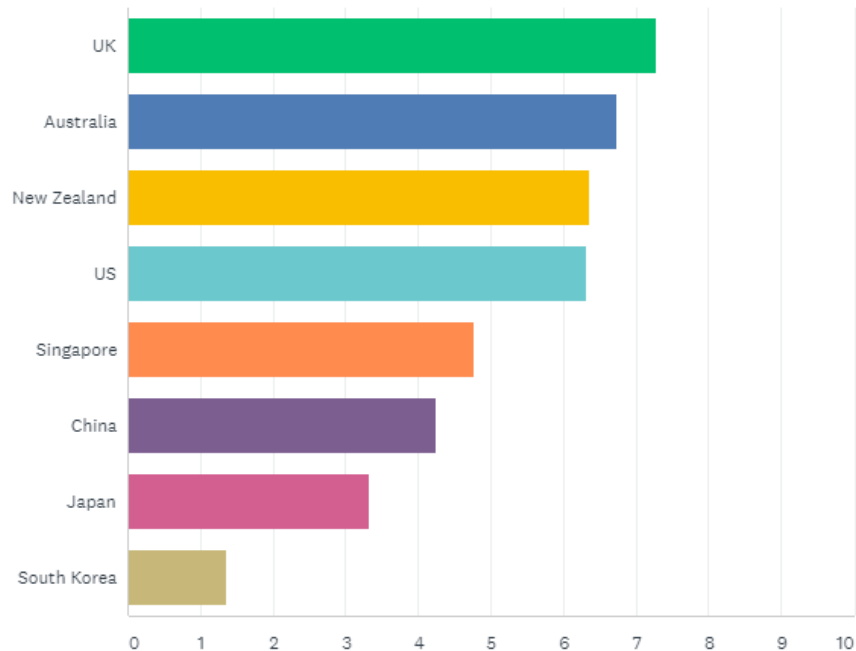
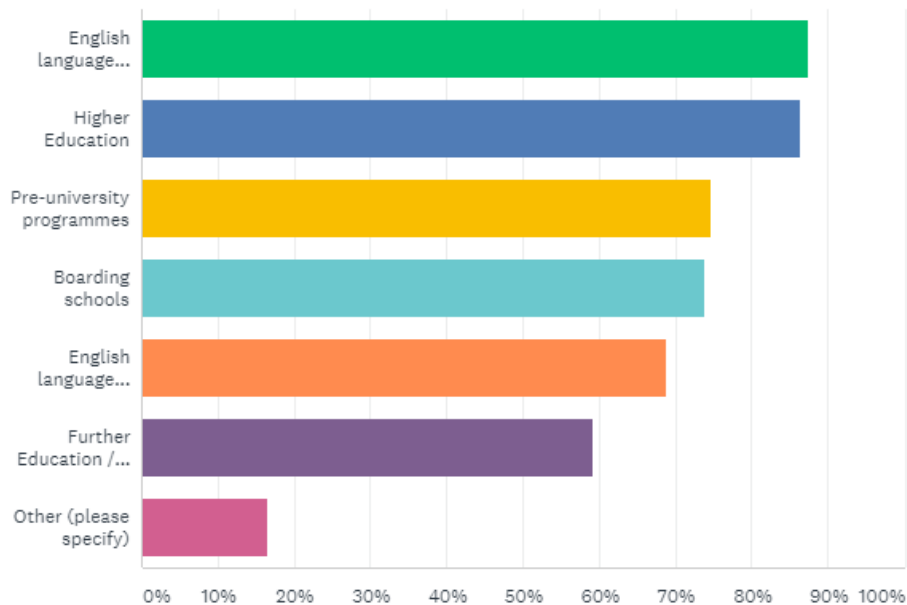
<https://education-services.britishcouncil.org>

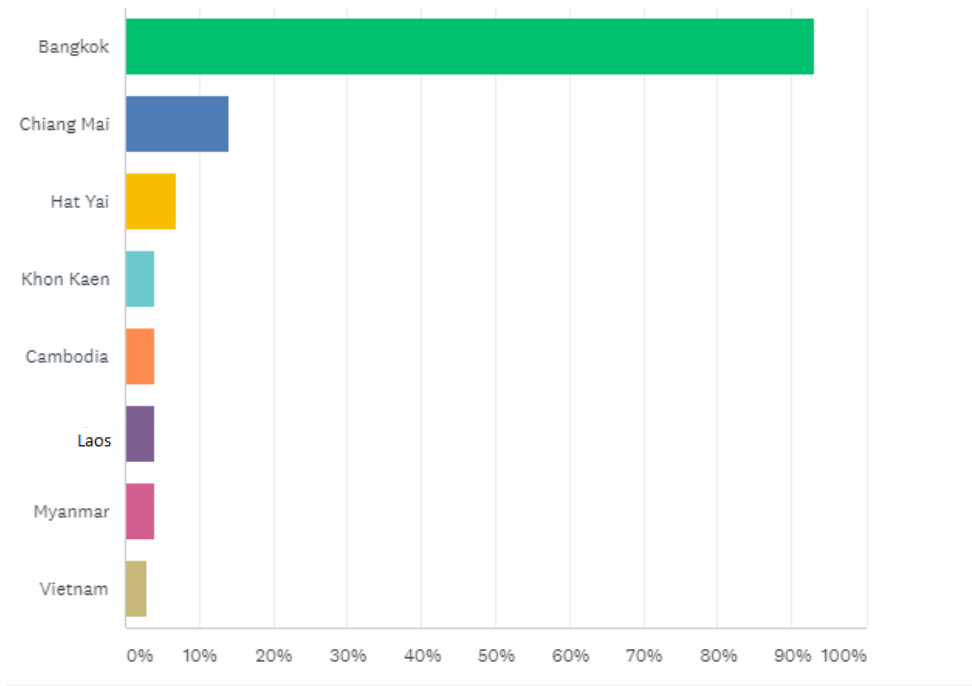
# Eight new trends and updates in the Thai market

# 1. The market is growing in all sectors



## 2. Agents in Thailand





### 3. New immigration rules



UK Visas  
& Immigration

#### The UK is simplifying the visa process for students



From 6 July, eligible Tier 4 visa applicants won't need to provide evidence of finances, previous qualifications, or English language ability when they apply.



Find out more [www.gov.uk/tier-4-general-visa](http://www.gov.uk/tier-4-general-visa)

## 4. Careers in high demand

1. Medicine (dermatology)
2. Software Engineering
3. Online Marketing
4. IT
5. Food Science
6. Science (beauty therapy and tourism)
7. Start-ups and E-commerce
8. Entertainment
9. Personal Tutor and Logistics
10. Accountants



Source: University of Thai Chamber of Commerce

## 5. New market opportunities

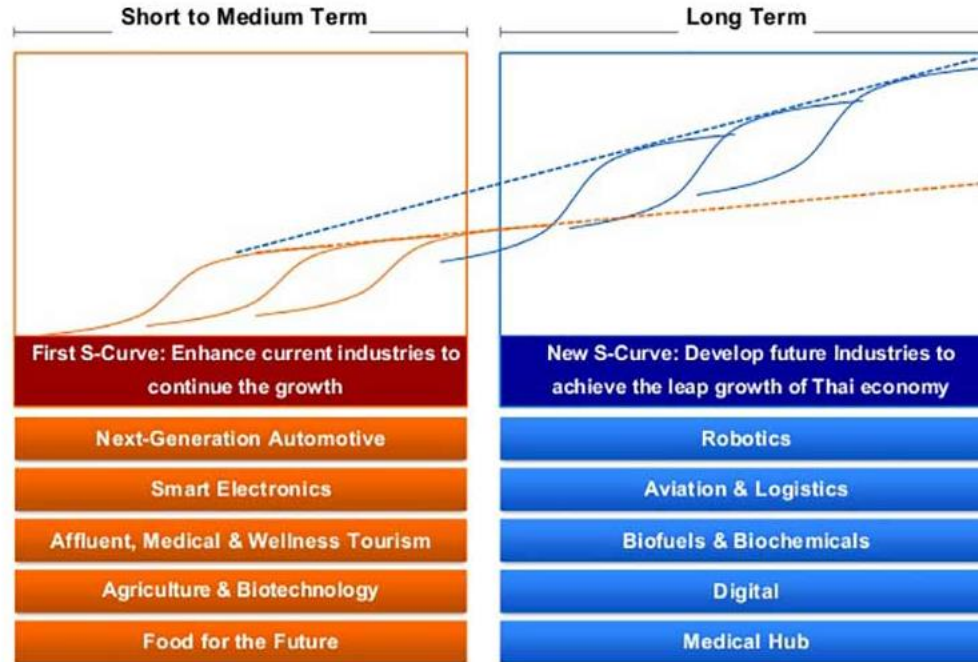
- Quality of education, English language, and international experience
- One-year master's degree remains a key selling point
- Internship or work experience preferred as part of the programme
- Growing undergraduate market
- English for specific purposes i.e. Aviation and Medicine



## 6. Thailand 4.0



# Priority areas



# Eastern Economic Corridor - EEC



<https://www.eeco.or.th/>



## 7. Opportunities in TNE

- The current mode of delivery is a double degree
- English programmes at Thai universities
- The Ministry of Education has announced plans to encourage “high potential overseas universities” to establish branch campuses in Thailand

## TNE Opportunities

- Top universities situated in Thailand 4.0 areas
- Located in the EEC or working in partnership with a public Thai university
- British Council – DIT TNE Mission for Thailand:
  - 16-19 October 2018

“กระทรวงนี้จะต้องสร้าง  
ความก้าวหน้าทางวิทยาศาสตร์  
เพื่อสร้างผลลัพธ์เชิงนวัตกรรม  
โดยการพัฒนาคอนแพนอคุมศึกษา”

ดร.สุวิทย์ เมษินทรีย์

รัฐมนตรีว่าการกระทรวงวิทยาศาสตร์และเทคโนโลยี

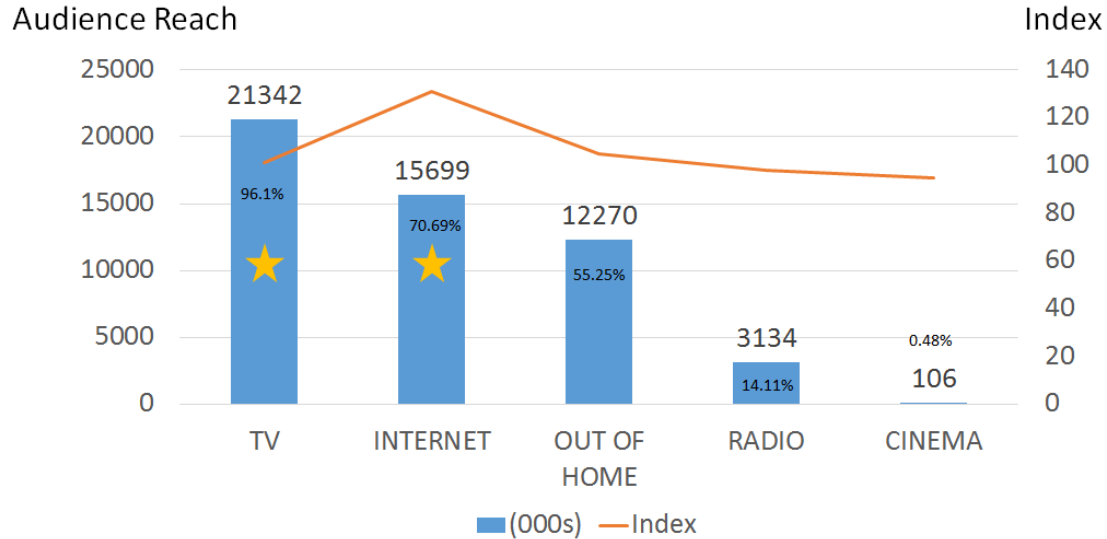
25 พฤษภาคม 2561

8. A new ministry is to be established in Thailand, merging science, research and higher education

# Promotional Campaign for Study UK Mini Exhibition

## Media Consumption Behavior

Target: 20-59 Bangkok Urban / Upper Middle





# TV PR News



# Digital campaign



British Council Thailand

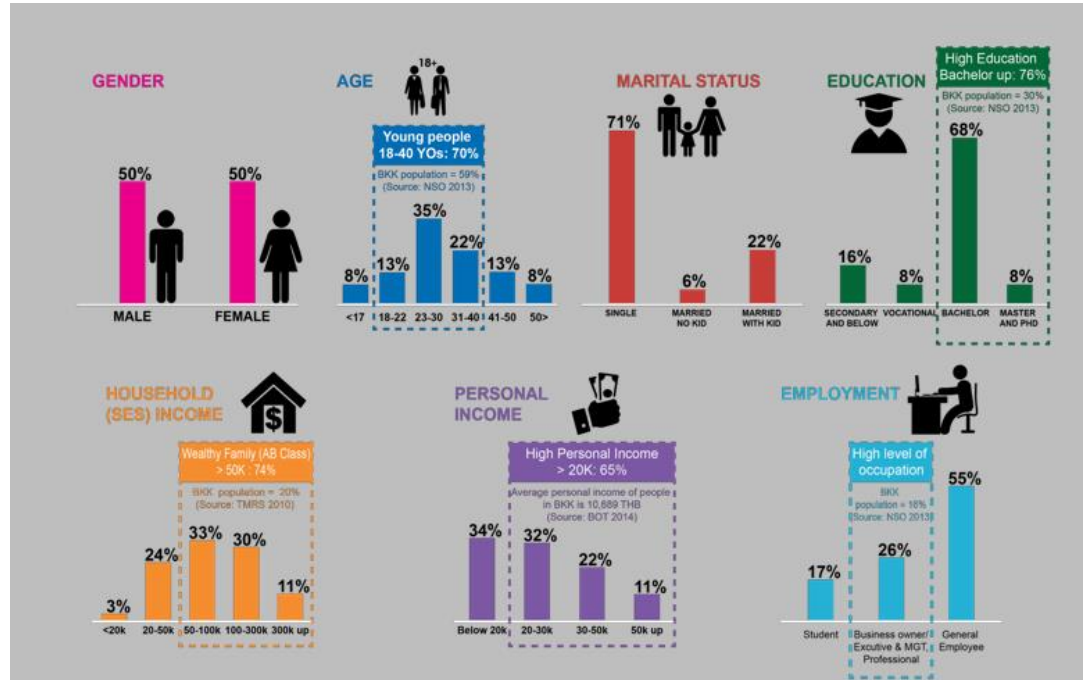
Published by Sprout Social [?]: 28 June at 15:00 · 🌐



กลับมาอีกครั้ง Study UK Mini Exhibition พบ 40 สถาบันการศึกษาชั้นนำ ข้อมูล  
ทุนการศึกษามากมาย เสาร์ที่ 7 ก.ค. นี้ ชั้น 22 โรงแรม Centara Grand at  
Central World เข้างานฟรี <http://bit.ly/2MslQaR>



# Promotional Campaign – BTS Sky Train



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