



# Market Brief Kuwait

Rasha Osman

STUDY UK  
DISCOVER YOU

# Briefing Agenda

- 
- Kuwait – Government, Demographics and Economy.
  - Market Overview
  - Education system
  - Students in the UK
  - Opportunities/Challenges
  - Scholarships
  - visitors profile
  - logistics – Programme and what to expect ....



# Country profile - Kuwait

## Government of Kuwait

1. Kuwait is a constitutional emirate with a semi-democratic political system.
2. The political system is divided between an elected parliament and appointed government.
3. The Constitution of Kuwait, approved in November 1962.
4. The head of state is the Amir/Sheikh (Sabah Al Ahmed Al Sabah).
5. Key positions held by members of ruling family
- System of government is monarchical and constitutional.
6. The number of the assembly members is 50, chosen by people every 4 years through free and fair elections
7. Minister of Higher Education, Dr Saud Al Harbi



# Country profile - Kuwait

## Demographics

Kuwait 2019 population is estimated at **4,207,083** people at mid year according to UN data.

Kuwaitis are **1,262,126**

Kuwait population is equivalent to **0.05%** of the total world population.

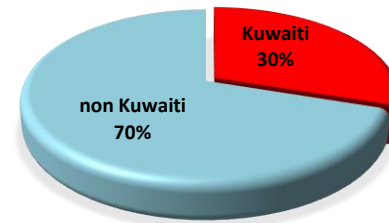
Kuwait ranks number **129** in the list of countries (and dependencies) by population.

The population density in Kuwait is **236 per Km<sup>2</sup>** (611 people per mi<sup>2</sup>).

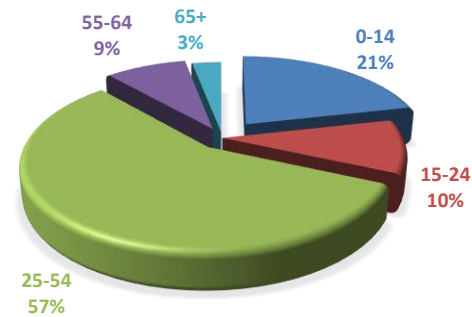
Growth Rate is **1.69 %**

The median age in Kuwait is **34.1** years.

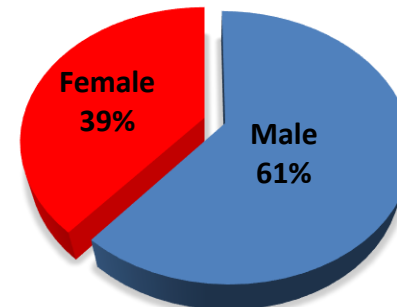
POPULATION BY ETHNIC GROUPS



AGE GROUP'S SHARE OF TOTAL POPULATION



Sex Ratio



■ Male % ■ Female %

World Bank staff estimates using the World Bank's total population and age/sex distributions of the United Nations Population Division's World Population Prospects: 2019 Revision.



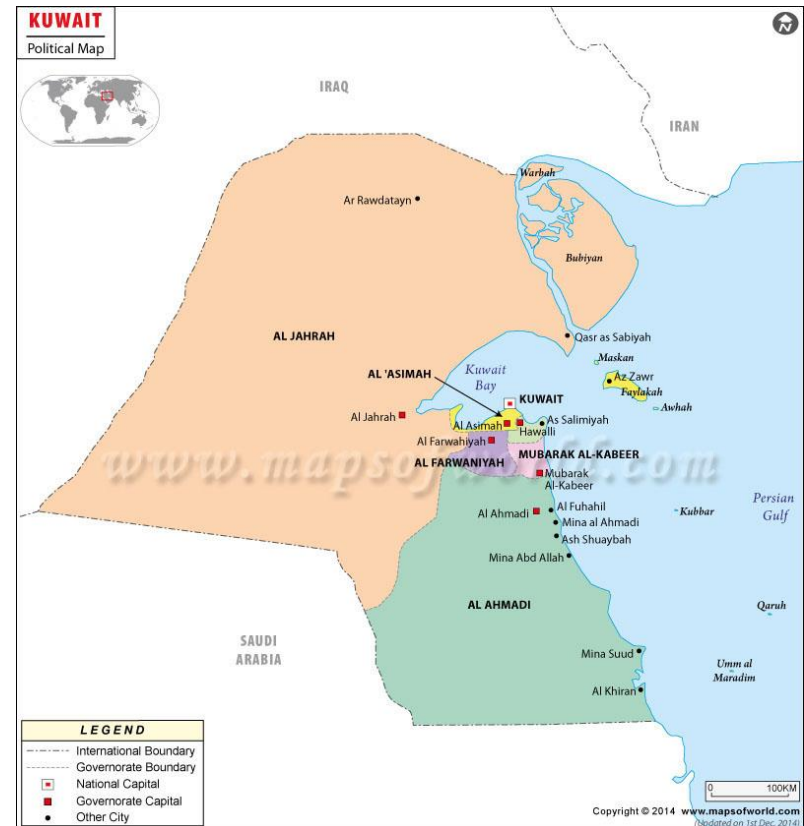
# Country profile - Kuwait

## Economy

Despite the drag from OPEC-led oil output cuts, growth recovered in 2018, rising to 1.2% following a 3.5% contraction in 2017. The improvement continued in the first quarter 2019, with the economy expanding by 2.6% year-on-year (y/y) amid strong non-oil growth (of 4.1% y/y). High frequency indicators suggest that consumer spending improved in the first half of 2019, helped by strong public sector hiring, in turn supporting service sector activity. Notwithstanding broadly flat oil output, oil sector GDP rose 1.3% y/y in Q1, likely reflecting growth in refining output. **Kuwait is the fifth largest OPEC oil producer, and oil production** averaged 2.69mbd in the first half of 2019 versus an OPEC+ mandated target of 2.72mbd: in July, OPEC+ supply cuts were extended for another nine months until end-March 2020.

**GDP per capita/year** in Kuwait is expected to reach **73,000 USD** by the end of 2020.

Fifth in the world rank and second in Arab countries after Qatar



Source: World Bank

# Kuwait Market News



**LIFE EXPECTANCY**  
77 (M) 80 (W)



**CAPITAL**  
Kuwait City



**LARGEST CITY**  
Kuwait City



**NATIONALITY**  
Kuwaiti



**RELIGIONS**  
Islam, Christianity,  
Other

## KUWAIT OVERVIEW



**CURRENCY**  
Kuwaiti Dinar  
(KWD)



**POPULATION**  
4,099,932



**LANGUAGES**  
Arabic, English

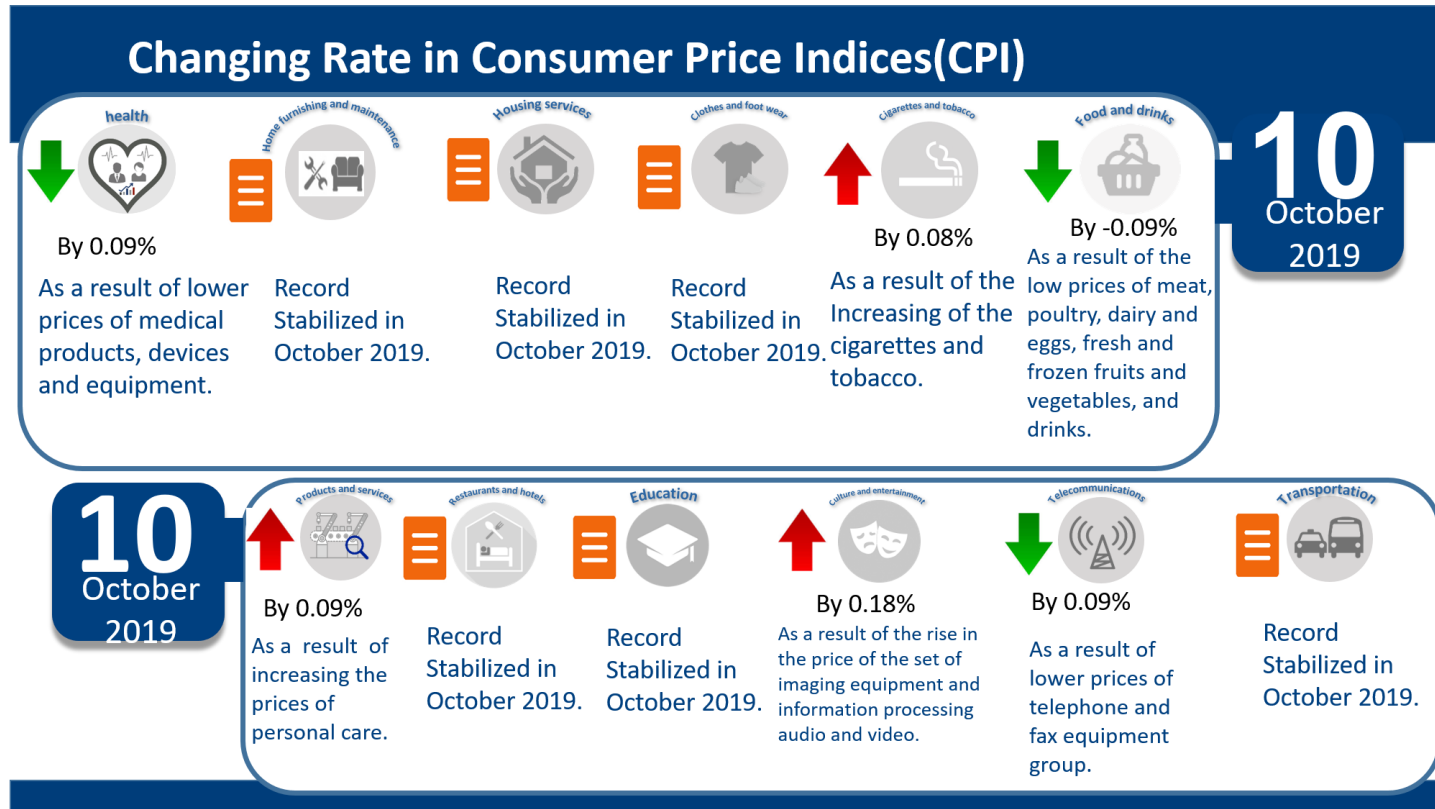


**AGRICULTURE**  
Fish & Shrimp



**INDUSTRIES**  
Petroleum, Petrochemicals  
Cement, Ship Building/Repair  
Water Desalination, Construction

# Market news – Economy



- Education at all levels remain a priority to the government as they seek to achieve higher global positioning by 2030
- Cuts on training budgets, but not on the scholarships programme

Source: Central Statistical Bureau

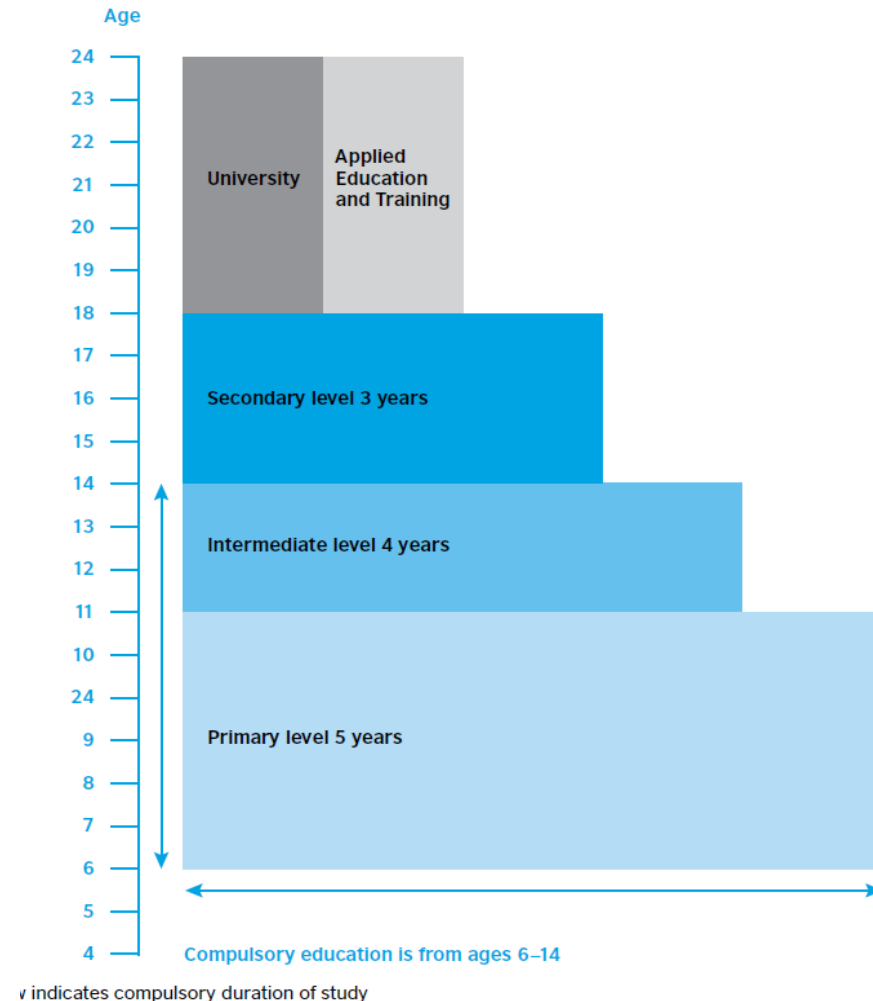
# Education system — Governmental & Private Schools



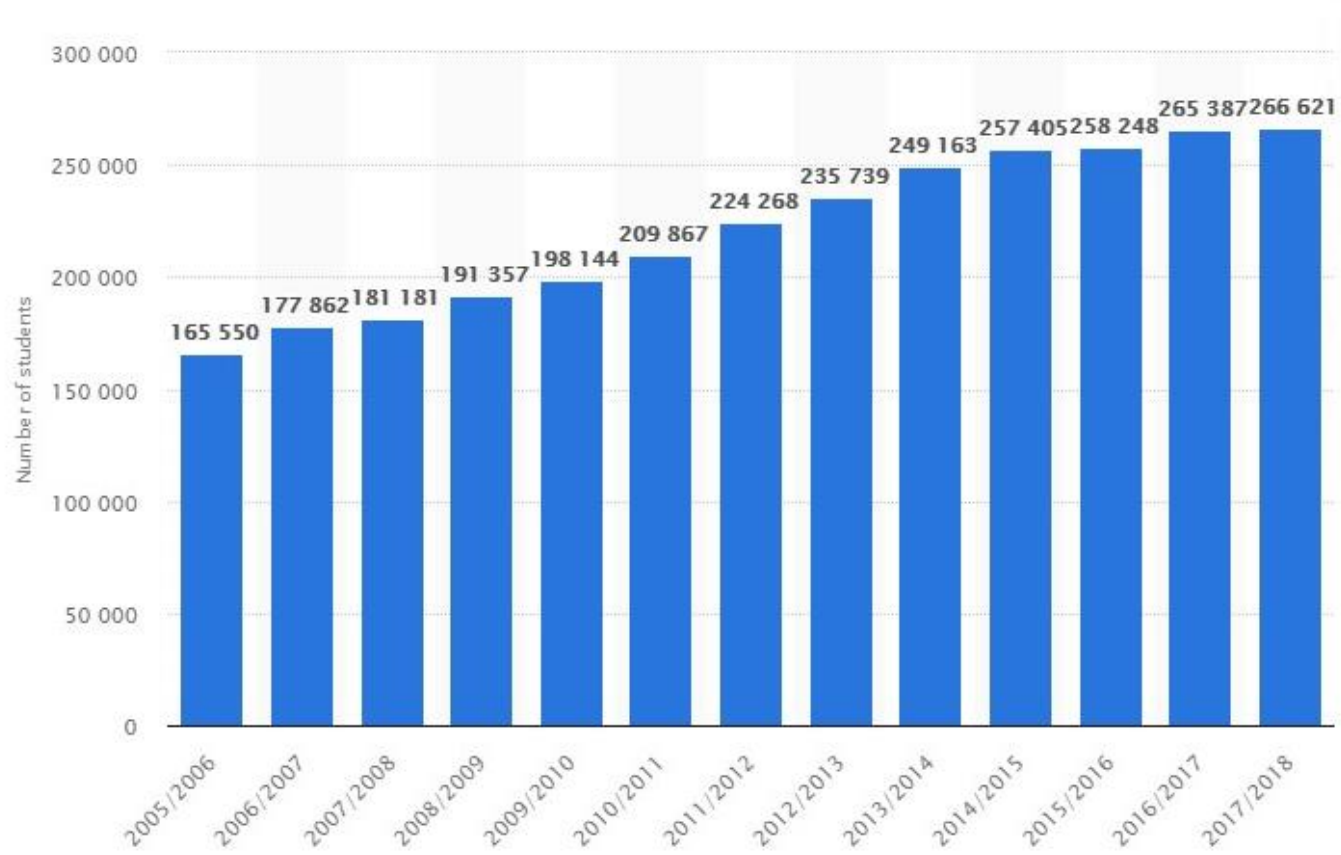


# Kuwait Education Structure

- ◆ Current school attendance over 700,000 + with significant
- ◆ Increase in students attending private schools – 24% increase from 2013
- ◆ 800 state schools all over Kuwait
  - Public schools cater to approximately 62% of the students
- ◆ 504 private schools
  - Private schools cater to approximately 38% of the students
- ◆ 15 HE institutions in Kuwait
- ◆ (2 – Public) (13 – private)
- ◆ Public schools and Universities free for nationals



# Number of students in Private Schools 2005/2006 – 2017/2018



# Kuwait Higher Education – Public & Private Universities



# Kuwait University

- Established in 1966
- 16 colleges
- The New Campus launched recently “Sabah Al-Salem Kuwait University City- Shadadiyah”
- Currently enrolls approx. **27,890** students
  - of which 69% female
  - 65 academic programs for UG students
  - Offers PG in most disciplines
  - 1,512 PG produced in last few years
  - Graduate Degrees Duration: 4-5 years, PG – Two year +

The university has 30 departments in all in the following colleges Arts; Commerce, Economics, and Political Science; Engineering and Petroleum; Law; Islamic Law (sharii'a) and Islamic Studies; Medicine; Allied Health and Nursing; Science; Education; Graduate Studies; and the Women's College.





# Kuwait Higher Education – Public Universities

## Sabah Al Salem University City – KU extension

opens in 2019

The new campus is being built to accommodate up to 40,000 students with colleges for arts, humanities, sciences, engineering and medical specialties.

The medical campus will incorporate five medical colleges, in addition to a research center and a 600-bed university teaching hospital.



# Research at Kuwait University – Priority Areas

1. Renewable and Alternative Energy Resources
2. Water Resources, Management and Technology
3. Enhanced Oil Recovery and Heavy Oil Exploration and Production
4. Impact of Environmental Pollution in Kuwait (Including Health Impacts)
5. Causes, Risk Factors and Bio-Predictors of Cardiovascular Diseases
6. Diabetes and Cancer
7. Contemporary Social Phenomena in the Kuwaiti Society
8. Transportation Problems and Solutions
9. Food and Water Security
10. National Information Security and E-Government
11. Citizenship and National Unity
12. Education Curricula and its Outputs
13. The Strategy of Kuwait's Transformation to a Financial and Commercial Center
14. Participation of Private Sector in Developmental Programs
15. Islamic and Arabic Literature

# The Public Authority For Applied Education & Training

PAAET established in 1982 focuses on two sectors- education and training. PAAET consists of four colleges with Approx 39,000 students, offering specializations and many Training Institutes, such as:

1. College of Basic Education(4 yrs.)
2. College of Business Studies(2 yrs.)
3. College of Technological Studies (2 yrs.)
4. College of Health Sciences (2 yrs.)
5. Higher Institute of Energy ( Electricity and Water) (2 yrs.)
6. Higher Institute of Telecom and Navigation (2 yrs.)
7. Industrial Training Institute (2 yrs.)
8. Nursing Institute(3 yrs.)
9. Constructional Training Institute (2 yrs.)
10. Vocational Training Institute
11. These institutions emphasize on vocational studies and workforce related skills.
- 12. Higher Institute of Theatre Arts**
- 13. Higher Institute of Music Arts**



**Number of students 2018/2019 is 11500**

# Kuwait Higher Education – Private HE Institutions

- American University of Kuwait-AUK
- American College Kuwait
- American University of Medical Sciences
- Arab Open University (Kuwait Branch)
- Gulf University for Science & Technology (GUST)
- Australian College of Kuwait (ACK)
- American University of the Middle East (AUM)
- American College of the Middle East (ACM)
- Kuwait-Maastricht Business School (KMBS)
- Kuwait College for Science and Technology
- Box Hill College Kuwait (BHCK)
- Kuwait International Law College
- College of Aviation Technology

Kuwait private universities accepted over **3658** students at **AUK, AUM, GUST** for year 2018/19

**67% Nationals**





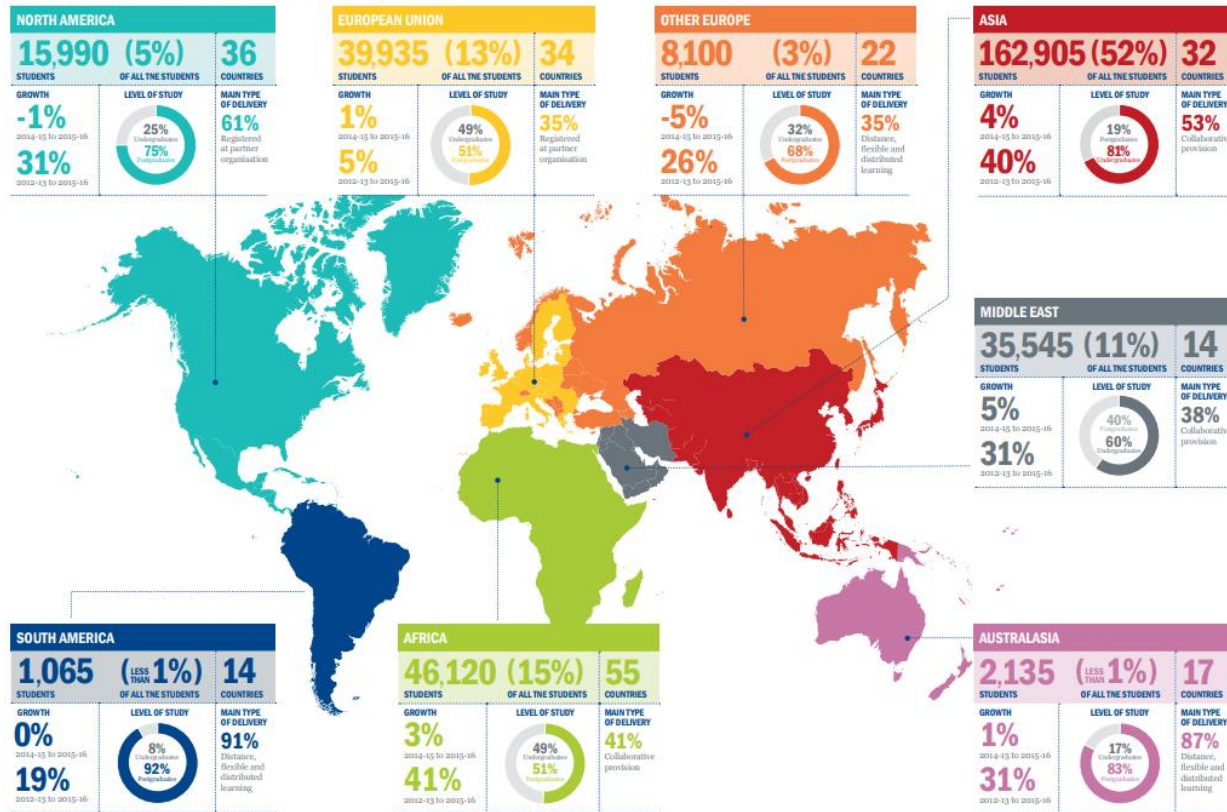
# UK Education



Source: HESA

# UK Education - TNE

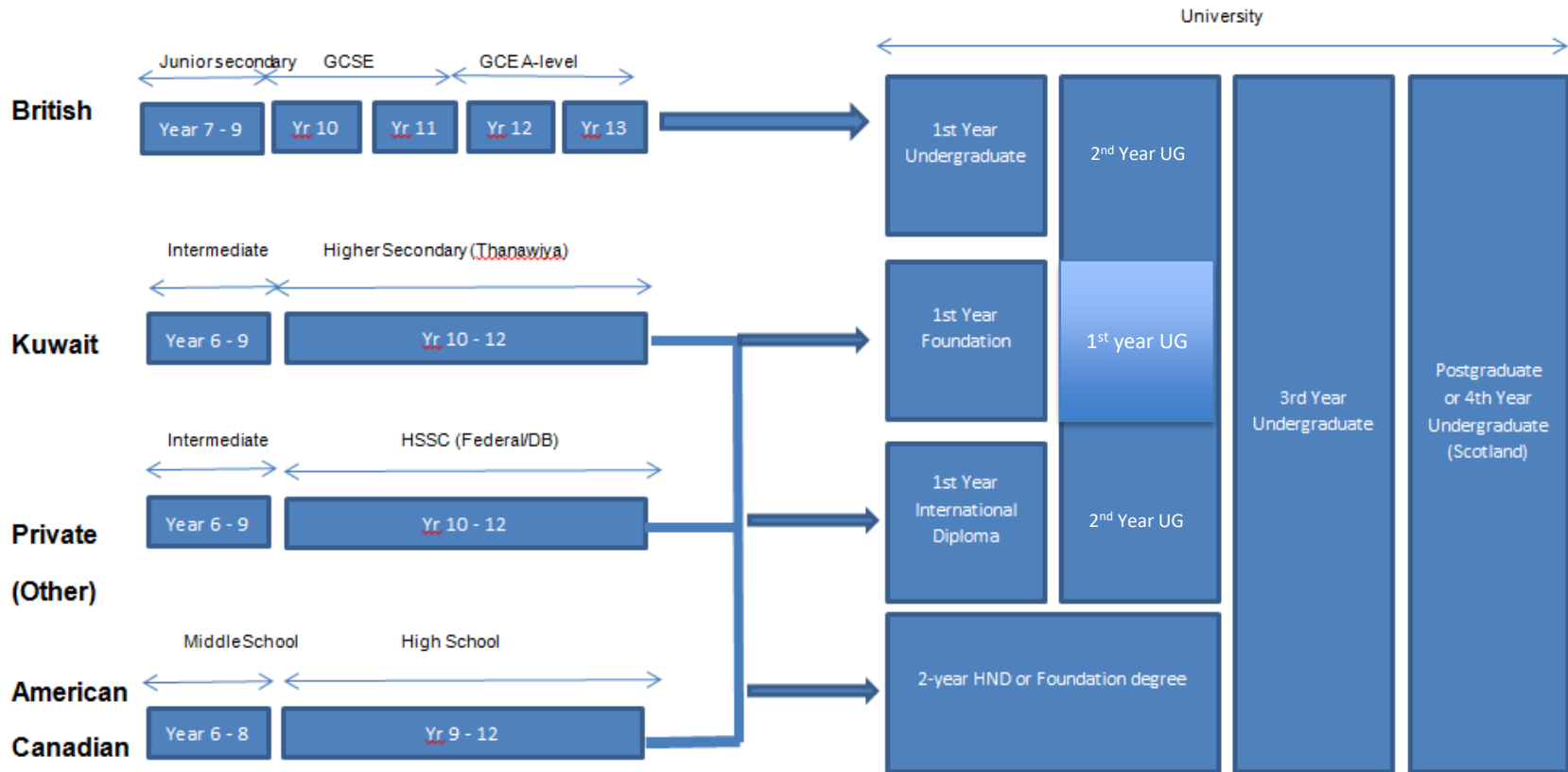
## THE UK'S TNE IN NUMBERS



Currently, there are 701,010 students studying for UK higher education qualifications outside the UK

Source: UUKI

# Kuwait Students pathways to UK Education



# Destinations of Students





# State of Kuwaiti Student Mobility to the UK

Over the last year, Brazil, Bangladesh, Kuwait, Qatar, Indonesia and Libya are among the ten largest markets in both growth rate and total growth for sponsored UK study visas.

## **Kuwait: Lack of Capacity at Home = Increased Student Mobility**

Kuwait has also been sending a significant number of students to:

Jordan

Egypt

UAE – all of which are positioning themselves as regional tertiary education hubs, especially for students near the region.

### **UKVI numbers**

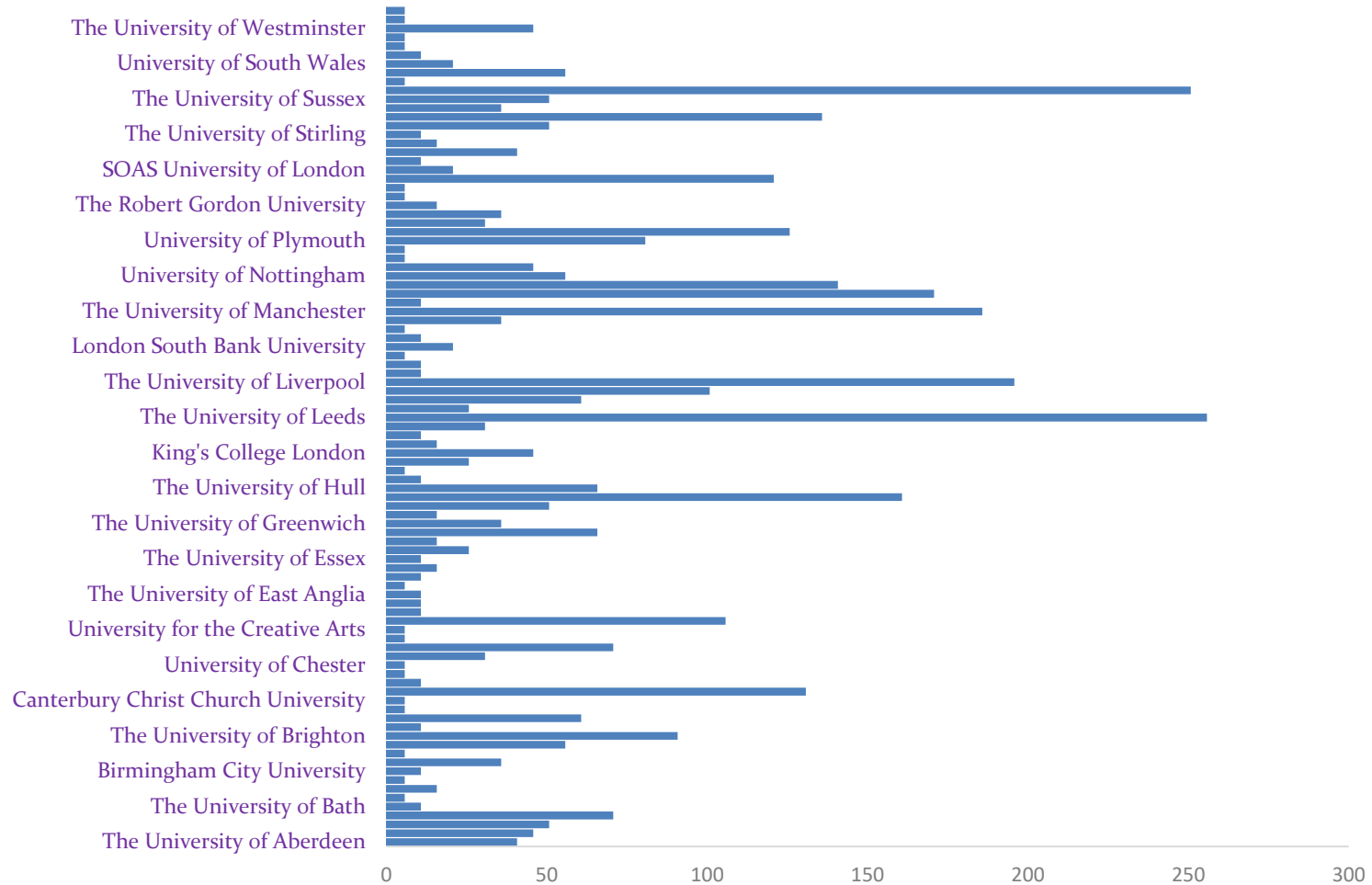
Year ending September 2018 – 3,933

Student visitors – 768

Tier 4 - 3,933 (Growth of 18% from 2017)

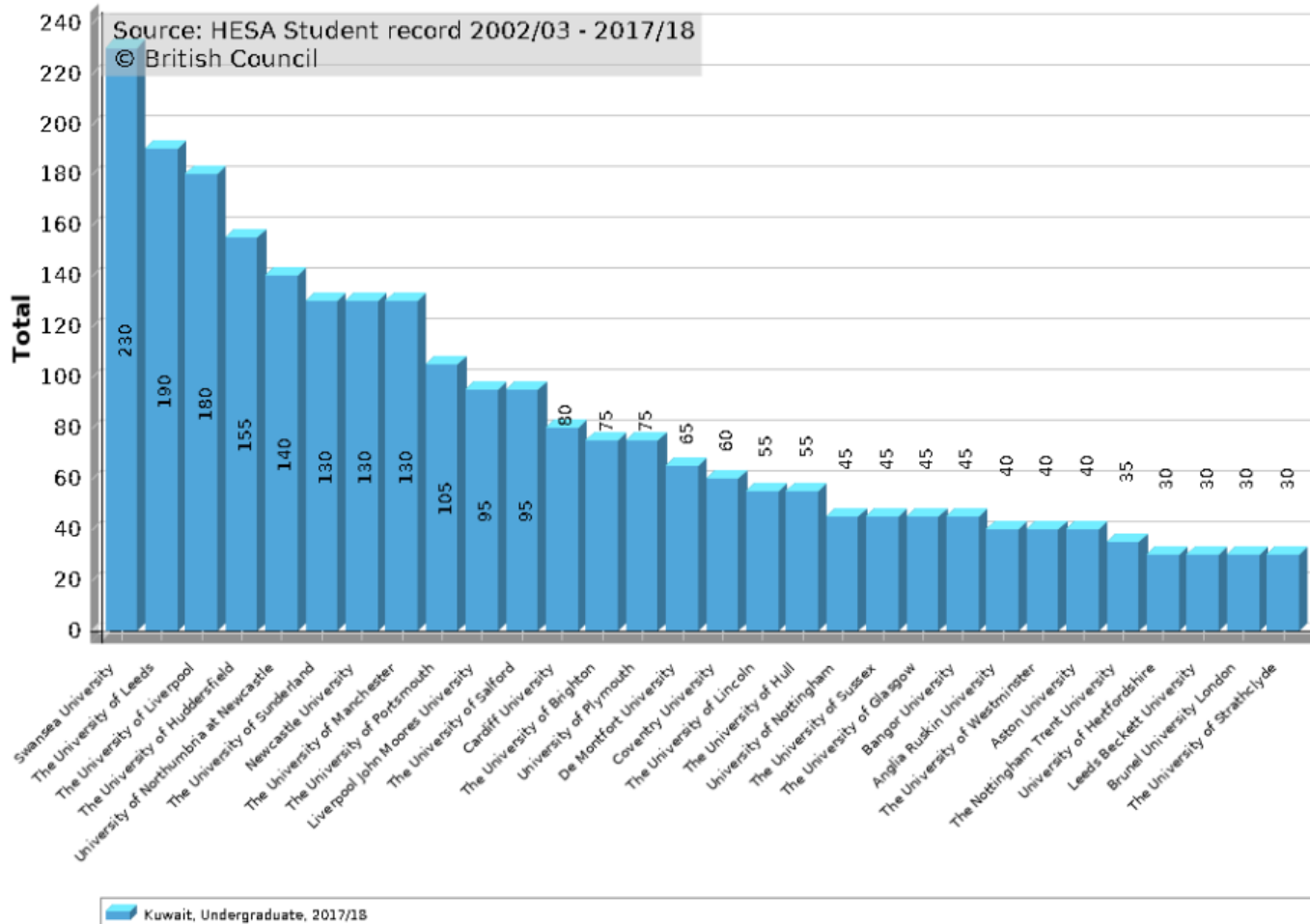
# HE – Market trends

## Students by HE Providers 2017/2018



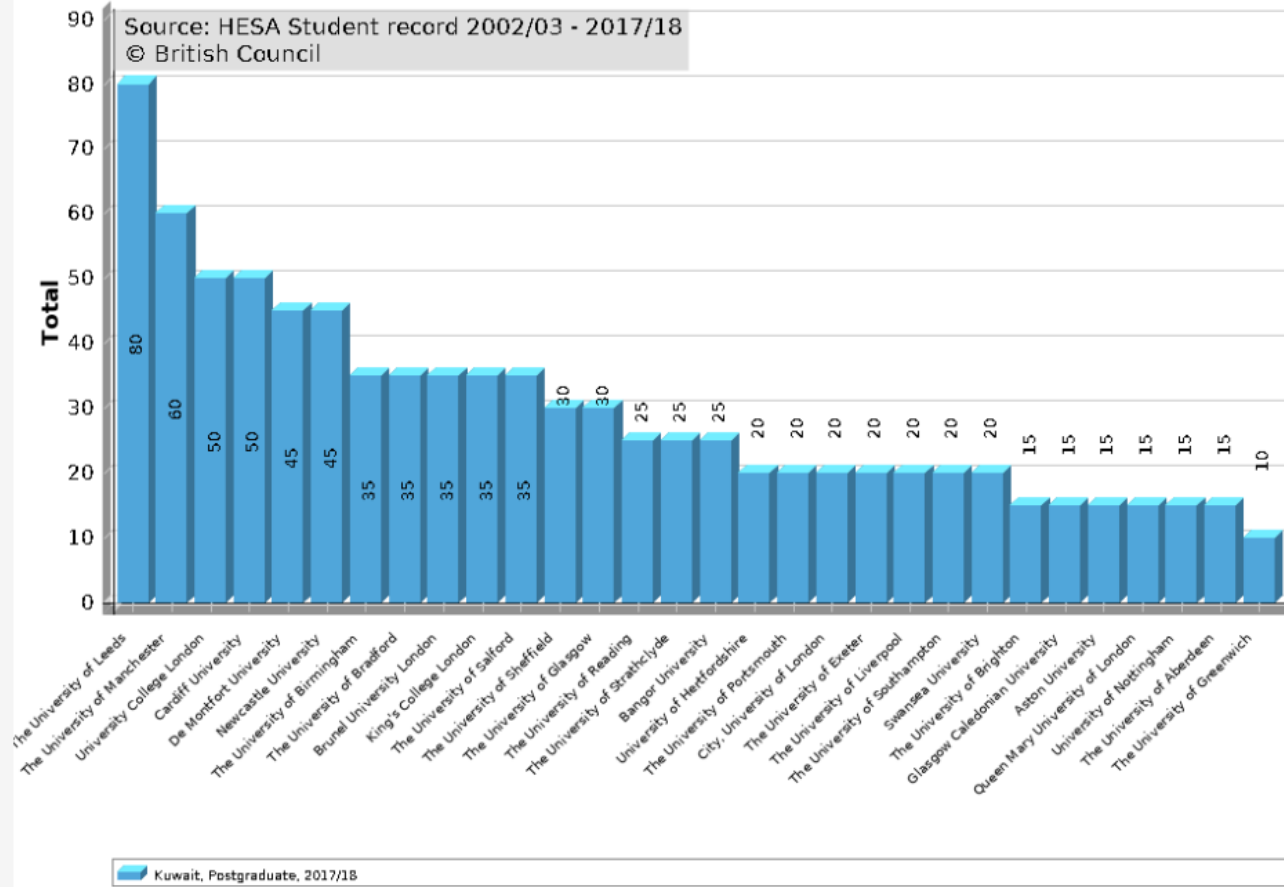
Source: HESA

# Popular UK institutions among Kuwaiti Undergraduates in 2019



Swansea University
University of Leeds
University of Liverpool
University of Huddersfield
University of Northumbria at Newcastle
University of Sunderland
Newcastle University
University of Manchester
University of Salford
University of Portsmouth
Liverpool John Moore University
University of Salford
Cardiff University
The University of Brighton
Plymouth University
DeMontfort University
Coventry University
The University of Hull
University of Nottingham
The University of Sussex
The University of Glasgow
Bangor University

# Popular UK institutions among Kuwaiti Postgraduates in 2019

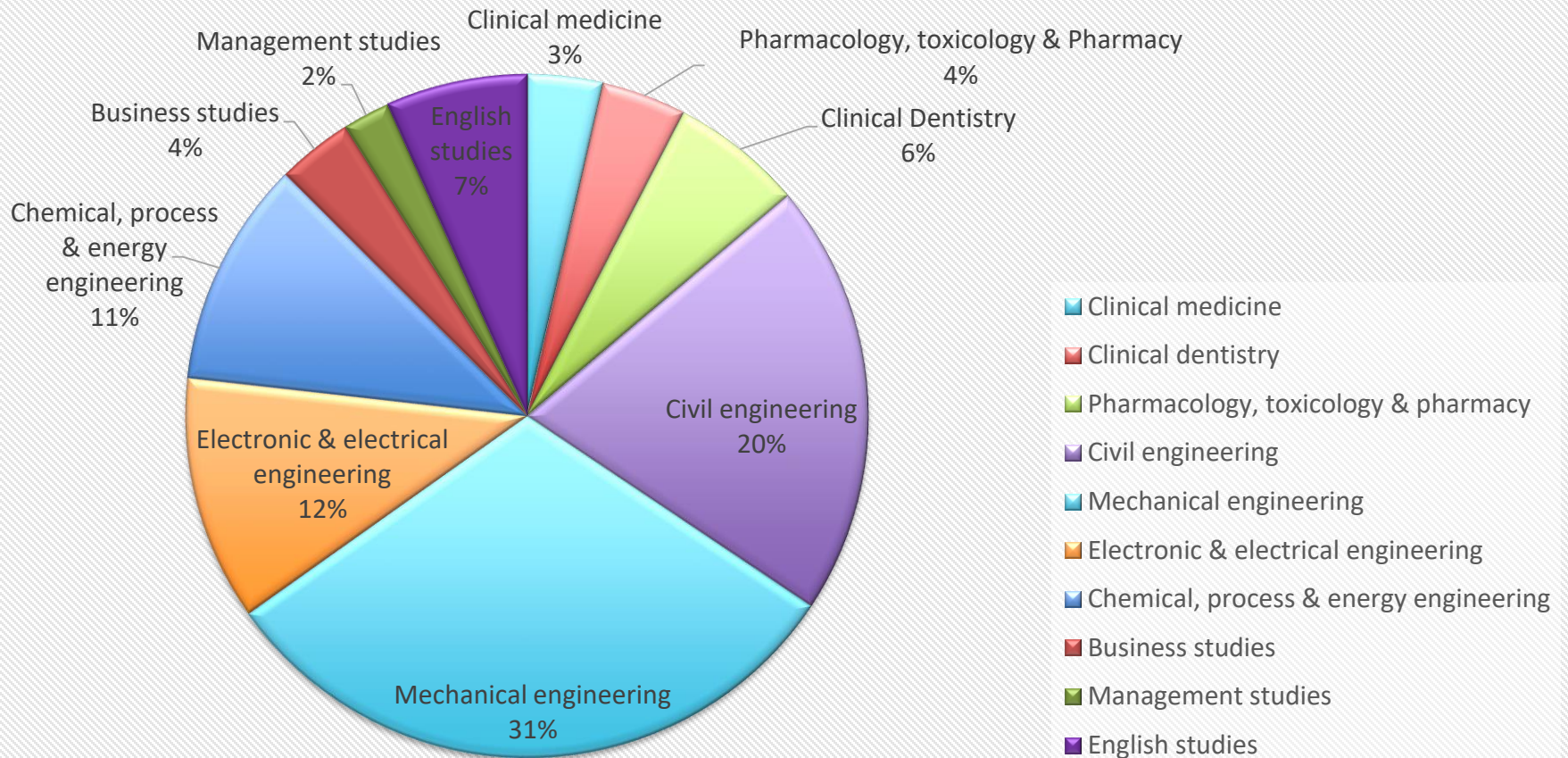


University of Leeds
The University of Manchester
University College London
Cardiff University
De Montfort
Newcastle University
University of Birmingham
University of Bradford
Burnel University London
Kings College London
The University of Salford
University of Sheffield
University of Glasgow
University of Reading
University of Hertfordshire
The University of Portsmouth
City University of London
Exeter University
The University of Liverpool
Swansea University

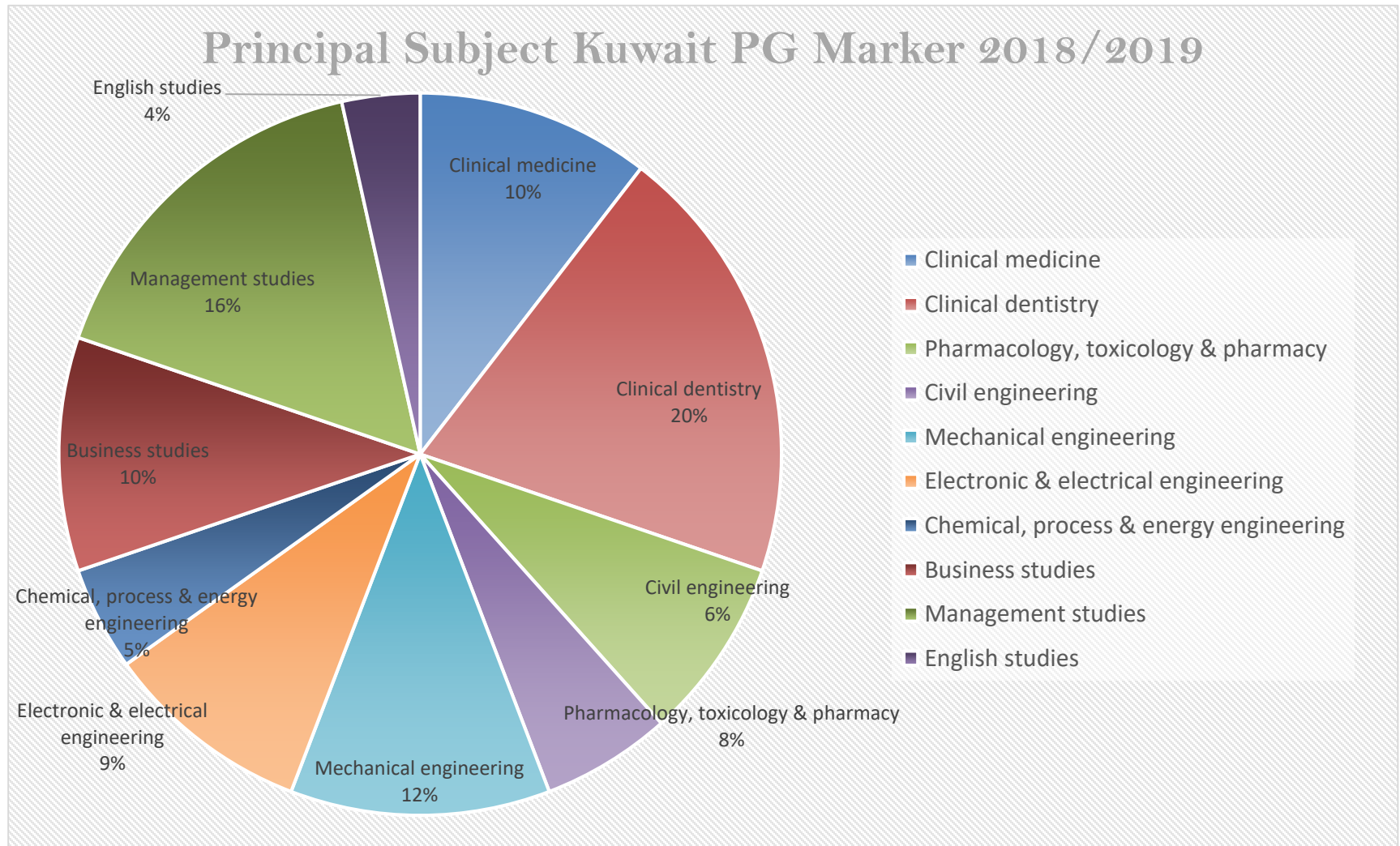


# Top 10 Subject areas: First Degree

## Principal Subject Kuwait UG Marker 2018/2019



# Top 10 Subject areas: PG



# Market overview – Opportunities

- 1. 5 year generous scholarship programme
- **Overall to the UK 6,500 (currently studying)**
- 2. English language training required by majority of students
- 3. IELTS requirement.
- 4. NBAQ reviewing list and look to add more accredited subjects.
- **Total number of approved Universities is 135**
- 5. Local public and private universities looking for PG provision development.
- 6. Other institutes with scholarships programmes (PG /UG).

## Summary – Opportunities

- Sponsored students
- Academic based partnerships - Partnerships – e.g. with PAAET, private vocational training institutes, and Private Universities
- Great potential for franchise and joint venture programmes (e.g. MBA & Engineering Management, and foundation)
- Student Exchange programs - inwards and outwards mobility
- Areas of priority for research at KU and KISR – Joint research projects
  
- ◆ Kuwait Institute for Scientific Research
  - Computing Research Institute
  - Water and Petroleum Research Centre's
  - Energy & Buildings research Centre's
  - Environment, and life sciences Research Institute
- Specialists trainings for CSC and K companies
- Dual awards



# Market overview – Challenges



Competitors: top host countries for Kuwait (2016/17):

- USA 9,450 (Open Doors)
- Canada, Australia and Malaysia are increasing too.

also, recruitment numbers from the markets of Europe....France, Germany, Holland, Ireland, etc  
& Region Countries like : Jordan , Saudi Arabia , Qatar , UAE, Egypt , etc...

Source: <http://uis.unesco.org/>

# Scholarships



## Scholarships numbers

- Number of scholarships to USA – **894** academic year 2018/19
- UK – **925** for the academic year 2018/19
- Total no of students in UK HE – **3620** (2018/19)

The government is encouraging international study as it looks for solutions to the country's current lack of higher education places, particularly in specialised areas and at postgraduate level

- **65%** of students going abroad through Scholarships from organisation/MOHE for engineering related courses
- Kuwait scholarship program: **75% Male, 25% Female**

Source: HESA

# Principal sponsors for Kuwaiti Nationals

- Ministry of Higher Education (MoHE)  
*English language- Foundation - Degree*
- Public Authority for Applied Education & Training (PAAET)- 400-500
- Public authority for Disabled (PADA).
- Kuwait University (KU)- 80 PG only – departments
- Civil Service Commission (Employees from all Ministries).
- Kuwait Institute for Scientific Research (KISR).
- State owned companies (mostly oil & Gas) also sponsor employees.
- Banks and Investment companies.



# Study UK Fair :

## What is different this year?

BY CHANGING NOTHING  
...NOTHING CHANGES.  
~ TONY ROBBINS

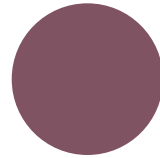
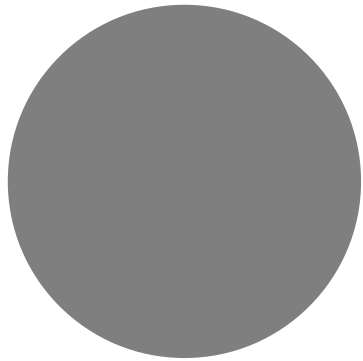


## Study UK Fair – Schedule 16 Feb 2020

Time	Activity
8:30 Onwards	Delegates registration and Coffee
09:15 – 10:00	Exhibition Market Briefing
10:00 – 10:30	Coffee Break
10:30 – 12:30	Education Forum Discussion
12:30 – 13:30	Networking Lunch
14:00 – 16:30	Stand dressing & Set-up
17:00 – 21:00	Exhibition open to the public
<b>17:00 – 17:30</b>	<b>Official Opening Ceremony</b>

# Study UK Fair – Schedule 17 Feb 2020

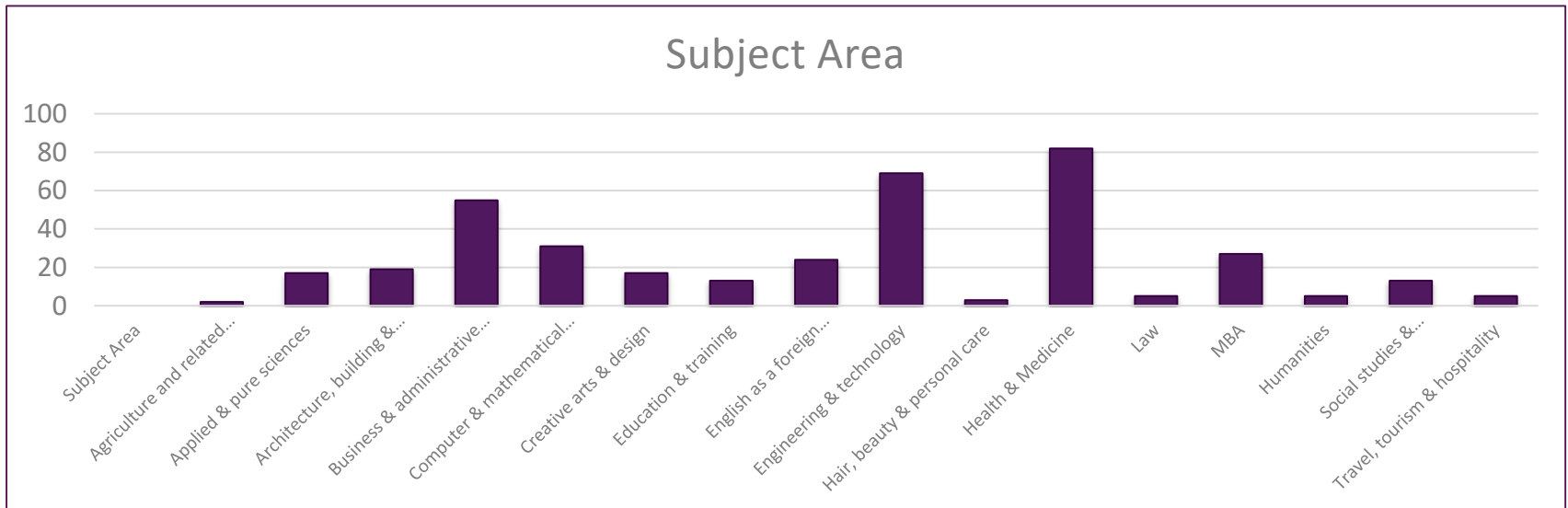
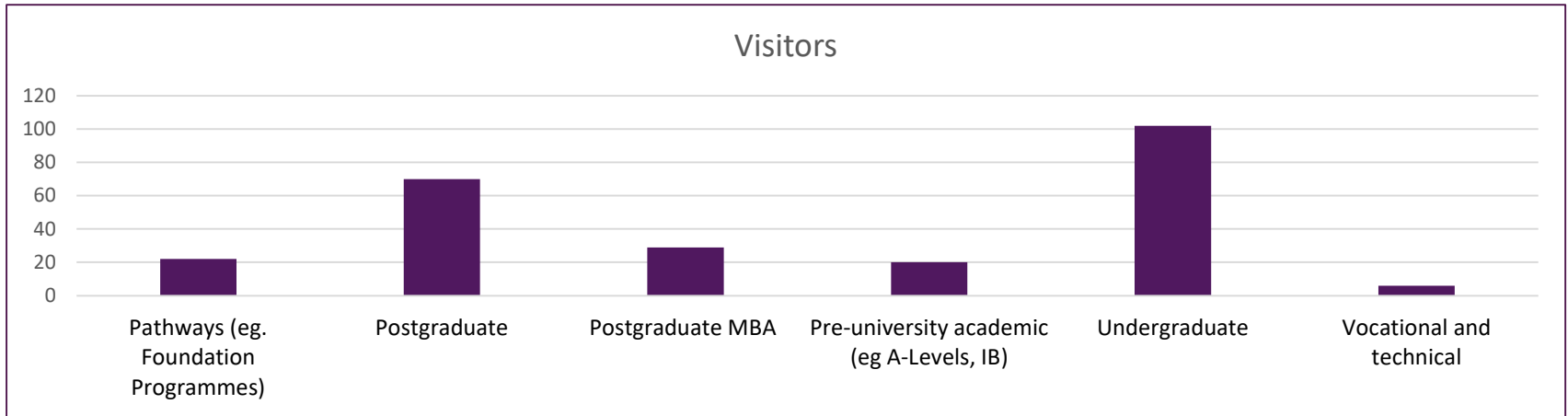
Time	Activity
09:00 – 13:00	Exhibition open for school visits and the public
17:00 – 21:00	Exhibition opens to public

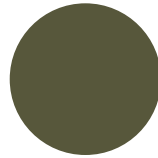
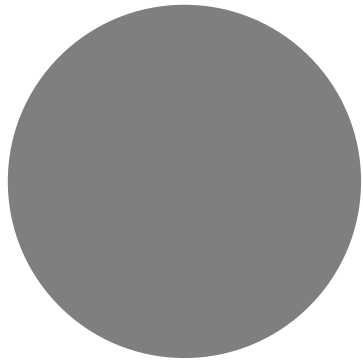


# Exhibition Registration 2020



## Visitors profile – VRS (250 as of 16 Feb, 9:00 am)





# Exhibition Promotional Plan 2020

# Promotional Plan – SOCIAL MEDIA

we  
are  
social

## SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE\* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



**3.00**  
MILLION

FEMALE 29%  
MALE 71%

TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



**1.80**  
MILLION

FEMALE 38%  
MALE 62%

TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



**1.68**  
MILLION

FEMALE 25%  
MALE 75%

TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



**1.65**  
MILLION

FEMALE 55%  
MALE 44%

TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)



**600.0**  
THOUSAND

FEMALE 24%  
MALE 76%

# Promotional Plan – Paid Digital Campaigns

## SOCIAL MEDIA

Facebook

Instagram

## GOOGLE

Google Display Network

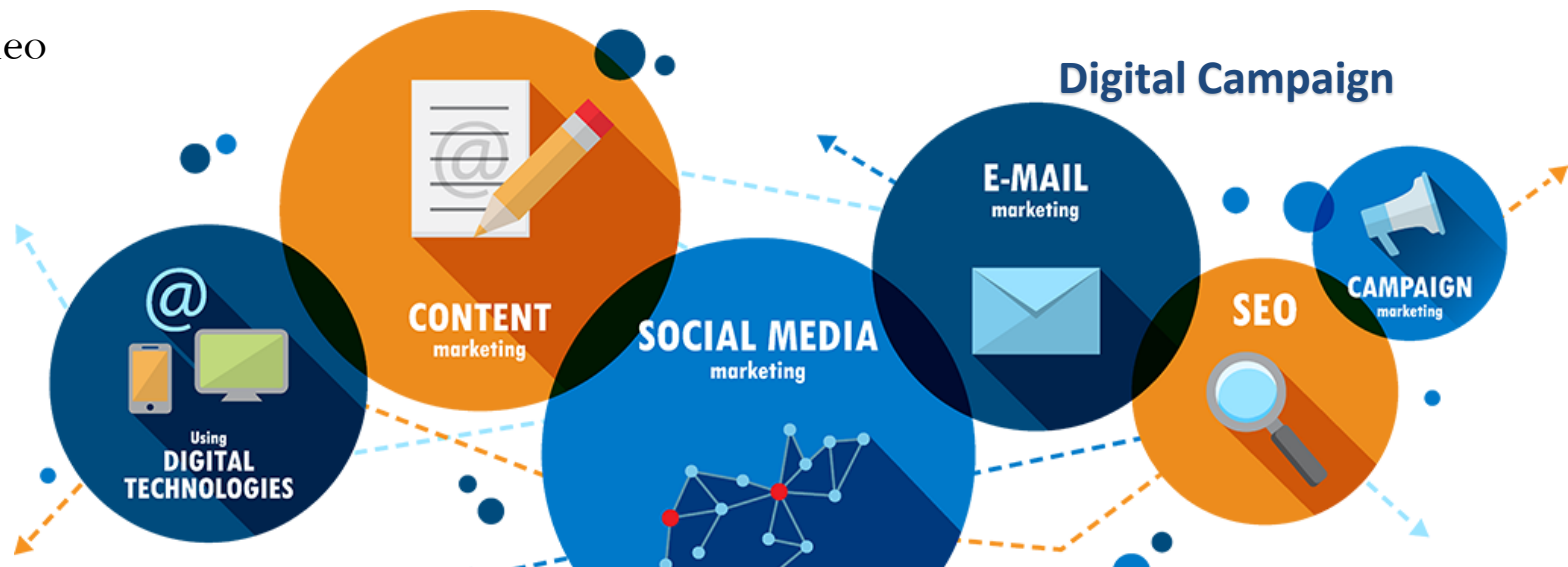
Google Display Network (YouTube Banners)

Google Display Network (Mobile App banners)

Google Search Engine Marketing

## YouTube

Study UK video



facebook



Write a comment...

**British Council Kuwait**

Sponsored •

Your chance to meet top popular UK  
Universities and Colleges.

VISIT OUR STUDY UK FAIRS



WWW.BRITISHCOUNCIL.COM.KW

**Study UK Fair 2020**

Register now!

APPLY NOW



Aya Hany Hamed and 34 others

46K Views



Instagram



6 hours ago • See Translation

**kwbritish**  
Sponsored

0:27

Apply Now



1,929 views

kwbritish حان وقت الاستثمار للمستقبل! فرصتك لمقابلة ممثلين  
من أفضل الجامعات والكليات البريطانية

See Translation

**British Council Kuwait**

Sponsored •

حان وقت الاستثمار للمستقبل! فرصتك لمقابلة ممثلين من  
أفضل الجامعات والكليات البريطانية

تفضل بزيارة معرضنا للدراسة بالمملكة المتحدة



WWW.BRITISHCOUNCIL.COM.KW

**معرض التعليم في المملكة المتحدة**

سجل الآن

APPLY NOW



51

15 comments • 6 shares • 34K Views



# Promotional Plan



# British Council Kuwait upcoming activities

- ◆ Study UK Fair 15 June 2020 – Summer recruitment (open for recruitment)
- ◆ Schools visits/Roadshow
  
- ◆ Tailored services for single/multiple institutions:
  - Arrange for school visits
  - Direct marketing campaigns
  - Newsletters

# Suggestions?



# Dr. Fatimah Alhashem

- 
- Dr. Fatimah Alhashem is assistant professor at the Gulf University for Science and Technology (GUST), and chair for the Center of Teaching, Learning, and Research (CTRL) at GUST. She received doctoral degree in curriculum and instructions in science education from Arizona State University. She worked as general manager for teacher development department at the National Center for Education Development (NCED) from 2015 until 2018. She is a strong advocate for supporting teachers in general and supporting women in science education in specific. She is involved in different projects that serve education system mainly clustered around teachers' development. Her professional interests focus on professional development for teachers, teachers' practices, teachers' polices, STEM education, and TPACK model for teachers. Her current projects are: Teacher effectiveness, Teacher License, and STEM for women. Her researches talk about TPACK model and TIMSS studies. In addition, she worked as director for Ibitikar Initiative to support women and young girls in science and research for two years. She is a member of National Science Teacher Association (NSTA) and Kuwait Soroptimist.





# Analytical Overview of the Education System in Kuwait, what does it tell us?

Dr. Fatimah AlHashem  
Gulf University for Science  
and Technology

STUDY UK  
DISCOVER YOU





# Understand the education system in-depth

- ◆ Numbers can mislead if cultural factors aren't in the equation.
- ◆ Lessons from the recent education reform?
- ◆ What does our education system produce?
- ◆ What about the IELTS? Is it enough?

World Bank, MOE, NCED have now launched a new integrated multi-year (2015- 2019) Technical Cooperation Program (SEQ1.2)

Key Proposed Education Projects and Primary Objectives

Component / Deliverable	Primary Proposed Objectives
1- Curriculum Development	To enhance the quality of the national curriculum through the development and implementation of an integrated, competency- and standards-based curriculum
2- Effective Teaching	To enhance the teaching quality through a coherent teacher policy framework, the provision of effective professional development programs, the implementation of teachers' standards, and a teacher proficiency test.
3- School Effectiveness	To improve learning outcomes through continuous enhancement of school practices, the learning environment, and school-based management.
4- System Accountability/Transparency	To enhance system effectiveness through evidence-based decision-making processes using standards and national and international assessments.
5- Education Policy Decision-making & Implementation Support	To develop national education policies and overall governance and implementation capacity of the sector, Ministry, and the reform process.

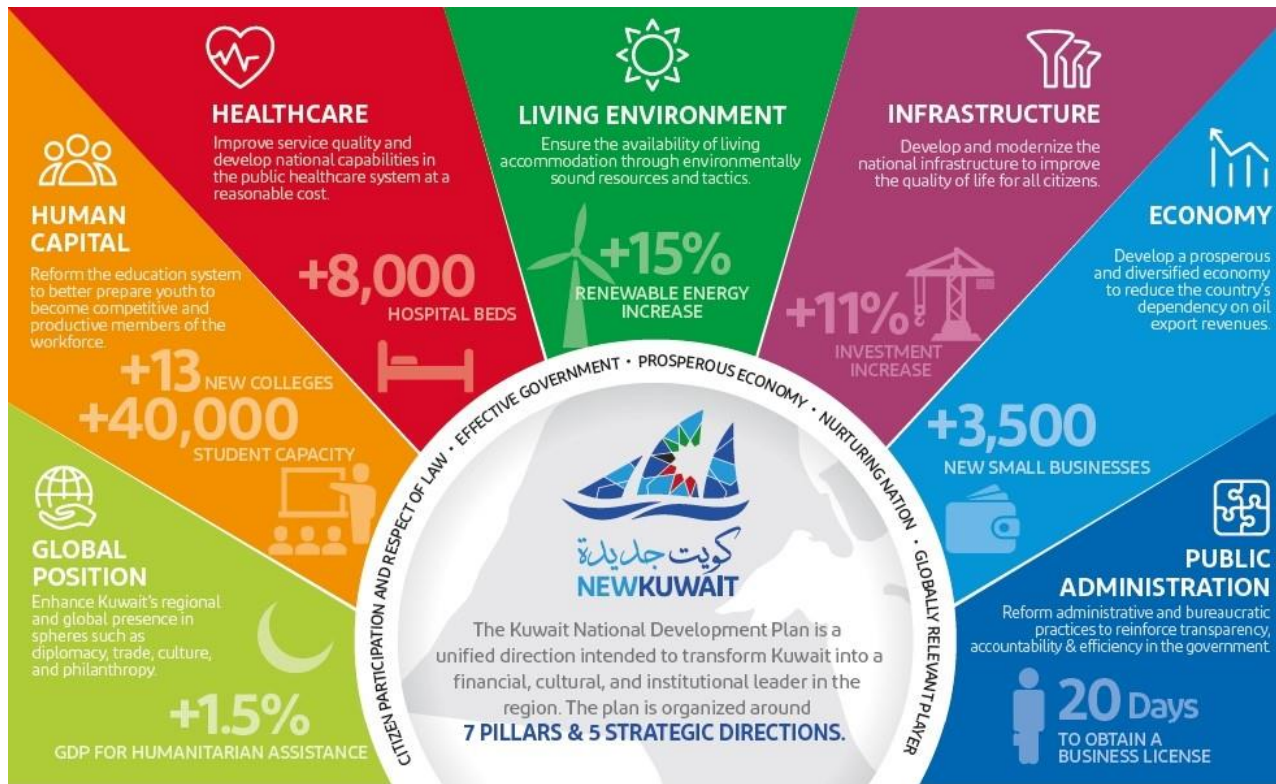


# How studying in Britain can make a difference to the Kuwaiti job market

- ◆ Understand the Kuwaiti job market (past- present- then forecast the future needs).
- ◆ What is being offered in Kuwait from the higher education – (compete vs collaborate be compatible).
- ◆ **Sister Institutions.**



# The vision of New Kuwait 2035



# Questions?





**STUDY UK**  
**DISCOVER YOU**



[study-uk.britishcouncil.org](https://study-uk.britishcouncil.org)  
**#StudyUK**