

## Opportunities in Taiwan for the UK Education Sector

12 January 2022, 9:00am-10:30am(UK)

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### British Office Online Webinar Invitation

#### “Opportunities in Taiwan for the UK Education Sector”

Wednesday 12 January 2022

UK time 9:00-10:30 / Taiwan time 17:00-18:30

Experts from the British Office, British Council, British Chamber of Commerce Taiwan, UK education companies and Taiwanese higher education institutions will share insight into the education landscape in Taiwan, as well as commercial opportunities for UK institutions and companies offering English Language Training (ELT) and English Medium Instruction (EMI).

This is an emerging commercial opportunity in a complex market, which is best suited to organisations who are willing to take a long-term view and set up an office or work with a local partner in Taiwan.

Taiwan has set out an ambitious strategy to become bilingual by 2030 as one of President Tsai's priorities. The UK is Taiwan's natural partner of choice in delivering this strategy. The Ministry of Education aims to:

- Improve the ability of teachers to teach courses in English and the proficiency of students' English.
- Augment the number of teachers and strengthen their capacity in EMI teaching.

There are immediate specific opportunities in **higher education** through the provision of research and consultancy, postgraduate courses, and other continuing professional development offers from the UK. MOE is encouraging the take-up of EMI courses by students and supporting the development of pre-service and in-service teacher training of teachers of English as a Subject, Content and Language Integrated Learning (CLIL) and EMI.

Universities in Taiwan now have EMI plans and funding to implement them. Their aim is for at least 5% of sophomores and first-year graduate students in 2024 to take at least one English-taught course, and 10% in 2030 take at least two.

#### The British Office Taipei Contact

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#### Webinar Information

**Date:** Wednesday 12 January 2022

**Time:** 9:00-10:30 UK time

**Organiser:** British Office Taipei DIT

**Meeting type:** MS Teams Webinar (The British Office will send the meeting link prior to the date)

**Application Deadline:** 7 January 2022

**Registration Link:** [www.surveycake.com/s/o0p7O](http://www.surveycake.com/s/o0p7O)



Registration Link

British Office

## Webinar Agenda

Date: Wednesday 12 January 2022

Time: UK 9:00am - 10:30am (1.5 hrs)

Opportunities in Taiwan for the UK Education Sector		
Time	Topic	Speaker
9:00-9:05	Opening Remarks	<b>Tom Burn,</b> Deputy Representative, British Office Taipei
9:05-9:15	The Taiwan's education landscape	<b>Ralph Rogers,</b> Director, British Council Taiwan
9:15-9:25	Taiwan's Bilingual 2030 strategy	<b>Ralph Rogers,</b> Director, British Council Taiwan
9:25-9:35	The Commercial Opportunity	<b>Stephanie Ashmore,</b> Head of Trade and Investment, British Office Taipei
9:35-9:45	The Route to Market - Taiwan Market Entry	<b>Richard Stokes-Green,</b> CEO, British Chamber of Commerce Taipei
9:45-10:00	Case Study	<b>Johanna Wu,</b> Business Development Manager, Cambridge Assessment English
10:00-10:15	Taiwan Higher Education	<b>Dr. Tzu-Bin Lin,</b> Association Vice President, National Taiwan Normal University
10:15-10:25	Live Q&A by Audience	Discussion and Q&A
10:25-10:30	Closing Remarks	<b>Stephanie Ashmore,</b> Head of Trade and Investment, British Office Taipei



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