

Effective recruitment from Bangladesh

SIEM - Bangladesh

STEP Analysis

Social

- Population currently 150.5 million
- Youthful population – 35% below 25 years. Bangladesh sees itself as a secular state with a moderate Muslim majority [90 per cent]

Technological

- Total number of internet users 8 million, Facebook users – 4.8 million (July 2013)
- The Number of Mobile subscriber crossed 100 million. Mobile penetration 66.36%



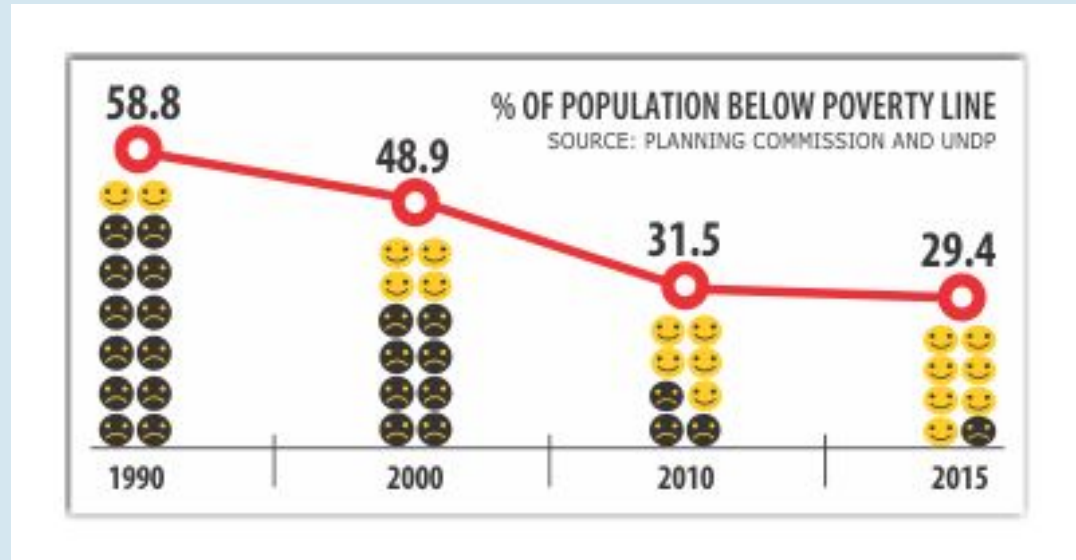
Economic

- In spite of global economic downturn and natural crises, Bangladesh's economy has maintained a healthy 6%-plus growth rate
- Actual FDI rose by 13.75 percent to \$1.29 billion – The telecommunication sector received the highest amount of FDI followed by textiles, banking, power, gas and petroleum.

FDI INFLOW	
<i>(In million USD)</i>	
YEAR	FDI
2010	913.32
2011	1136.38
2012	1292.56

Positive indicators

The population below the poverty line dropped from over 58% in 1990 (the MDG base year) to 31.50% in 2010 – Achieving it's most fundamental Millennium Development Goal (MDG)



Remittance records 12% growth in FY13

Political

- Bangladesh is being governed by a political party headed by the Prime Minister
- Political instability (particularly hartals/strikes called by opposition party) in 2013
- National election to be held at the end of 2013 or early 2014

Market Opportunities – places full to capacity

- (According to Naric) Higher Secondary Certificate is equivalent to O'Levels but most Universities accept HSC with high GPAs (4-5) plus good IELTS for direct entry. Other universities require the foundation route
- The 2012 HSC pass percentage is just under 80%. A total of 60,753 candidates got GPA 5 (out of 5) (last year it was 39,769) - A total of 721,979 students passed. Students then go on to take University admissions test
- Large number of students passing the Higher Secondary examination can not get a place in universities (capacity issues forcing students into the college system)
- Lack of places for students in their preferred subject
- A lot of parents are now willing to send their children abroad for higher studies to avoid the political instability which affects the usual study duration and creates huge uncertainty

(Though the duration of an UG degree is 4 years, it might take up to 6 years in a public university due to academic session jams)

Recruitment challenges from Bangladesh

- UGC are increasing regulation of foreign degrees as private universities strengthen their curriculum which may impact on existing/future TNE arrangements
- Due to restriction by the Central Bank, transferring funds (advance deposits by student) to overseas banks can be difficult
- Political instability (particularly hartals/strikes called by opposition party) in 2013

TNE Landscape

- There are 19 local education providers who provide tuition of UK qualifications: Law - 7 (Diploma in Bangladesh 2nd/3rd year in UK), NCC – 2 (National Competing Centre), ACCA – 8 (Part 1 or 1&2 in Bangladesh with progression courses in the UK), CIMA – 2
- Total number of Professional exam candidates – **13270**
2012: Law (6360), NCC (859), ACCA (4629), CIMA (238)
- Total IELTS exam candidates **15475** (2012) in Bangladesh

TNE services We can provide:

- Local college/university background check
- Consultancy services – meeting with all parties including MOE, UGC and local university/college for affiliation
- Local market briefings to extensive Market research report

Education Landscape

`O' and `A' level tuition providers

- Dhaka: 210
- Chittagong: 15
- Sylhet: 9
- Rajshahi: 2
- Khulna: 5
- Total number of GCE 'O' and 'A' level candidates in 2012 in Dhaka – 3735 (CIE) and 12895 (Edexcel)

HE institutions

Universities:

- Public universities – 34
- Private universities – 70
- International universities – 2 (Asian University for Women & Islamic University of Technology)

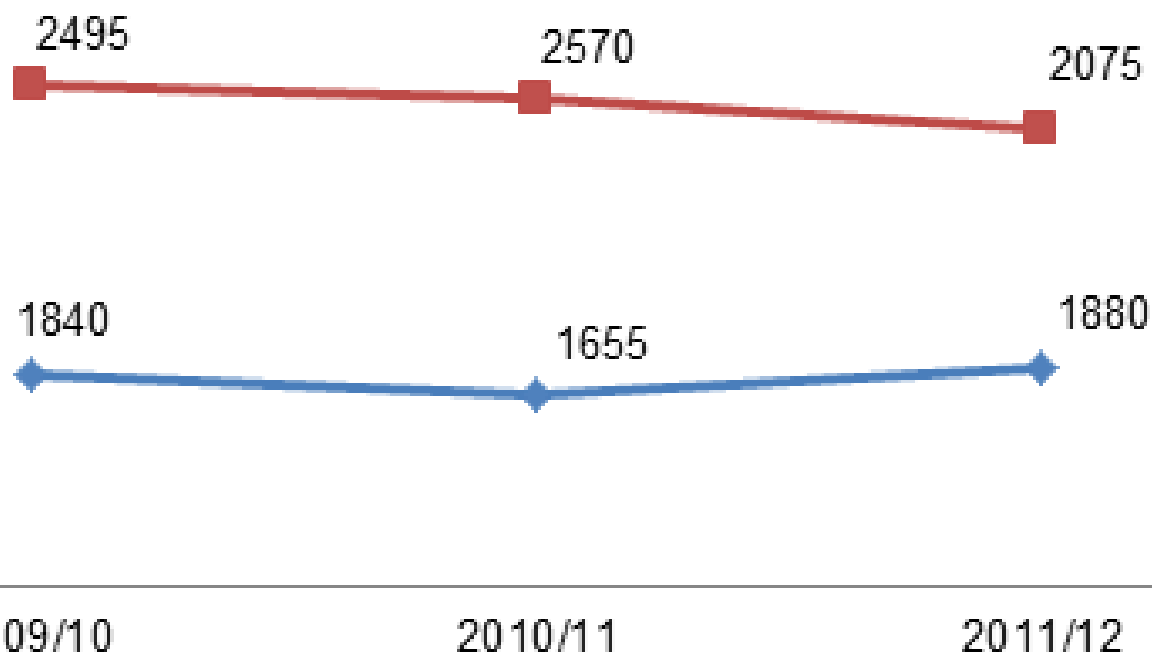
Colleges:

- Public – 512
- Private – 5798

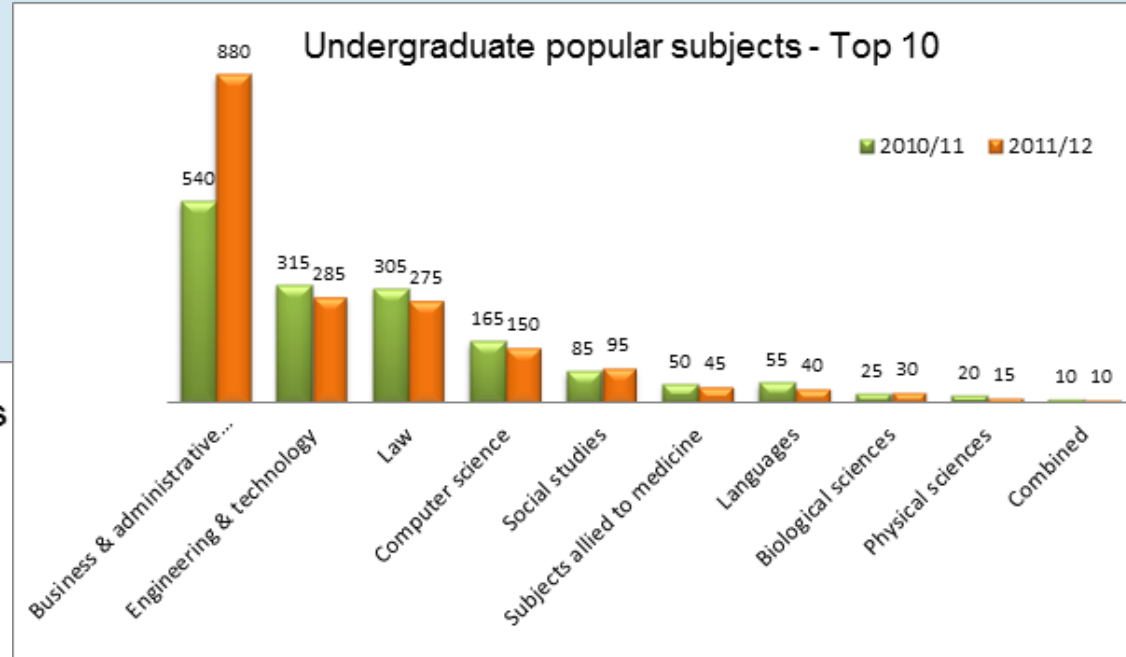
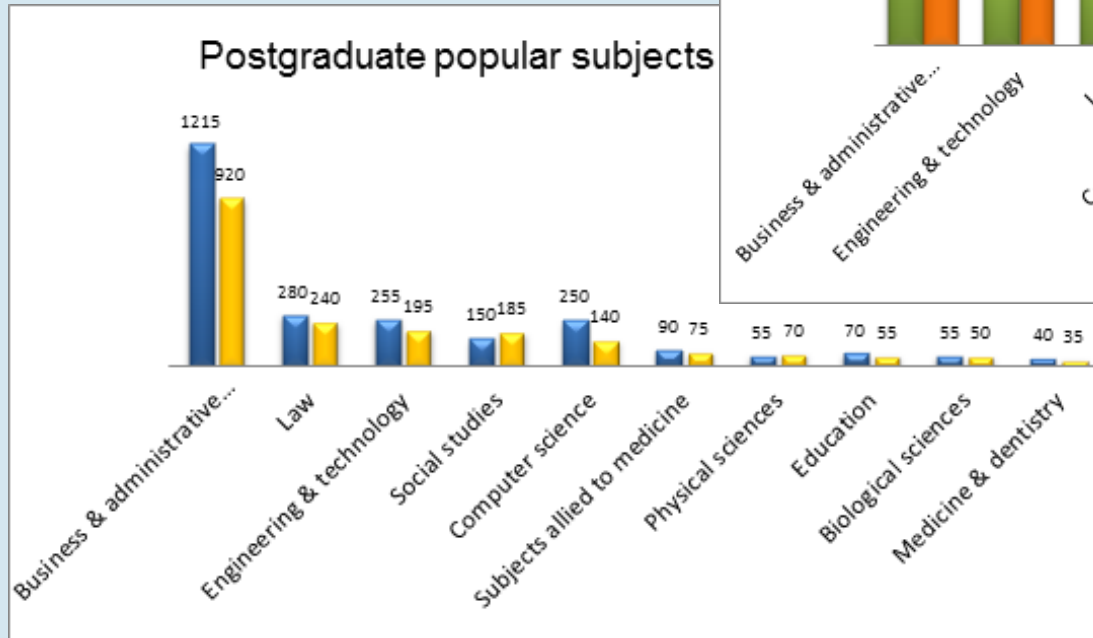
UG-PG trends over time 2009/10 – 2011/12

UG-PG trend : 2009/10 - 2011/12

Undergraduate Postgraduate

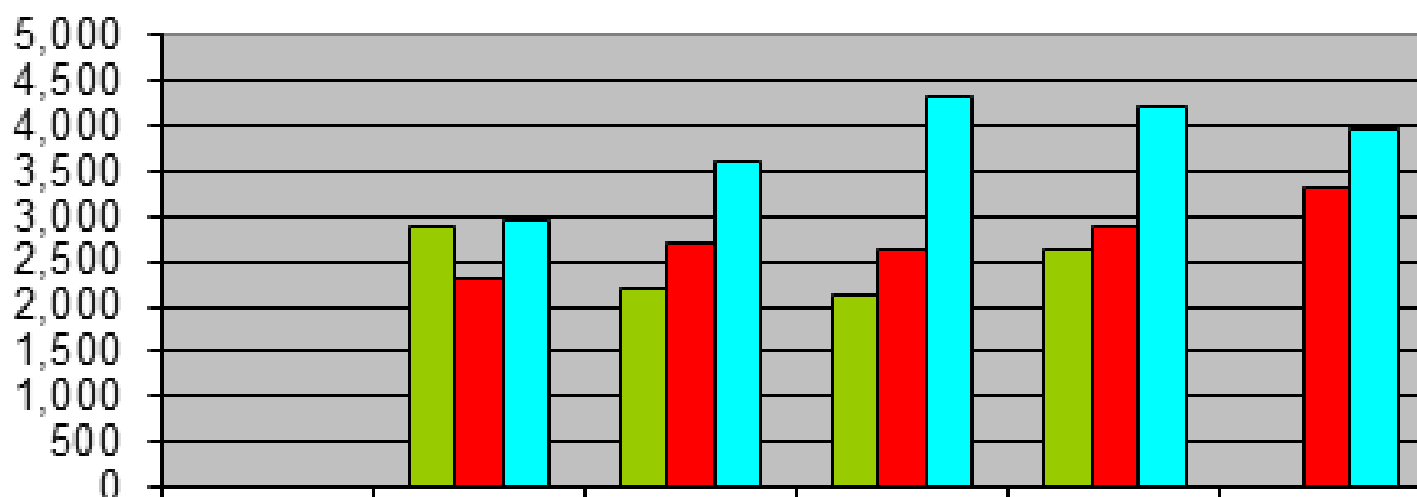





Popular Subject Areas – Postgraduate



Comparison between UK, Australia and USA

Number of Bangladeshi students to other competitor countries



 Australia	2,879	2,209	2,125	2,632	
 USA	2,305	2,706	2,619	2,873	3,314
 UK	2,955	3,625	4,340	4,225	3,955

Marketing Your Institution

- Focus on employability – graduate attributes, links to industry
- Raise your brand through British Council events (Exhibitions, seminars, counselling, school missions, alumni events etc) and materials
- Price sensitive market – consider scholarships/bursary
- Market your institution through social media networks, SMS/ Email shots – we can provide a tailored package for digital marketing
- Localise information on your promotional materials
- Really promote your event by using our digital boards and pop up banners
- If you can't come, use Skype for pre-departure briefings or recruitment sessions – BC can provide support
- Why Use British Council meeting rooms:
- attracts focused students as situated in a convenient place for student communication and treated as student hub (in Dhaka University area)
- Cross selling – many students come to our office for IELTS registration/results, O/L level enquiries/registration, using Resource Centre and attending English Language courses.
- Approximately 2750 visitors visit our Dhaka office per week.
- Last year we successfully managed 65 UK institution visits

Various Events



Education UK
Exhibition



Visa Session
for Agents



UK Education
Open Days
(Agent
Exhibition)



Upcoming events

Agents Training Programme - 24 August 2013:

We trained 43 Agents last year for more info and a list please visit:

http://www.britishcouncil.org/website_may_13_2_.pdf

School and University Visit -1-2 October 2013:

We will organise visits for interested UK institutions to A-level Schools and Private Universities in Dhaka ([still open for recruitment](#)) we've timed this to coincide with the key visiting time to Bangladesh

Visa seminar for local agents - 7 October 2013:

UK institutions can encourage their local agents to participate the Visa seminar which we organise in collaboration with the British High Commission.

Upcoming events continued...

- **UK Brand building in 4 cities by the SIEM team - Rajshahi (31 Aug 2013), Comilla (7 Sep 2013), Chittagong (10 Nov 2013) & Sylhet (30 Oct 2013)**
 - We are happy to run a presentation on behalf UK institutions (if we are provided a PPT presentation or a video)
 - We can distribute your promotional materials
 - We can also place your pop-up banners at our event venue
- **Education UK Exhibition 2014: (opens for recruitment end of July)**
 - 13 – 14 February 2014: Dhaka
 - 16 February 2014: Chittagong
 - 19 February 2014: Sylhet

*Last year **52 UK institutions** participated in Dhaka Exhibition and we are going to organise a day in Sylhet for the first time this year*