

IES PAKISTAN – EVENT CALENDAR SOUTH ASIA 2019-2020

Market background – higher education

- Over 50,000 Pakistani students studying abroad
- Over 5,500 studying in UK in 2016/17, the second most preferred destination for students wanting to study abroad
- Predominantly a PG market (56.5%) with increase in UG numbers over the last few years
- Pakistan – UK Education Gateway has been signed and will encourage collaboration and TNE opportunities
- For postgraduate students from Pakistan in the UK are business and administrative studies (one third of total enrolments), engineering and technology, and social studies
- For undergraduates, business and administrative studies, engineering and technology and law are popular subjects
- Ninety per cent of undergraduate students and two thirds of postgraduate students in 2016–17 were self-funded
- A range of scholarship options for students including some from the government

British Council Pakistan IES Team:

Saman Imtiaz, Head Study UK IES - Saman.Imtiaz@britishcouncil.org.pk

Haroon Rashid, Manger Study UK IES - Haroon.Rashid@britishcouncil.org.pk

Tooba Iqbal, Manger Study UK IES - Tooba.Iqbal@britishcouncil.org.pk

Jawad Khan, Manger Study UK IES - Jawad.Khan@britishcouncil.org.pk

IES PAKISTAN – EVENT CALENDAR SOUTH ASIA 2019-2020

Activity	Date	Location	Audience/s profile	Indicative prices (£) +UK VAT
Study UK Connect 1	July/August 2019	Scotland, UK	Familiarization visit for UG or above level students from Pakistan to UK	In accordance with services agreement
Study UK Connect 2	TBC	UK	Familiarization visit for UG or above level students from Pakistan to UK	In accordance with services agreement
Study UK Week	September 2019	Lahore Islamabad Karachi	Students from O/A level schools and universities in Pakistan Pakistani student counsellors and influencers	A range of activities from GBP 250 to GBP 900 <i>Institutions may choose between Digital, Face-to-face activities and student focussed competitions</i>
Study UK Exhibition Tour 2019	October 2019	Lahore Islamabad Karachi	Students for all levels, parents, career advisors, agents, consultants, education professionals	Book cities of your choice Karachi - GBP 1650 Islamabad - GBP 1800 Lahore - GBP 1750
Study UK Agents Engagement Session	November 2020	Lahore Islamabad Karachi	Local agents and, representatives of local educational institution who work on students admissions and application for universities abroad	GBP 120/ Agent and GBP 100/ School Counsellors (TBC)
Study UK Campus Drive	January 2019	Lahore Islamabad Karachi	Students and student counsellors on campus, career advisors, education professionals	Two twin city package - GBP 1500 Three Twin City Package - GBP 2300
Study UK Counsellors' Symposium	February 2020	Karachi	School counsellors, student counsellors, career advisors, agents, consultants, education professionals	One-hour speaker sessions - GBP 750 3 slots available only 1 lunch sponsorship - GBP 1100
Subject Missions (Business and Management, Finance, Economics)	February 2020	Lahore	Students and faculty at local HEIs in Pakistan	3 masterclasses and faculty interactions at GBP 600 (TBC)
Study UK Connect 3	February/March 2020	UK	Familiarization visit for UG or above level students from Pakistan to UK	In accordance with services agreement

*There could be minor changes to this calendar, which will be informed to UK HEIs

IES PAKISTAN – EVENT CALENDAR SOUTH ASIA 2019-2020

Activity	Date	Location	Audience/s profile	Indicative prices (£) +UK VAT
Study UK PG Campus Drive	March 2020	Lahore Islamabad Karachi	Students and student counsellors on campus, career advisors, education professionals	Two twin city package - GBP 1500 Three Twin City Package - GBP 2300
Study UK Magazine	March 2020	Nation-wide	Students, school counsellors, student counsellors, career advisors, agents, consultants, education professionals	Advertisement spots in the annual Study UK magazine circulated widely in the education sector: schools, counsellors offices, libraries, education consultants and education professionals.
Web seminars by academics	All year round	Pakistan	Students for all levels	___ ----- per session (TBC)
Study UK Digital offer	All year round	Pakistan	Students for all levels	Cost will be in accordance with the services availed: Facebook campaigns, E-shots, Webinars

*There could be minor changes to this calendar, which will be informed to UK HEIs