

POST-EVENT REPORT

**Study UK Fair Malaysia
Kuala Lumpur
13 October 2019**

Introduction

British Council Malaysia holds the largest education fair focused on UK universities, schools and colleges locally. Our fair plays a key role in giving UK education prominence and maintaining the UK's position in this competitive climate for the recruitment of Malaysian students.

The event was rated as 'highly positive' both by exhibitors and visitors. This report is intended to give an overview from the visitor's perspective on the exhibition, its level of success, and some key learning points. In addition to providing key statistics and information for exhibitors, the report is useful for institutions considering attending the Fair next year and will assist the British Council in carrying out a self-assessment to find the best ways to improve it.

Highlights

Kuala Lumpur –
2,438 visitors,
49 institutions and 2 sponsors

Snapshot of our registered visitors

From Visitor's Registration System (VRS)

Attendance figures:
2,438 visitors

October 2018	2,067	+17.9%
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Visitor demographics:

46.9% are aged below 20
27.9% are aged between 21 – 30
10.9% are aged between 31 - 40
10.6% are aged between 41 - 50
3.8% are aged above 50

Interested Level of Study

from the Visitors' Registration System (VRS)

	October 2018	October 2019
Vocational and technical (e.g. NVQ, BTEC, VQ)	1.3%	1.1%
Pre-university academic (e.g. A-Levels, IB)	12.3%	6.8%
Undergraduate	34.5%	31.3%
Postgraduate	31.7%	25.9%
Postgraduate MBA	7.5%	7.0%
Learn English	2.0%	3.8%
Boarding School	1.2%	3.8%
Short Course(s) (e.g. Summer course)	4.8%	4.7%
Professional Award/Employment related qualifications (e.g. ACCA etc.)	4.6%	4.9%

In the recent October fairs, we have been seeing a **rising Postgraduate demand**. Although Malaysia remains an Undergraduate market, the number of visitors who want to pursue Postgraduate degrees (inclusive of MBA) has surpassed the Undergraduate degree.

The pre-university academic sector had garnered much lower attention in the 2019 October Fair but there was **greater interest in the UK Boarding School sector**.

Snapshot of our visitors

<i>Popular subjects</i> from the Visitors' Registration System (VRS)		
	October 2018	October 2019
<i>Agriculture and related subjects</i>	1.3%	1.5%
<i>Applied and Pure Sciences</i>	7.9%	6.9%
<i>Architecture, Building and Planning</i>	3.5%	3.9%
<i>Business and Administrative Studies</i>	15.5%	14.0%
<i>Computer and Mathematical Science</i>	9.0%	8.7%
<i>Creative Arts and Design</i>	4.0%	5.0%
<i>Education and Training</i>	4.5%	3.9%
<i>Engineering and Technology</i>	12.1%	10.0%
<i>Health and Medicine</i>	10.1%	9.3%
<i>Humanities</i>	6.9%	8.4%
<i>Law</i>	7.6%	6.0%
<i>MBA</i>	6.0%	4.8%
<i>Hair, Beauty and Personal Care</i>	0.8%	0.9%
<i>Social Studies and Communications</i>	8.6%	10.5%
<i>Travel, Tourism and Hospitality</i>	2.3%	2.9%
<i>English as a Foreign Language</i>	N/A	3.2%

Business and Administrative Studies, Engineering and Technology, Health and Medicine remain popular in the Malaysian market. We are seeing a **rising demand for Social Studies and Communications** subjects.

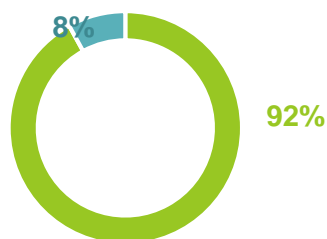
Visitors' feedback

Key findings

Motivation to study in the UK		Reasons for visiting Study UK Fair <i>(visitors could choose more than one option)</i>	
High academic standard	20.8%	Source for a suitable university/college	46.2%
Cultural environment	16.3%	Source for study options	41.2%
International recognition of qualifications	14.0%	Source for scholarship or financial support	38.6%
Overseas work opportunities	14.0%	Apply for a course	31.4%
Wide variety of courses and institutions	6.7%	Attend a seminar	14.1%
Travelling to many different countries	6.2%	Follow-up on application	2.5%
Getting a better job in my country	5.1%	Others	2.2%
Learning a foreign language	4.5%		
Safe environment	3.9%		
Parent's decision	2.8%		
Scholarship offered	2.8%		
Others	1.7%		
Friends and relatives there	1.1%		

- Most students are keen to study in the UK because of its **high academic standards and cultural environment** while 14% of the visitors are also keen to **explore work opportunities upon graduation**. The newly announced Graduate Immigration Route is expected to stimulate the market.
- Most visitors attended the Fair to **source for a suitable institution and study options**.
- **Scholarships or financial support is still deemed important** in attracting Malaysian students to an event.
- A healthy 31.4% of visitors intend to **make an application for courses in the Fair**.

Visitors' feedback on the usefulness of the Study UK Fair



■ YES. I found the information I needed ■ NO. I didn't find the information I needed

Very positive feedback from visitors, with several suggested improvements:

- Requests for more sessions on Creative Arts and Design
- Expecting longer and more meaningful discussions with UK institutions and British Council
- Interested to learn more about scholarships for Undergraduate degrees

Based on the interaction with visitors at the British Council's enquiry hub, we saw **very engaging and knowledgeable visitors to this Study UK Fair**, with parents and students who understood the various examinations and qualifications very well. Visitors had requested to spend more time with UK institutions.

Exhibitors' feedback

Main feedback & British Council's response

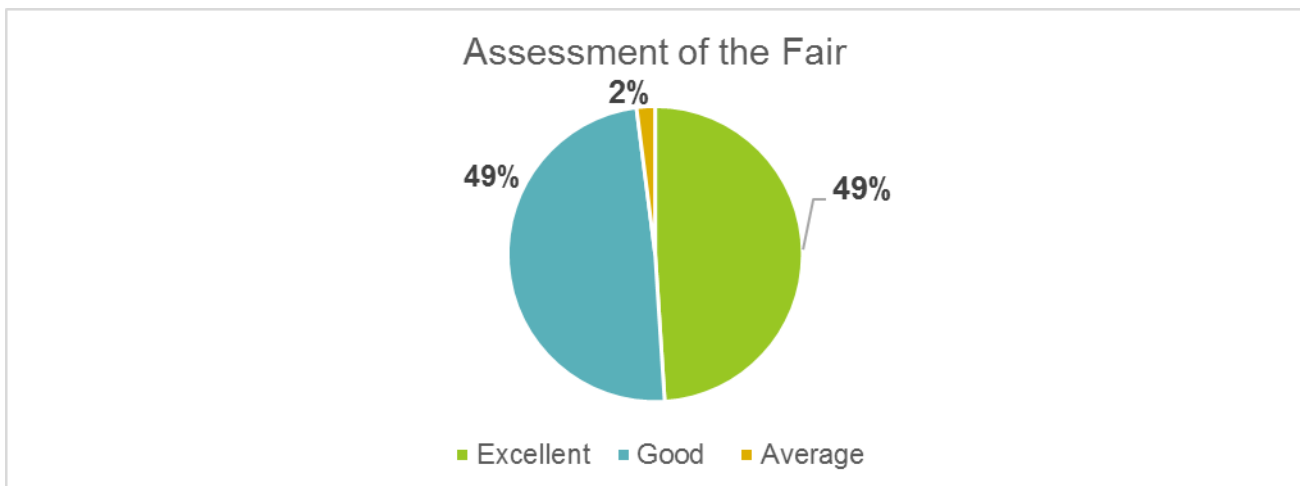
Generally, exhibitors agreed that the 2019 October Fair had better footfall, and visitors were highly engaging.

Feedback 1: Move the Fair back to KL Sentral area

The team did a survey on the area preferred by visitors. Close to 54% of the visitors preferred the KL City Centre area.

Feedback 2: Panel discussions replacing seminar sessions is a good idea

Even the visitors were pleased with the panel discussions which allowed for more interactions and neutral points-of-view. The team will continue the panel discussion format but with improvements to the timing and topics.



Panel discussions

Malaysia's future workforce and Graduate Employability

1:30PM - 3:00PM

The rapid change and evolution in technologies is making the world increasingly volatile, uncertain, complex and ambiguous (VUCA). In many industries and countries, the most currently in-demand occupations or specialties did not exist 10 or even five years ago. This evolving and unpredictable landscape poses major challenges requiring adaptation by corporations, governments and individuals. The panel, comprising a local government agency, industry player and UK institutions, discussed about:

- What the landscapes of current and future labour markets look like
- What roles do education institutions play in preparing graduates for the workforce
- How all stakeholders (education institutions, community, government and industry players) can work together to avoid mismatch of skills between graduates and industries

Careers in creative arts

1PM - 2PM

This session aimed to help students successfully choose and complete programmes of study that match their goals for employment and further education. The panel of 2 UK institutions and 2 alumni shared about:

- Different creative arts courses offered by UK institutions
- Opportunities available to prospective creative arts students

What's next after Law School

2PM - 3PM

This session gave prospective law students a range of perspectives from lawyers who work in law firms of different scales i.e. small firms, international corporations and legal tech start-ups. The panel of 3 UK alumni shared about:

- Distinct paths in the legal profession after law school
- What qualities most helped the graduates on their paths
- How Law School prepared them for their careers

Getting into a top university

3PM - 4PM

This session shared the tips and tricks that can assist students in gaining a place in UK universities. The panel of 3 UK boarding schools and colleges discussed the different routes a student can take to get to university. We discussed:

- The benefits of studying in the UK
- How to gain a place in top UK universities
- Mapping the students' routes to study in the UK after their Year 11 examinations (UEC, A-Level, IB, etc.)

Selecting a major in Engineering

4PM - 5PM

This session offered advice to students on how to best select a major within the Engineering subject area. The panel of 4 comprised 2 UK institutions and 2 alumni, who shared their experiences in the different fields of engineering. The topics were:

- The engineering courses offered by UK institutions, emerging sectors and rising demands
- Experiences in studying and working in different fields of engineering

MYR5 Million Scholarships Briefing

4:30PM – 6:00PM

Presentations by GREAT Scholarships, Commonwealth Scholarships and Chevening Scholarships.

Marketing campaign

Total spend of more than **MYR220,000**

Online and digital

- Strategy:
 - Social media paid postings: Facebook, Instagram
 - Events boosting based on genre of seminars and activities
 - Web banners on targeted websites
 - Adword search: Search Engine Optimisation
 - Email marketing promoting the event
- Spend: up to MYR190K

Radio

- Radio advertisements on English-language radio channels targeting students and parents
 - Targeting parents: BFM (including an interview slot on Study UK)
- Spend: up to MYR20K

Press coverage

- Preparation of press releases in 3 main languages for local news agencies

Partnerships

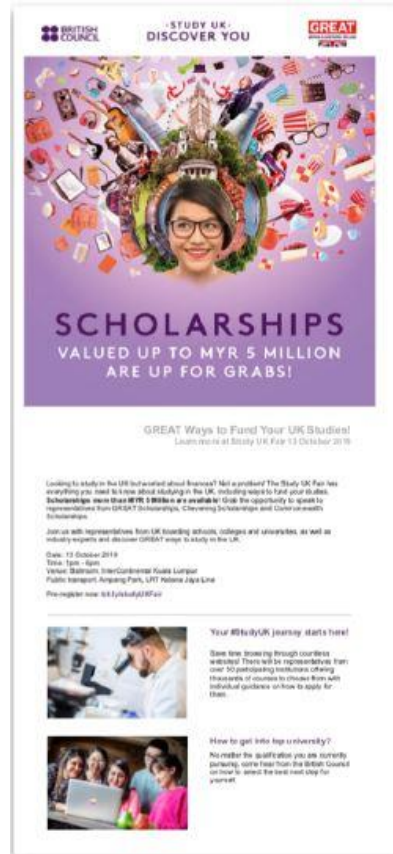
- **British High Commission's** Facebook (UK in Malaysia) to disseminate marketing information
- **British Malaysian Chamber of Commerce's** email database to disseminate marketing material

Where visitors found out about the Study UK Fair

(visitors could choose more than one option)

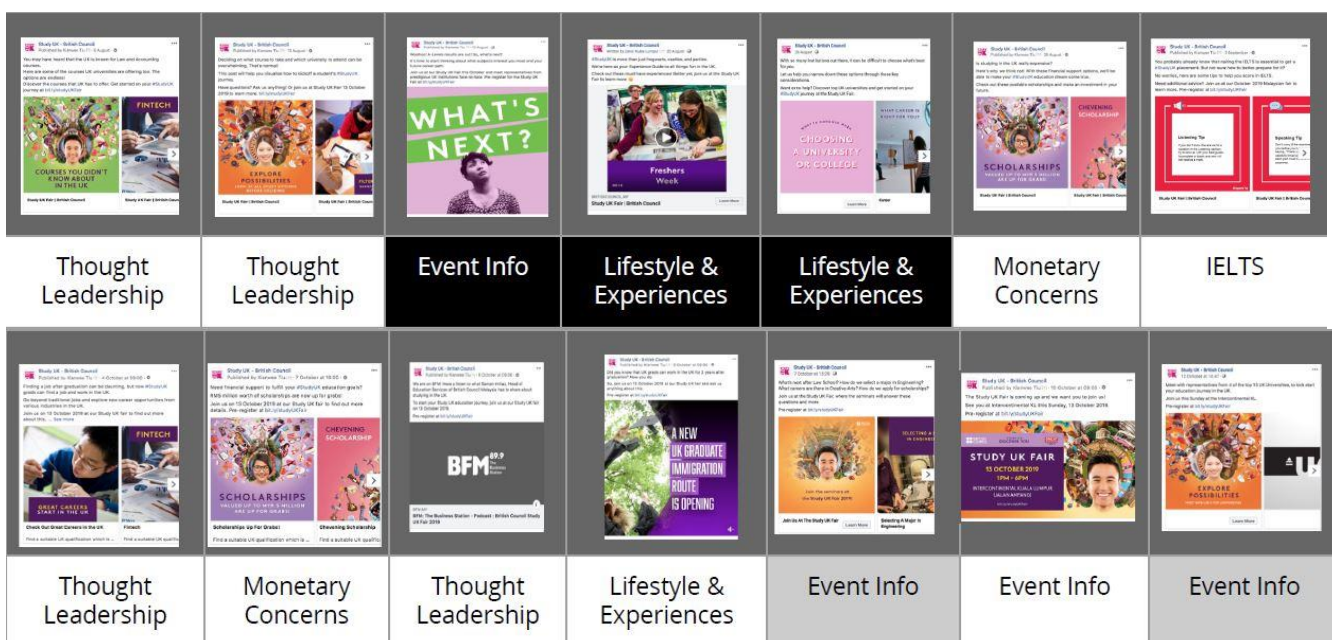
<i>Word-of-mouth: friends and family</i>	32.1%
<i>Facebook</i>	27.4%
<i>British Council offices and staff</i>	25.3%
<i>Google search, website advertisement</i>	20.6%
<i>Word-of-mouth: school counsellors and teachers</i>	17.7%
<i>Instagram</i>	10.1%
<i>Word-of-mouth: education agents</i>	9.8%
<i>British Council eNewsletter</i>	7.9%
<i>BFM Radio</i>	2.2%

Sample of marketing artwork

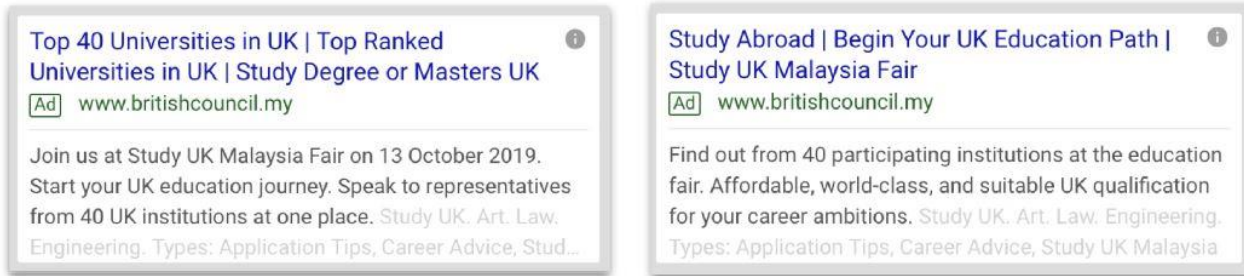


Social media: event advertisements worked well. The events were differentiated by subject area, attracting audiences of diverse interests.

Email marketing: targeting students and parents who were already interested to study in the UK.



Social media: different social media advertisements were crafted with different messaging.



Adword advertisement: targeting audiences who already have the intention to look for UK related information



PRESS RELEASE

STUDY UK FAIR PANEL DISCUSSION CENTRES ON STRENGTHENING GRADUATE EMPLOYABILITY IN MALAYSIA

KUALA LUMPUR, 17 OCTOBER – In conjunction with the British Council Study UK Fair, British Council recently **organised** a panel discussion to facilitate conversation between stakeholders on Malaysia’s future workforce and graduate employability.

The discussion panel comprised International Student Recruitment Manager of University Academy 92 (UA92), Rachel Tod; Manager of Industry Partnerships of Talent Corporation Malaysia Berhad (TalentCorp), Noor **Asmaliza Borneo**; and Country Human Resources Officer of Citibank Malaysia, Nisha **Dasbidi**. The session was moderated by Clare Walker, Chief Executive Officer (CEO) of Financial Industry Collective Outreach (FINCO) – the largest collective impact initiative in Malaysia with 107 Malaysian financial institutions as its members.

Press release: sent to local news agencies

Promotion strategies have moved to **focus on digital channels which work more effectively in reaching the right crowd**, coupled with quality market development meetings with local schools and colleges.

The very successful channels were marketing development meetings, Search Engine Marketing and Social Media Targeting. These had converted to a lot of word-of-mouth and organic dissemination of information.

Some learning points:

- a. Parents and educators were active in looking for Study UK related information on social media.
- b. Lifestyle and experience in the UK related messaging worked very well.
- c. Application to study in top universities garnered high engagement.
- d. Engineering related adwords were very popular.
- e. Post-study work opportunities had high engagement.

Appendix

Press coverage and achievement

The following documents the media outlets – both print and online – in which articles were published.

- The Star on the 14th of October
- The Sun on the 14th of October
- New Sarawak Tribune on the 18th of October
- The Star Online on the 14th of October
- Free Malaysia Today on the 13th of October

Publications	5
Total readership	30,875,477
Total PR value	RM 69,162

TalentCorp: Varsities should look at job list

Ensure employability by matching skills required

By LOH FOON FONG
foonfong@thestar.com.my

KUALA LUMPUR: To reduce mismatch of skills required for industries, universities should look at the Critical Occupations List and top associated skills to enhance employability, says Talent Corporation Malaysia Bhd (TalentCorp).

TalentCorp industry partnerships manager Noor Asmaliza Romlee said there were 178,000 diploma and degree graduates entering the workforce annually but only half were employed yet there were 59 critical jobs on the list for 2018 and 2019.

"There is a mismatch between what the industry wants and what the academia is producing."

"The universities need to look at the list to ensure employability and revise their curriculum," said Noor Asmaliza, one of three panelists at the Malaysia's Future Workforce and Graduate Employability discussion yesterday.

The discussion was held in conjunction with the British Council Study UK Fair.

The Critical Occupations List is collated yearly by the Critical Skills Monitoring Committee, led by TalentCorp and the Institute of Labour Market Information and

“There is a mismatch between what the industry wants and what the academia is producing.”

Noor Asmaliza Romlee

Analysis under the Human Resources Ministry. The list was first published in December 2015.

Noor Asmaliza said universities might need to merge some of the subjects to make them multidisciplinary.

"For instance, to be trained in cyber security work, one needs to be trained not just in computer science but also forensic skills," she added.

By ensuring employability, the country would be able to reduce its reliance on foreign expertise to fill in the jobs, she noted.

She said mismatch of jobs also occurred when graduates kept applying for certain jobs and not the jobs that were in demand.

Khazanah Research Institute's

School-to-Work Transition Survey 2018 found that the top two reasons for fresh graduate unemployment were skills mismatch and job search and recruitment mismatch.

According to the survey, employers were also looking for soft skills, besides the hard skills, said Noor Asmaliza.

Meanwhile, the panelists also urged students and graduates to look beyond traditional jobs.

Citibank Malaysia country human resources officer Nisha Padidiri said students and job seekers need to understand key influences such as changing demographics, a growing ageing population and the technological demands, and match them according to their personalities and talents.

She said employers were also looking for people with creativity who were able to "connect the dots" and come up with solutions, have emotional intelligence, the ability to collaborate and bring a team together, analyse data and make good judgements, are resilient and able to pick oneself up after a failure.

University Academy 92 international student recruitment manager Rachel Tod said in recent years, universities have added new skills training to courses to prepare graduates for the job market.

Emphasise industrial attachments, varsities told

KUCHING: Universities in the country should act as incubators for innovation.

The higher learning institutions should move away from purely passive learning to become more on industrial attachments, said Citibank Malaysia country human resources officer Nisha Padidiri.

"This will provide students with opportunities to experience real-life work settings and a realistic window into the actual demands of the working world," she said during a panel discussion to facilitate conversation between stakeholders on Malaysia's future workforce and graduate employability in Kuala Lumpur.

The discussion was organised in conjunction with the British Council

Study UK Fair. Nisha was among the panel speakers. Other panelists were University Academy 92 (UAC) international student recruitment manager Rachel Tod, and TalentCorp industry partnerships manager Noor Asmaliza Romlee.

The session was moderated by Chew Waihee, the CEO of Financial Industry Collective Outreach (FICO) – the largest collective impact initiative in Malaysia with 187 Malaysian financial institutions as its members.

Findings have shown that while more than 200,000 students graduate annually, one in five fresh graduates remain unemployed at one month post graduation.

"The world is changing so fast that

skills acquired today can become irrelevant over a short span of even a few months. It might not be what is going to be relevant in the job market of policy makers, educational institutions, industry players and the millennials themselves," said Nisha.

She suggested that university curriculums be synced with industry requirements to enhance youth employability.

TalentCorp deputy chief executive officer Mohamad Saif Satrik also said local graduates were the immediate source of employment talent for many industries in Malaysia.

Hence, she stressed that it was crucial to ensure employers benefit from the availability of graduates who are industry-ready and able to support the country's knowledge



FROM left: Clara Walker, Nisha Padidiri, Noor Asmaliza Romlee and Rachel Tod at the British Council Study UK Fair.

With the incentives, Tod hoped employers would be encouraged to take on more employees.

She also told students to be more discerning when it comes to the university of their choice.

"While the university may claim that they value employability, students will need to ask if this translates into opportunities to do placements or shadowing in local companies," she added.

Design syllabus to meet job needs, varsities told

By **RAJVINDER SINGH**
newsdesk@thesundaily.com

KUALA LUMPUR: Institutions of higher learning should revise their syllabus to meet changes in the job market, said TalentCorp industry partnership manager Noor Asmaliza Romlee.

She said TalentCorp has a list of 59 critical jobs that are in demand in Malaysia, and to meet the needs for employees in these areas, businesses were turning to foreign workers.

"If universities can adapt their syllabus to meet the demand of employers, it will reduce the need for foreign workers," she said at an education forum organised by the British Council yesterday.

She said the syllabus had always been policy driven but universities should also consider industry needs to ensure graduates were employable.

"You may need to drop some syllabus and merge others to meet the changing needs," she added.

Noor Asmaliza said soft skills also played an important part because employers looked for it when recruiting graduates.

She said other skills employers looked for that were equally important were teamwork, communications, adaptability and presentation.

Noor Asmaliza said a report by Khazanah on graduates from 2010 to 2017 found there were 178,000 high-skilled graduates but only

about 98,000 jobs were available.

She attributed this to a myriad of reasons such as graduates only applying for certain types of jobs.

She added that small and medium enterprises (SMEs) employed about 60% of the workforce but they lacked the funds to train people.

Noor Asmaliza said varsities can play a role by providing graduates with soft and technical skills to meet the needs of SMEs.

She said TalentCorp had set up a consortium with the tourism industry to help universities train graduates to meet demand.

This was done to help address the mismatch between industry and academia as tourism was a huge economic contributor.

Appendix

Participating institutions

	INSTITUTION NAME		INSTITUTION NAME
1	UNIVERSITY OF YORK	26	INSTITUTE OF LAW, JERSEY
2	WINDERMERE SCHOOL	27	UNIVERSITY OF KENT
3	UNIVERSITY OF WARWICK	28	IMPERIAL COLLEGE LONDON
4	ULSTER UNIVERSITY	29	UNIVERSITY OF EXETER
5	SWANSEA UNIVERSITY	30	UNIVERSITY OF ESSEX
6	UNIVERSITY OF SUSSEX	31	UNIVERSITY OF EAST ANGLIA
7	THE UNIVERSITY OF ST ANDREWS	32	DURHAM UNIVERSITY
8	UNIVERSITY OF SOUTHAMPTON	33	CITY, UNIVERSITY OF LONDON
9	UNIVERSITY OF SOUTH WALES	34	CATS EDUCATION
10	SHEFFIELD HALLAM UNIVERSITY	35	CARDIFF UNIVERSITY
11	ROYAL HOLLOWAY, UNIVERSITY OF LONDON	36	CARDIFF SIXTH FORM COLLEGE
12	THE UNIVERSITY OF READING	37	BUCKINGHAMSHIRE NEW UNIVERSITY
13	QUEEN'S UNIVERSITY BELFAST	38	BRUNEL UNIVERSITY LONDON
14	QUEEN MARY UNIVERSITY OF LONDON	39	UNIVERSITY OF BRIGHTON
15	UNIVERSITY OF PLYMOUTH	40	BPP UNIVERSITY
16	OXFORD INTERNATIONAL COLLEGE	41	BIRMINGHAM CITY UNIVERSITY
17	NOTTINGHAM TRENT UNIVERSITY	42	UNIVERSITY OF BIRMINGHAM
18	MPW SCHOOLS AND COLLEGES	43	UNIVERSITY COLLEGE BIRMINGHAM
19	NORTHUMBRIA UNIVERSITY	44	UNIVERSITY OF BATH
20	MIDDLESEX UNIVERSITY	45	UNIVERSITY OF THE ARTS LONDON
21	MANCHESTER METROPOLITAN UNIVERSITY	46	ANGLIA RUSKIN UNIVERSITY
22	THE UNIVERSITY OF MANCHESTER	47	UA92 MANCHESTER
23	LOUGHBOROUGH UNIVERSITY	48	ABERYSTWYTH UNIVERSITY
24	UCL	49	ABBAY DLD COLLEGES
25	THE UNIVERSITY OF LIVERPOOL		



