



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Europe

Yavuz Yilmazoglu, British Council
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SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Turkey: Doing business in Higher Education

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Turkey: Doing Business in HE

What sort of a market we are talking about?

Turkey: Doing Business in HE

- World's 18th and Europe's 7th largest economy
- Ambition:
 - Becoming World's 10 largest economies by 2023 (Vision 2023)
- 145,000 Turkish entrepreneurs operating in Europe
- Two-thirds of Turkey's overall FDI comes from the EU
- Investment base for European businesses
- EU's sixth biggest trade partner - as of 2011

Turkey: Doing Business in HE

- EU negotiations since 2005
- Strategic location between East and West
- European and Middle Eastern profile



Graphic: <http://www.smm.org>

Turkey: Doing Business in HE

- Population 80M
 - Highest youth population and 4th largest labour force compared to EU-27 countries
- 50% under the age of 29
- Labour force population 27M
- Emerging high-growth market / CIVETS*
 - in 2011 8.5% growth rate**
 - in 2012 4% growth rate expected**



*The Economist has recently coined the term 'CIVETS': Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa

**Source: Economist Intelligent Unit

Turkey: Doing Business in HE



Technology Facts

- ICT sector is a fast growing sector
 - 2005-2010 14% per annum
- 50M + internet users
- In 2011 seconded India in e-commerce growth
- 31M Facebook users
 - World's 7th

Turkey: Doing Business in HE

Shining Sectors

- Energy
- Tourism
- Retail
- Textile
- Agriculture



Turkey: Doing Business in HE

How is it translated into Education in Turkey?

Turkey: Doing Business in HE

- Internationally aware labour force
- Development of competitive skills for better employment
- Internationally recognised skills and qualifications
- Language, particularly English
- Development of Entrepreneurial skills

Turkey: Doing Business in HE

- Currently 168 universities
 - from 2003 to 2011 growth rate is 114%
- New HE law is underway
 - International element

And;

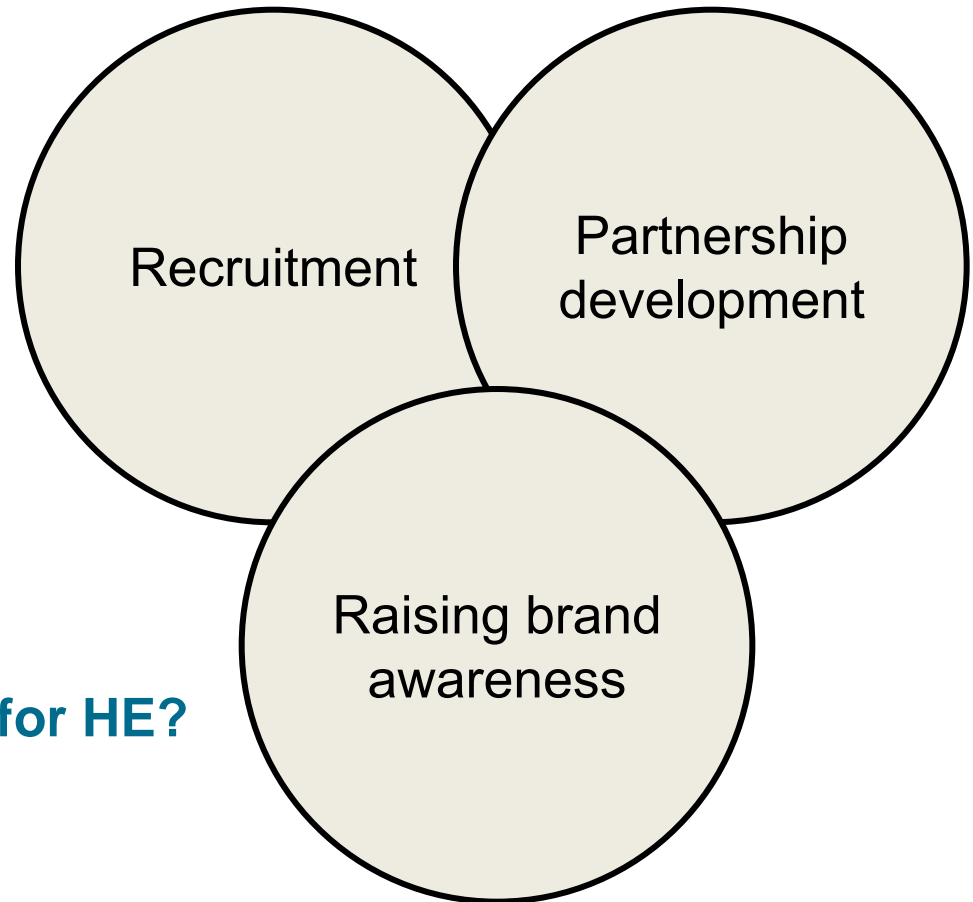
- 1.9 million students sit exam in 2012

Placement Figures	
4-Year Programme	360.000
2-Year Programme	290.000
Open University	225.000

Year	Number of applications for University Entrance Exam
2010	1.512.519
2011	1.692.144
2012	1.895.479



Turkey: Doing Business in HE



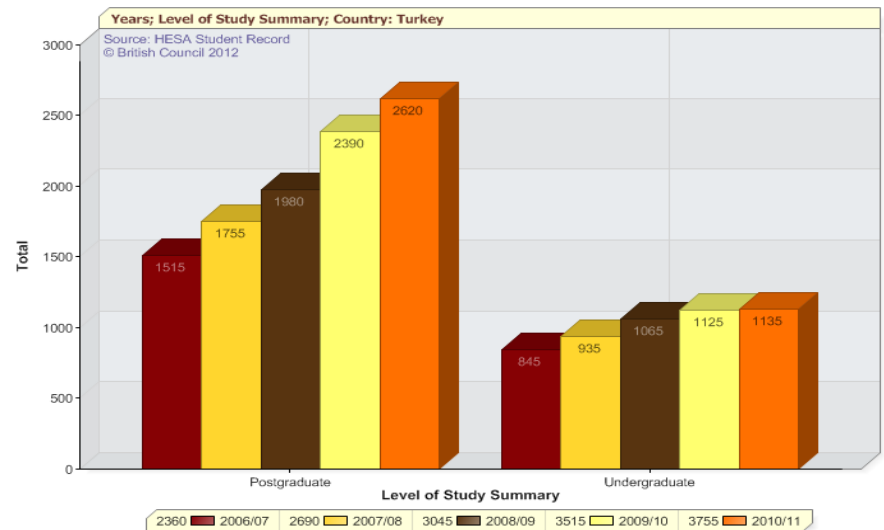
What are the business strands for HE?

Turkey: Doing Business in HE

Recruitment

- Overall 6%
- Undergraduate 1%
- Postgraduate 9%

Level of study summary	2008/09	2009/10	2010/11
Postgraduate	1980	2390	2620
Undergraduate	1065	1125	1135
Total	3045	3520	3755

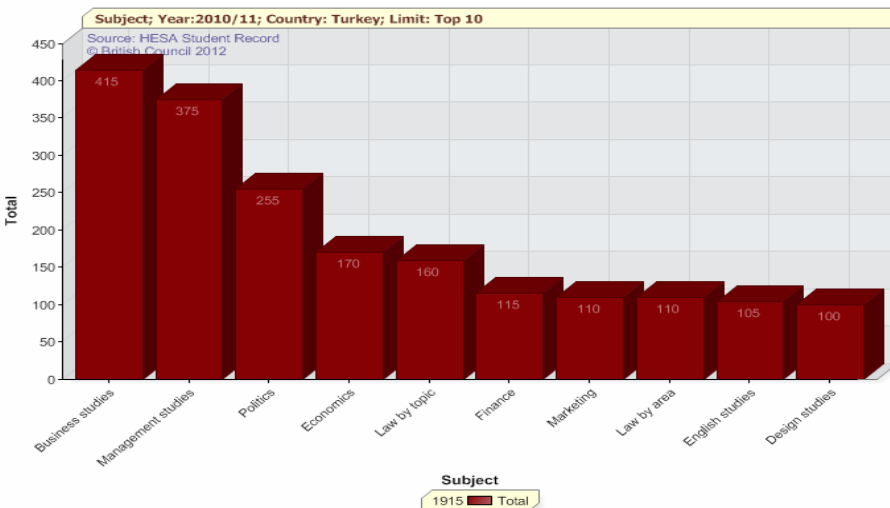


Popular Subjects

- Business Administration & Management
- Politics and Economics
- Marketing & Finance

Emerging subject(s)

- Art & Design



Turkey: Doing Business in HE

Raising Awareness

- Sample Master Classes by UK lecturers
- HEI-specific or generic UK Education seminars
- Visits to major high schools and TR universities



Turkey: Doing Business in HE

Partnerships

- Knowledge Partnership Initiative
 - British Council UK-Turkey HE-Industry Partnerships
- TUBITAK funds for research with international element
- Dual-Joint Ventures with individual HEIs
- TNE opportunities with the New HE Law, but...



Turkey: Doing Business in HE

Is it easy to do business in Turkey?

Turkey: Doing Business in HE

- Ranks **71st/185** according to the Ease of Doing Business Rank*
- Starting a business takes an average of **6 days**

the World average 30.6 days
OECD average 12 days**



*World Bank

**UKTI 2011

Turkey: Doing Business in HE

- Patience & Long-term commitment
- Personal relationships are critical
- Establishing brand and key products essential
- Working with UK education advisors (counselors, agents & universities)
- Working with strategic partners e.g. British Council
- New ways of reaching the audience
- Working with local HE institutions – Institutional Partnerships



Turkey: Doing Business in HE

To pursue the opportunities for HE and FE Sectors with British Council...

- Working with UK alumni on **Linked in**
- Virtual Exhibition
- Direct marketing tools
- Market Briefing webinars and F2F Meetings
- Partnership Brokering and Consultancy

Contact us

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Thank you...





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Vocational Education in Spain: Pathway to UK Higher Education

A new market: is the UK well positioned to respond?

Carolina Jimenez

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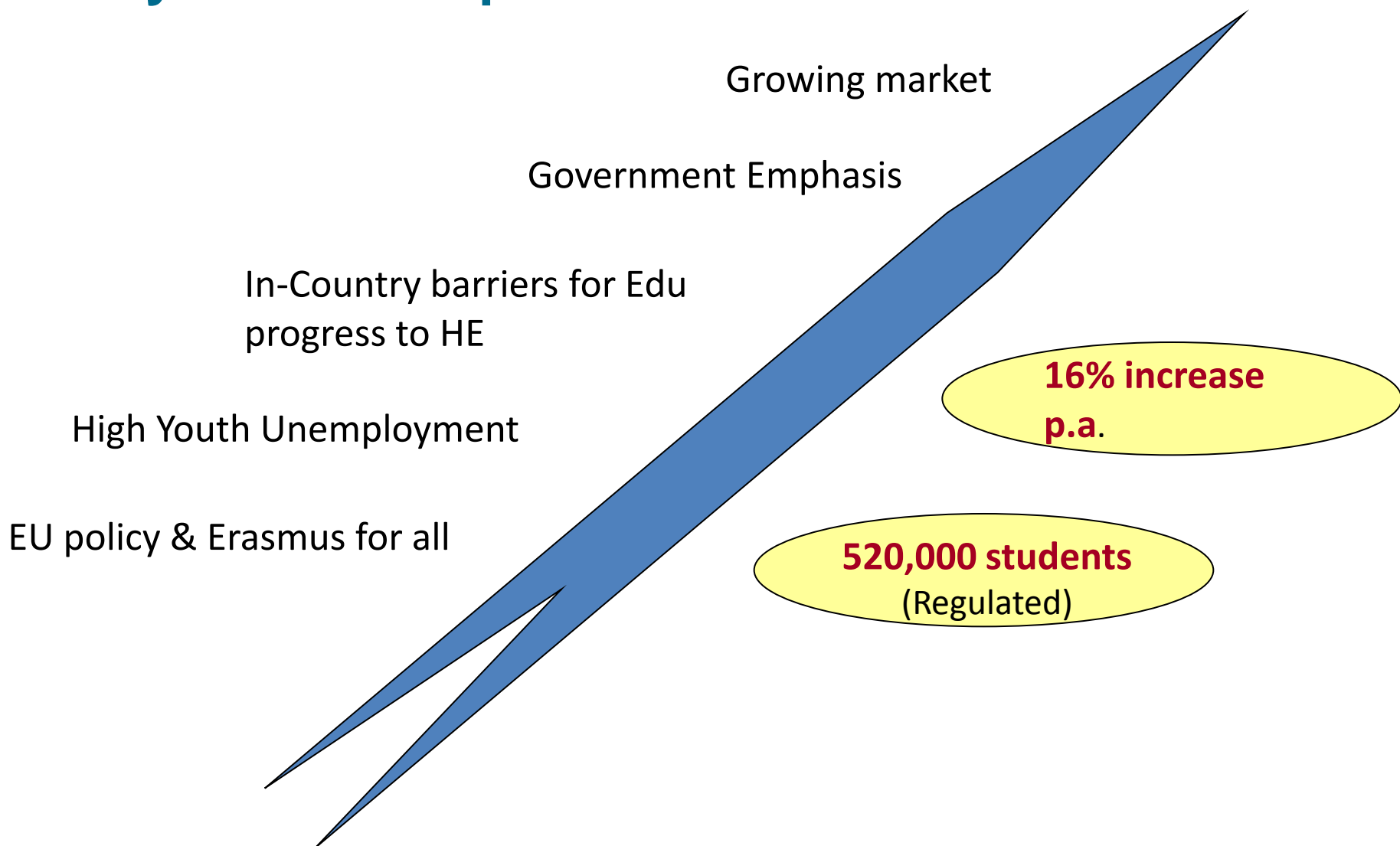
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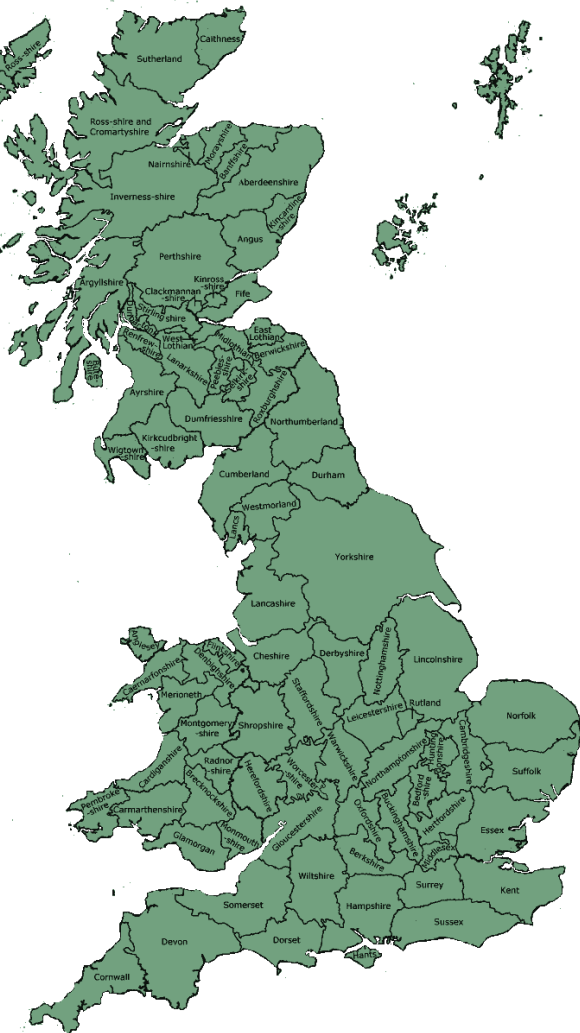
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Why is VET & Spain a market?



What makes the UK an attractive destination?



English

Reputation and International Recognition

The enormous variety of top-up and Foundation Courses

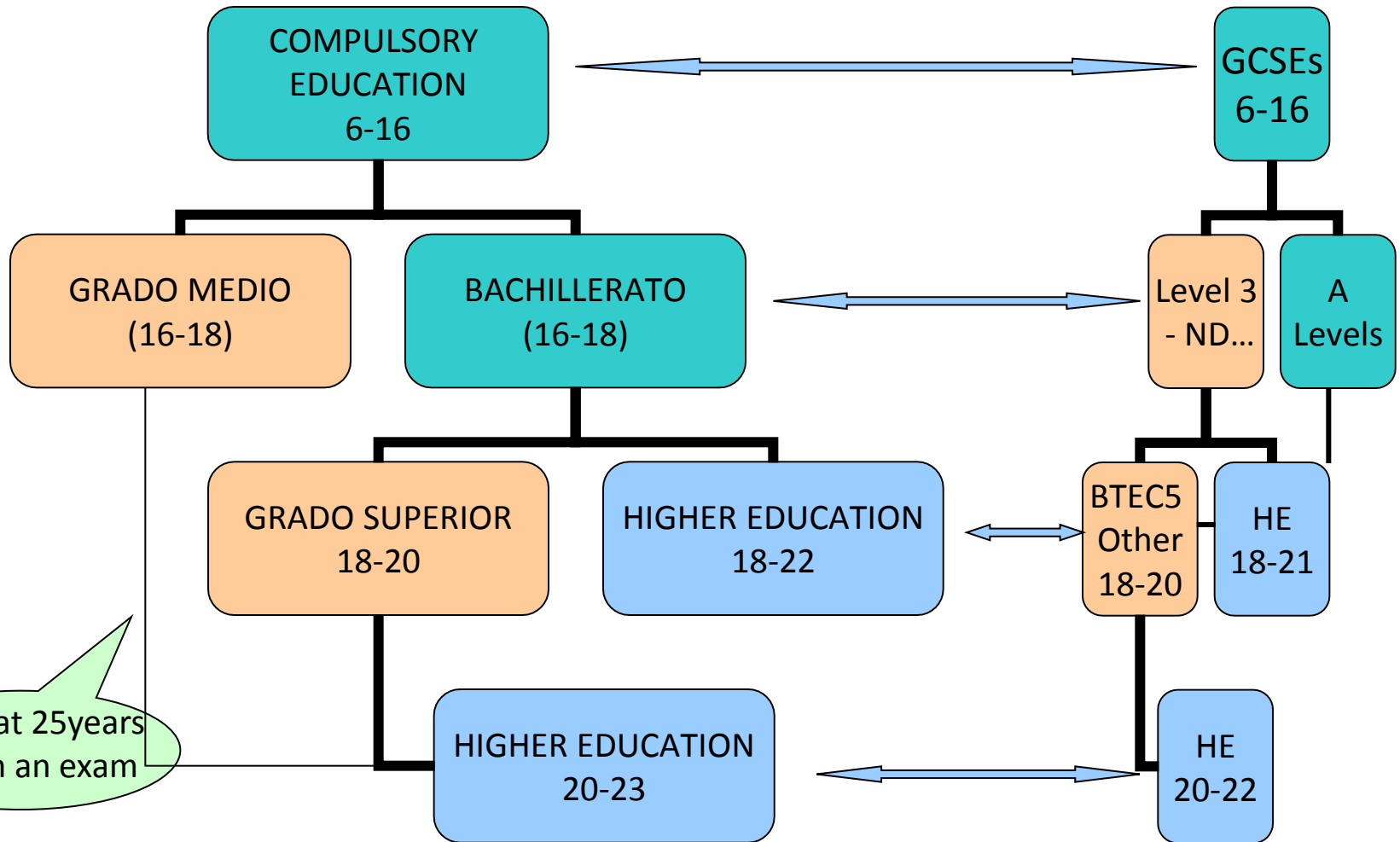
The flexibility of the system, the availability of progress routes from VET to University

The strong links between UK and Spain (commercial, tourism, other)

The existence of TNE models in operation

The acceptance of students with Bachillerato (and without Selectividad)

Spanish Secondary (and VET) Education at a glance



24 VET Families in Spain

Business & Administration

24 families

Agriculture
Graphic Design
Marketing
Personal Image
Civil Engineering & Building
Food Industry
Wood, Furniture & Cork
Electricity and Electronics
Energy and Water
Security and Environment
Mechanical Mining Industry
Hospitality
Social Work
industry maintenance
Medicine
ICT
Video and
Sound
Fishing
Textile
Transport and car
Tourism and
Glass and Ceramics
Infrastructure Maintenance

<http://todofp.es/todofp/formacion/que-y-como-estudiar/oferta-formativa/nuevos-titulos/curriculos-ministerio-educacion.html>

A bit on market research

600 centres (vocational and further)

- Competition - varied
 - No-selectividad
 - **Business/Labour oriented**
 - **English** is KEY.
- Generally specialised



Centre profiles

Private	Public
Highly focussed on specific subjects, offering all types of programmes (Medio, Superior & other), on-line & F2F	Only offer 1-2 “families” Also offer Bachillerato and ESO Direct tuition
Mostly offer non-regulated with some (1-4) regulated offer. On-line and F2F.	Specialist centres, offer a wider variety. On-line and F2F
Mostly offer PG/Master, based on business recognition and reputation. Include some VET (Higher level) programmes.	ERASMUS for all not yet sufficiently known


Existing TNE models with Spain



Validation or franchise (U. Wales)



**Spanish qualif (non-degree)+
top-up in UK**



**Spanish qualif (Univ) + top-up in
UK**



UK qualif in Spain + top-up in UK



**Joint or double degrees (all types of
articulation)**

Issues for consideration

1. Recognition
2. Choosing centre
3. Consider business allies
4. How to start?

BC Direct Marketing support:

- Introducing VET offer to Agents
- Centres Research & intro
- Research & Intro to Business

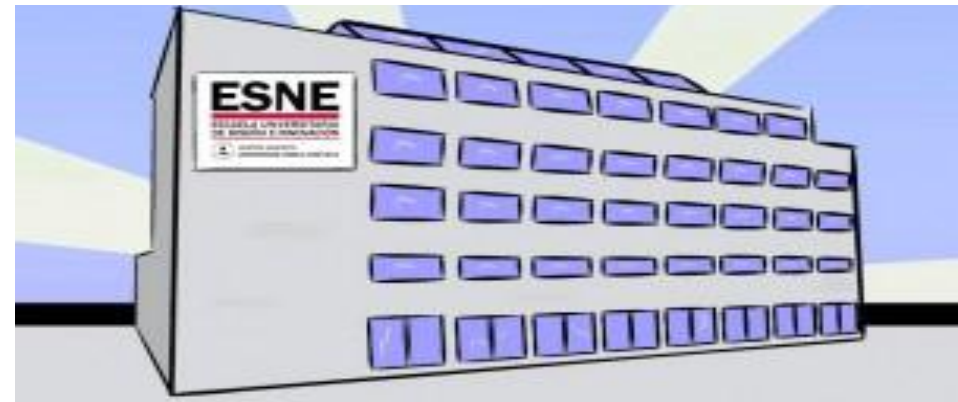
CEV (Sound and Video – Cinema)

HND + Essex Univ + Spanish University



ISMET (DESIGN)

BTEC 5 + Essex Univ or Spanish University



Policy Shifts and the importance of VET in EU

*Brussels, 23 November 2011 - Up to 5 million people, almost twice as now to benefit of study or train abroad with a grant from Erasmus for All, now including HE & **vocational students**. The seven-year Erasmus for All programme, which would have a total budget of €19 billion, is due to start in 2014.*

05.09.2012 – all newspapers

*Chambers of Commerce (Spain and Germany) sign a collaboration agreement to push for dual training on VET programmes. “**Las Cámaras de Comercio alemanas y españolas ayudarán a implantar en España la Formación Profesional Dual**”*



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Thank you

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Questions