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EVENT DETAILS

The British Council Vietnam would like to invite UK Business and Management Schools to participate in the **UK Business Schools Mission – Vietnam March 2019**.

OBJECTIVE


The event aims to help participating UK Business and Management Schools (UK B&M Schools) showcase the excellence of UK business and management education to prospective Vietnamese undergraduate and postgraduate students, generating leads to student recruitment.

The event also aims to provide opportunities for participating UK B&M Schools to establish relationships with local academic contacts from business universities, research institutes, executive education organisations and professional bodies. This will enable them to explore partnership opportunities including curriculum development, student and academic exchange, research and TNE development.

EVENT FORMAT

The event will focus on academic lecture tours for profile raising, combined with student recruitment elements and partnership exploration opportunities. Key activities include:

- Introductory lectures to high-school students, followed by individual counselling

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- Academic lectures to undergraduate/post-graduate students and/or academic staff at universities and executive education/research institutes
 - Public seminars followed by individual counselling
 - Partnership discussions with local faculties and researchers
 - Market briefing and networking events with an introduction to the UK-Vietnam Higher Education Partnership Fund.

Participating UK B&M schools are requested to send an academic who can deliver a business lecture and a member of their partnership team. Ideally, they should also bring a staff member from their international office to conduct student counselling at public seminars and any necessary follow-up activities.

Participating UK B&M schools are advised to nominate academics from the suggested business and management specialisations below. These are sought after by the human resource departments of local employers and are also of international partnership interest to local institutions in Vietnam:

1. International Business Management
2. Logistics and Supply Chain Management
3. Sales and Marketing
4. Finance and Banking
5. Tourism and Hospitality management

In parallel with academic lectures at universities, visits to research institutes will be arranged for UK B&M schools, based on research needs identified by UK academic staff.

The market briefing and networking events will be a value-added element of the programme. In Hanoi, the networking event will be organised at the Ambassador's Residence. Market briefs will cover the following content:

- Vietnamese student mobility in business education – by IES team
- Partnership opportunities with Vietnam business schools – by a representative from a leading business school (tentative Foreign Trade University Hanoi)
- Introduction about VN-UK Higher Education Partnership Fund 2019-2020 – by IHE team

The market brief will be followed by a networking opportunity with selected schools, business universities and research institutes. Representatives from some professional associations will be also invited to the networking event, including:

- Association of Logistics
- Vietnam Banks Association

- Vietnam Marketing Association
- Academy of Finance

DATES & DESTINATIONS

Dates: 18 – 22 March 2019

Venue: Hanoi and Ho Chi Minh City

TENTATIVE PROGRAMME

Date	Time	Activities
Hanoi		
Mon. 18 Mar	AM	Arrival in Hanoi
	PM	Market briefing
	Evening	Networking dinner at Ambassador's Residence
Tue. 19 Mar	All day	Academic lectures & partnership discussions at universities/ schools/ research institutes
	17:30 – 20:00	Public seminar followed by individual counselling
Wed. 20 Mar	All day	Academic lectures & partnership discussions at universities/ schools/ research institutes
	Evening	Flight to HCMC
HCMC		
Thu. 21 Mar	All day	Academic lectures & partnership discussions at universities/ schools/ research institutes
	Lunch	Networking lunch
Fri. 22 Mar	All day	Academic lectures & partnership discussions at universities/ schools/ research institutes
	17:30 – 20:00	Public seminar followed by individual counselling

ACTIVITIES DESCRIPTION

Activity	Format	Purpose	Target audience
1. Higher Education	<ul style="list-style-type: none"> • Academic lectures providing in-depth knowledge; 	<ul style="list-style-type: none"> • Partnership; • Master and 	<ul style="list-style-type: none"> • Academics; • Researchers;

institution visits	<ul style="list-style-type: none"> • <u>Meetings</u> with local academics and international partnership staff to explore common research interest and collaboration possibilities. 	PhD student recruitment	<ul style="list-style-type: none"> • UG students at elite universities;
2. School visit	<p>Visits will be brought to international/ bi-lingual schools at which students are studying A-level or foreign curriculum. Activities should be in the format of “demo class” or an inspiring talk focusing on basic principles in business and management study. Institutional introduction and Q&A will be followed.</p>	<ul style="list-style-type: none"> • Profile raising to prospective UG students 	<ul style="list-style-type: none"> • Students at international/ bi-lingual/ elite local schools
3. Public Seminar	<ul style="list-style-type: none"> • <u>Short presentation</u> to promote the excellence of UK Business and Management education; • <u>Panel Q&A</u>; • Individual <u>counselling</u> and <u>interviews</u>; • Brief institutional introduction on slideshow during registration (<i>key academic strengths and selling points</i>). 	<ul style="list-style-type: none"> • Profile raising • Recruitment 	<ul style="list-style-type: none"> • PG & UG students; • Young professionals;
4. Networking event	<ul style="list-style-type: none"> • <u>Catering</u> and <u>making contacts</u> with local contacts in business and management study 	<ul style="list-style-type: none"> • Networking 	<ul style="list-style-type: none"> • Faculties, staff at international offices, UK alumni

NB: Depending on the lecture abstract, the British Council will arrange for the UK participants to visit the relevant local institutions.

MARKETING & COMMUNICATION

Target audience

- Vietnamese students at international bilingual schools interested in studying business and management - related subjects abroad at undergraduate level
- Vietnamese students at business universities who are interested in studying business and management-related subjects abroad at master level

- Vietnamese young professionals working in business fields looking for enhancing their career prospects by studying business and management-related subjects abroad at postgraduate level (both master and PhD)

How we will reach them

The programme has two student-facing activities which will use different communication channels:

1. Academic lecture tour to schools and universities:

Main communication channels include working directly with international relation departments of selected schools and universities to arrange for appropriate groups of students to attend these lectures.

Institutional handbooks, biographies of academic staff and lecture abstracts will be distributed to students before the lecture tour.

2. Public seminar:

The promotion campaign will include both off-line and online channels. To ensure a targeted marketing approach, we will promote the event in media channels specializing in business content such as *The Businessmen* and *Forbes Vietnam*. We will also advertise in their multiple communication channels (print, e-magazine, Facebook, forums).

DESIRED OUTCOME

- 10,000 to be reached digitally
- 600 students reached via lecture tours
- 300 visitors to public seminars

PARTICIPATION FEE

Participation fee for the whole event in Hanoi and Ho Chi Minh City	£2,800 exclusive of VAT
Hanoi	1,500 exclusive of VAT
Ho Chi Minh city	1,300 exclusive of VAT

Participation fee includes	
Venue hire	Venue rental for public seminars and logistics support at local hosting institutions.
Advertising/ PR Campaign	<ul style="list-style-type: none"> ✓ Press release ✓ Viral marketing

	<ul style="list-style-type: none"> ✓ Newspapers and magazines advertising ✓ E-marketing campaigns to education contacts ✓ Education UK brochures for visitors
Catering	Food and drink for two networking events in Hanoi and HCMC
Inner city transport	Transfer for institutional visits will be arranged by the British Council
Market briefing	Market briefing is included in the pre-event briefing which takes place in Hanoi
Interpreters (if necessary)	Interpreters who are usually UK alumni in the relevant area will be arranged for individual counselling at <u>public seminars</u> where parents may also attend with their children. Participating UK business schools should inform the British Council if interpreters are required or not.
Discounted hotel rates	A number of hotels with British Council corporate rates will be provided in the event handbook. Participants are expected to make their own bookings and payment directly with the hotels.
Management fee	Covers programme planning, coordination, comprehensive briefings for the participating UK business schools, logistical support during the events

NB: The participation fee will not cover international or domestic travel, accommodation, subsistence or freight.

HOW TO APPLY

Application should be made via the International Education Services website at: <https://education-services.britishcouncil.org/exhibition/study-uk-business-schools-mission-vietnam-march-2019> or contact Study UK helpdesk at studyuk.events@britishcouncil.org.

Deadline for application: **Friday 22 February 2019**

CANCELLATION POLICY

Cancellation fees will be charged for withdrawal from this event, as of the date of receipt of notice of withdrawal via email to the contact point below:

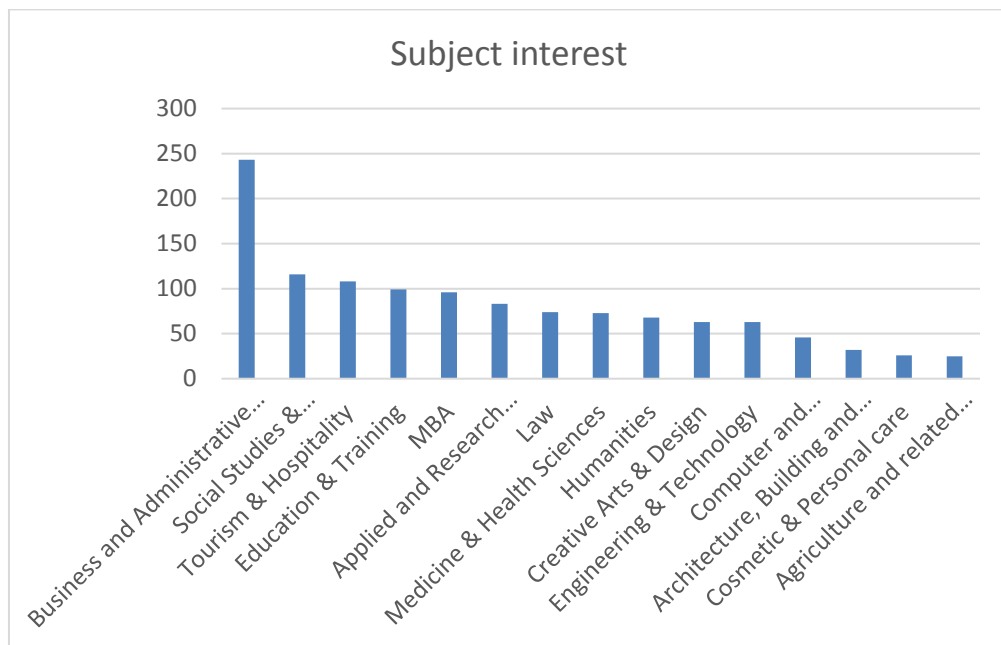
- At 50 per cent of the full cost for withdrawals received on or after **8th February 2019**
- At 100 per cent of the full exhibition cost for withdrawals received on or after **22nd February 2019**

MARKET CONTEXT

High interest of Vietnamese students in Business and Management study

According to a VN MOET report on the school year 2016-17, Business and Management is the second most popular subject area among Vietnamese students at HE level and the third top subject area in the number of new training programmes opened by local universities in the year.

A report of Study UK Vietnam Exhibition in October 2018 showed that Business is the top subject of interest among Vietnamese students when considering study abroad. Tourism & Hospitality management and MBA are also in the top 5.



(Source: Visitors Report – Study UK Vietnam Exhibition – October 2018)

High labour market demand from employers in business fields

According to the Centre of Forecasting Manpower Needs and Labour Market Information HCMC (FAMIL HCMC), in the period from 2018-2020 until 2025, Ho Chi Minh City alone will need 84,150 skilled workers in the fields of Business, Finance, Banking, Law and Administration, of which 24,000 will be needed in marketing services; 39,000 in trading; 15,000 in finance and banking; and 27,000 in tourism.

Business and Management are the most popular subject in TNE activities

According to the latest MOET report on VN TNE landscape, 60 per cent of the total 526 active TNE programmes in Vietnam are in business and management.

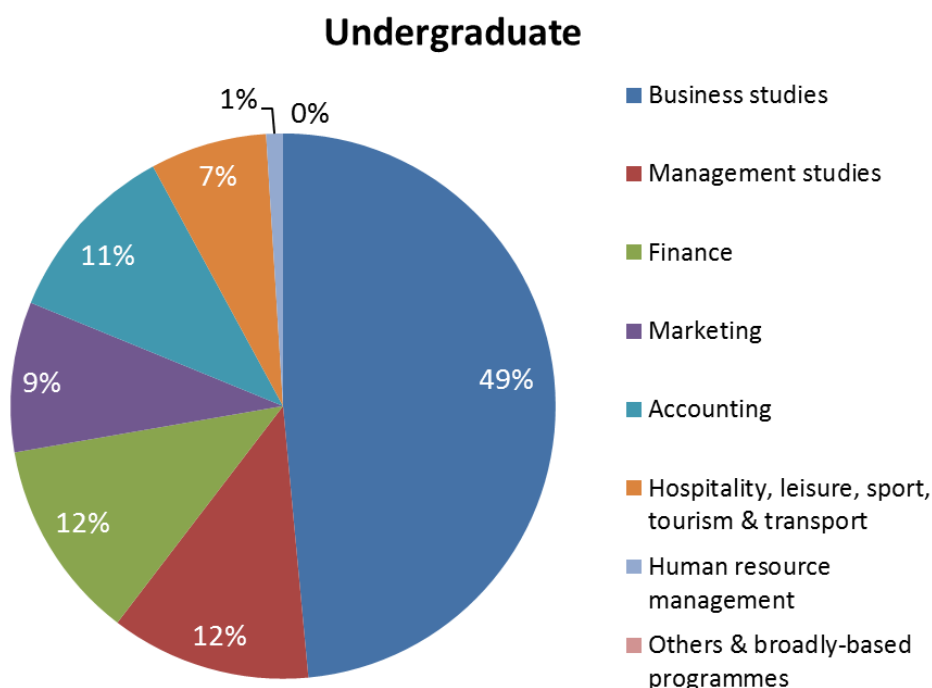
Vietnamese universities are now looking for TNE programmes in business and management specialists such as digital marketing, logistics and supply chain management, international business management, and tourism management.

Business and Management are top choice of subject area among Vietnamese students at UK HEIs

According to the latest data (2016-17), 2,285 Vietnamese HE students are attending business & administrative courses in the UK. This is almost double the number five years ago, with an average annual growth rate of 13.5%. Vietnamese students on business & administrative studies courses account for nearly 60% of the total Vietnamese students in the UK. This proportion has been increasing over the last few years.

A slight majority (52%) of Vietnamese business students in the UK are studying postgraduate taught programmes (i.e. Master degrees), while most of the rest (42%) are on first degree (bachelor's) courses.

Within the overall Business & Admin field, the top subjects are Business Studies, Management Studies, Finance and Marketing.



(Source: Vietnam HE student enrolment in the UK - HESA – 2016/17)



INTRODUCTION ABOUT UK-VN HIGHER EDUCATION PARTNERSHIP FUND (UK-VN HEP)

In 2018 and 2019, the British Council in Vietnam is allocating seed funding grants ranging from £30,000 to £60,000 each to support collaborative partnerships between UK and Vietnam HEIs.

This will:

- Build capacity of Vietnam HE leaders including rectors, vice rectors, and deans, enhancing the quality of teaching, strengthening institutional management capacity and providing opportunities for the UK sector to engage with Vietnam's HEIs
- Develop a sustainable network of HE partnership between universities and industries in Vietnam, countries in the region and the UK, to address relevant national and global issues on employability and innovation, engagement with communities and regional mobility
- Develop TNE partnerships on quality programmes aiming at strategic regional synergy on QA, credit transfer and mobility
- Boosting international capacity and quality delivery of Vietnamese universities through partnering with UK universities to promote policy dialogues, academic exchange, student mobility and qualification recognition and accreditation.

Benefits to participating in UK-VN HEP FUND:

- provide the UK greater access to the HE market in Vietnam
- position the UK as preferred education and research partner and strengthen its reputation as world leader in HE
- boost research, innovation and academic opportunities for the UK university sector
- grow UK international education exports
- ensure the UK is building a competitive and sustainable long-term partnership with Vietnam.

Scope of the UK-VN HEP FUND:

The UK Vietnam HEP initiative will focus on four prioritised strands:

- Leadership and Governance
- Research and Mobility
- TNE partnership and Quality Assurance
- University Industry links



CONTACT POINT

Ta Thi Hong Lien

Senior Education Services Manager

Tel: +84 4 3728 1931

Email: lien.ta@britishcouncil.org.vn