



# SERVICES FOR INTERNATIONAL EDUCATION MARKETING

## **UK briefing series - Focus on Mauritius**

15-17 July 2013

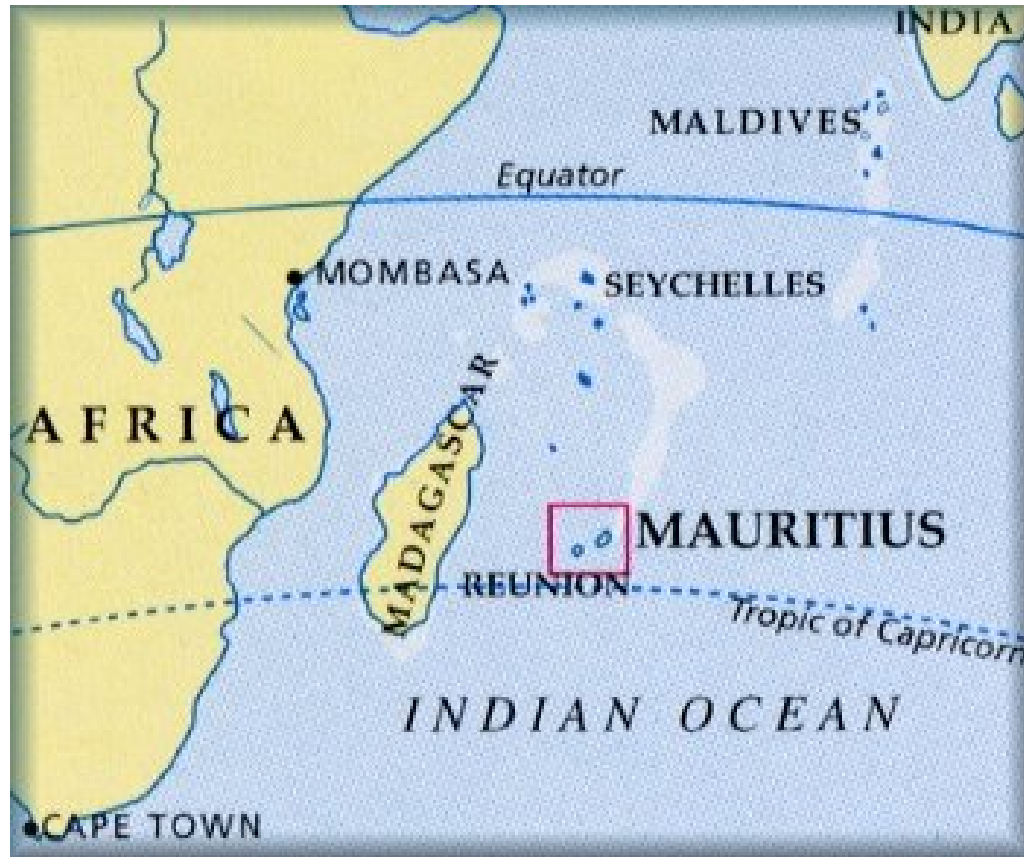
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# Focus on Mauritius



# Focus on Mauritius: why you should

- Strategic location: gateway to Africa
- Politically and economically stable
- Investment-friendly environment
- Government vision to position Mauritius as a regional knowledge hub
- Government aim to increase tertiary enrolment rate from 45% to 75% by 2020 – one graduate per family
- State-of-the-art facilities to set up branch campuses (currently 2 UK and 1 Indian)
- Collaboration with local institutions strongly encouraged – rapid increase in local education providers (in 2012, 11 public and 65 private – up from 8 public and 34 private in 2000)

# Focus on Mauritius: why you should (cont)

- Primarily TNE market but 1510 students in the UK in 11/12 (according to HESA)
- Number of foreign students studying in-country growing rapidly:
  - 2011 600
  - 2012 1200
  - 2013 2000(about 50% from India and about 25% from South Africa)
- UK TNE numbers in Mauritius:
  - 2007/08 1425
  - 2008/09 6440
  - 2009/10 6630
  - 2010/11 8775
  - 2011/12 9550
- UK education held in high regard

# Focus on Mauritius: why you shouldn't

- Very small country: population 1.3 million (but growing middle class)
- Growing international competition (Australia, France, South Africa, India, Malaysia, Canada, Pakistan, Sudan, Reunion)

# UK partnerships in Mauritius

UK	
1 ACCA	20 Sheffield Hallam University
2 Anglia Ruskin University	21 The Chartered Institute of Management Accountants, CIMA
3 Association of Business Management Executives	22 The Chartered Institute of Logistics and Transport
4 BCS	23 University of Birmingham
5 Chartered Institute of Marketing - CIM	24 University of Bradford
6 Confederation of Tourism and Hospitality	25 University of Central Lancashire
7 Confederation of Tourism-Hotel-Catering Management	26 University of Derby
8 Coventry University	27 University of Greenwich
9 Heriot Watt University	28 University of Hertfordshire
10 Institute of Chartered Accountants in England and Wales	29 University of Kent
11 Institute of Chartered Secretaries and Administrators	30 University of Leicester
12 <i>ifs</i> School of Finance	31 University of London
13 Institute of Commercial Management	32 University of Portsmouth
14 Leeds Metropolitan University	33 University of Sunderland
15 Middlesex University	34 University of Teeside
16 NCC Education	35 University of Wales
17 Northumbria University	36 University of Wolverhampton
18 Oxford Brookes University	37 Edexcel
19 Royal Holloway, University of London	

# Competitor countries partnerships in Mauritius

Australia		South Africa	
1	Australian Catholic University	1	MANCOSA
2	Curtin University of Technology	2	The Regent Business School
3	University of Southern Queensland	3	University of South Africa (UNISA)
France		India	
1	EBS, Paris	1	Annamalai University
2	VATEL Ecole Supérieure de Commerce et Gestion, Hotellerie-Tourisme	2	Bhavnagar University
3	Université de Poitiers	3	Birla Institute of Technology, Ranchi
4	Université de Versailles Saint Quentin En Yvelines	4	EILM University, Sikkim
5	Université Lille 2	5	Kurukshetra University
6	Université Paris I - Panthéon - Sorbonne	6	Amity University
7	Université Paris-Dauphine	7	Sikkim Manipal University
8	Université Paris VI	8	Visvesvaraya Technological University
9	Université de Limoges	9	Indira Gandhi National Open University
10	University of Bordeaux 2	10	University of Madras

# Competitor countries partnerships in Mauritius

Malaysia		Reunion	
1	Limkokwing University College of Creative Technology	1	L'Académie de La Reunion
Pakistan		Canada	
1	International Islamic University of Islamabad (IIUI)	1	SIAST-Saskatchewan Institute of Applied Science and Technology, Canada
2	Riphah International University		
Sudan			
1	Khartoum International Institute of Arabic Language		



# Forthcoming opportunities

14-17 February      Education UK Pavilion in the International University and Career Exhibition

- BC-managed UK Pavilion
- Face-to-face briefing
- Estimated audience reach 20,000

Direct marketing – email shots/presentations and seminars popular