



Education UK
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Education UK exhibition Hong Kong,
17 - 18 August 2013

British Council Hong Kong

Education UK August 2013 Exhibition

Post Event Report

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Introduction

Thank you for your participation at the Education UK exhibition in Hong Kong in August. The purpose of this report is to provide you with a summary of the event findings, including visitors survey, exhibitors survey and other findings. In addition to some useful pointers on the Hong Kong market such as subject interest, we trust that this report will enable you to report RoI and assist with decision making for 2014.

We are delighted to announce that overall visitor numbers were once again up vs. last year. Saturday in particular saw an increase on 600 students over 2012, and Sunday also saw a smaller increase. Responses from the visitor survey confirm some recent trends, namely that subject area interest is diversifying away from business to other subject areas.

Some institutions reported that students on the Sunday were enquiring about next year. While we trust that this is useful in maintaining profile and capturing students early in the decision making process, we also acknowledge that the primary objective for most institutions is immediate enrolment during clearing. This with in mind we are closely evaluating the ideal dates for next year, in order to capture as many students as possible following the release A-level results or other key dates. We would greatly appreciate your input as per section 4 below.

KITEC once again proved an attractive venue for students, with no evidence that the move from HKCEC in Wanchai two years ago has any effect on visitor numbers. While KITEC may have its limitations for exhibitors, such as difficulty in finding taxis, KITEC is in the heart of population areas and does not appear to detract from the event. HKCEC is unavailable for at least the next three years due to Hong Kong Trade Development Council's Food Expo, which attracts in excess of 400,000 visitors.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year.

Regards,

Anna Lee | Marketing Services Manager, Education



1. Key statistics

Attendance	Hong Kong	
	2012	2013
Sat 17 August	3,000	3,600
Sun 18 August	3,200	3,400
Total number of visitors	6,200	7,000
Total number of exhibitors	75	73

*A full list of exhibitors can be found in Appendix 2.

2. Recommendations for institutions

- It would be useful to have at least one Cantonese speaker or HK student alumnus at the booth, in order to answer enquiries from parents or students who might not be able to communicate fluently in English as well as provide more 'unofficial' information about the institution which prospective students might ask for.
- Decision making in Hong Kong is based on practical considerations such as exchange and/or internship opportunities and, providing career support upon graduation. These value add selling points are very important in this market.
- There are some seminar topics the visitors are interested in attending, institutions may consider to take up these seminar sessions in our future events:
 - Subject based seminar
 - Introduction of UK postgraduate courses
 - How to choose school/college in the UK
 - How to adapt to the UK culture and accommodation arrangement
 - Alumni sharing session
 - Budget/costing to study in the UK and financial aid for underprivileged students
 - Articulation tot HKU/CUHK medicine after achieving a medical degree in UK

3. British Council response to institution concerns

Below is a summary of areas commented on by institutions, and our response in terms of follow-up actions. Suggestions and comments received from institutions are listed in full in Appendix 4:

Venue

- Many institutions commented that KITEC is not as convenient as HKCEC in Wanchai and it was suggested that the central location at Hong Kong Island would have been better. Unfortunately, HKCEC cannot secure our booking (even in 2016 summer) before they can accommodate all the concurrent events. The possibility of having our August exhibition at HKCEC is not great as one of the largest exhibitions in Hong Kong - Hong Kong Food Expo is normally held in Mid-August, which is at the Clearing weekend, and attracts over 400,000 visitors.
- In fact, the number of visitor did not affected by the location as KITEC is near to the residential area in Hong Kong. Kowloon accounts for 30% of the total population in



Hong Kong, while Hong Kong Island just account for 18% of the total¹. We believe KITEC is another suitable venue for our exhibition with limited options in Hong Kong.

- Some exhibitors commented that the catering was not satisfactory. As KITEC is the sole management of the catering service in the exhibition area and has the exclusive right to serve food and drink in the venue, we cannot order outside catering for our exhibition. In spite of this, we will carefully select the menu next time and ensure there will be sufficient supply of food and drinks throughout the event.

Timing of the event

- There were some exhibitors suggesting to hold the exhibition earlier - *The event should take place on Friday and Saturday, the day after A-Level results are released.* In order to maximize the interest for all UK institutions, we are now doing a survey and find out which day will be the best time to do our summer exhibition next year. For your information, the HKDSE, JUPAS and GCE A-level result release dates in 2014 are as follows –

HKDSE result – 14 July

JUPAS result – 8 August

GCE a-level result – 14 August (UK time)

We would be very grateful if you could take the time to complete the following survey, the feedback we get from it will help to fix the date for exhibition next year :

<https://www.surveymonkey.com/s/23NKMJ>

Participation fee

- Some institutions commented that the participation fee in Hong Kong was high. It is mainly due to a) high exhibition venue rental cost and b) expensive event promotion in Hong Kong. Despite of this, the exhibition fee did not increase from last year
- In total, we spent around GBP75,000 on advertising and promotion, which is more than 56% of the total exhibition budget. This spend creates high awareness of the exhibition and UK education in general, with the result stimulating the market and driving attendance.



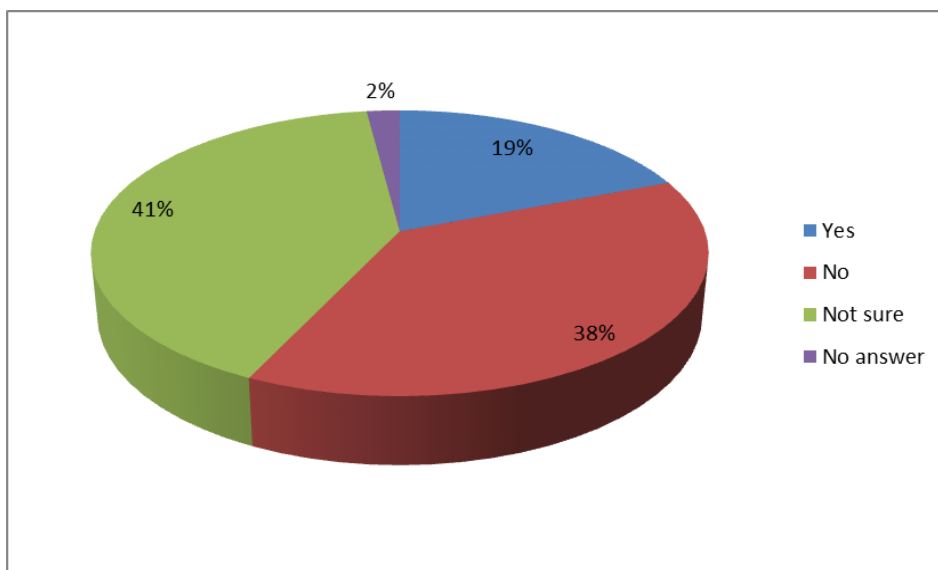
¹ Information Services Department, HKSAR Government - <http://www.gov.hk/en/about/abouthk/factsheets/docs/population.pdf>



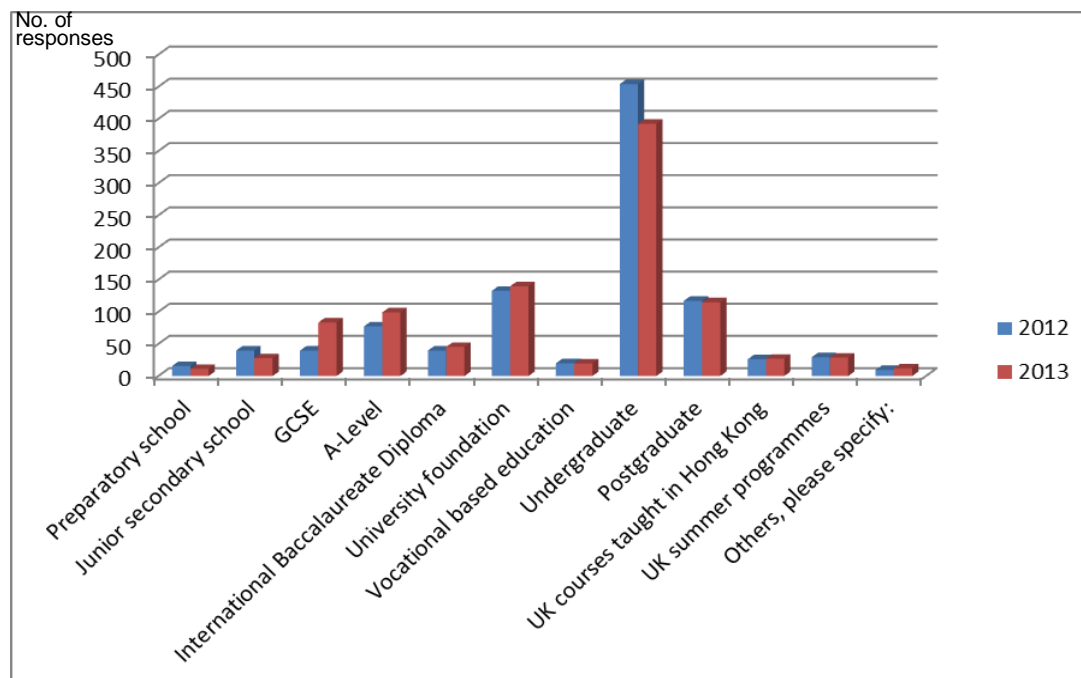
4. Key Visitors survey insights

- As per previous years parents are not confident in Hong Kong Diploma of Secondary Education, and this year this phenomenon remains the case. The main reason is public uncertainty and nervousness about the education reforms implemented in 2009 and not sure if HKDSE would be internationally recognised for university access .
- Although all students entering Secondary Four can now complete senior secondary education in Hong Kong, the survey indicated that there are stronger interests from Hong Kong students looking to move to UK earlier to study GCSE and GCE A-level, in order to skip the HKDSE exams in Hong Kong. So, institutions should be able to provide advice on pathways available to them at different stages of education.

Are you confident that the new Hong Kong Diploma of Secondary Education will be suitable for your child?



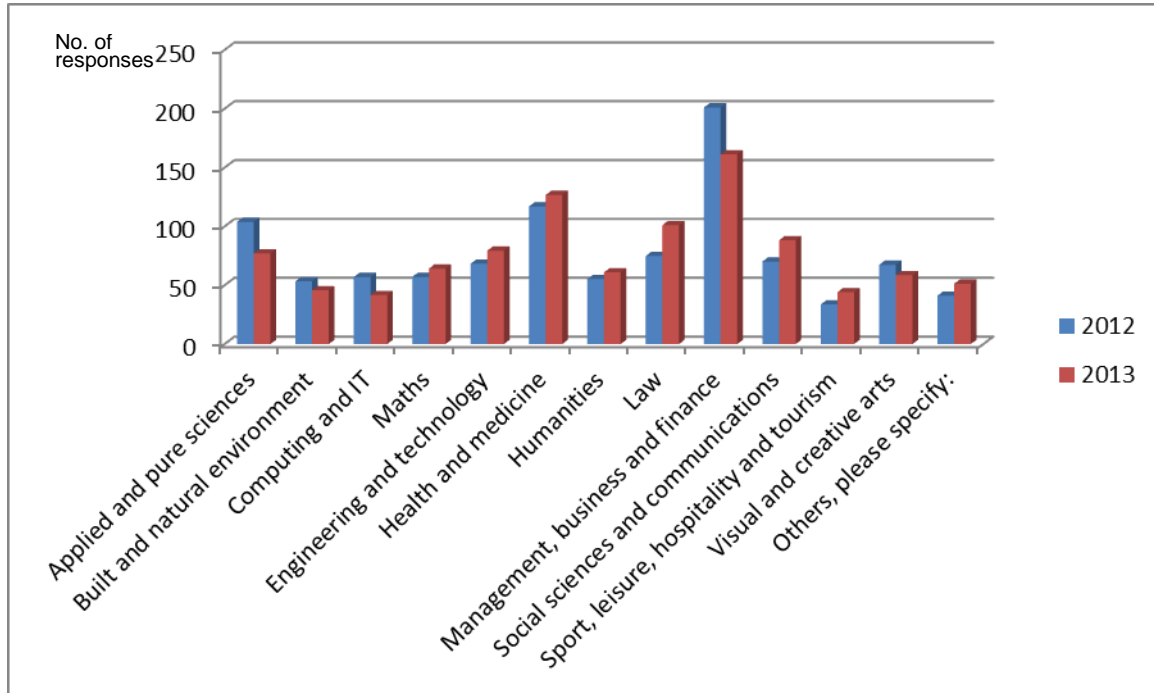
What programme of study are you interested in?





- Students are looking increasingly for specialist subject information and their areas of interest are diversifying from the traditional business management subjects. Subjects like Law, Social Science and Health and Medicine are now becoming more popular compared with last year. It should be acknowledged that schools in Hong Kong are becoming more sophisticated in the higher education counselling that they provide to students, as reflected in the higher quality visitors and the in-depth enquiries that they make. Exhibitors should therefore be prepared to provide in-depth information about courses and subjects offered by their institutions as well as general information about admissions.

Which subject(s) do you / your child wish to study for your qualification?





5. Prospects for Hong Kong Student Recruitment

Since the launch of the new secondary curriculum in September 2009, the reforms were believed to still play a significant role in motivating parents and students into considering alternatives. The articulation of the HKDSE to UK higher education and implications of Hong Kong's new education system for studying in the UK will clearly continue to be focal points for this market for the next few years.

Hong Kong is a robust market for student recruitment, with a continuing lack of publicly funded higher education provision. This lack of provision will not change any time soon, meaning that Hong Kong will for the time being remain a relatively safe bet.

While this overall market status remains unchanged, under the surface the last couple of years have seen some significant changes. While entry requirements and pathways for HKDSE graduates have now been set, some of the resulting implications are now being more clearly understood. Foremost among these is a diversification of subject interest. This was initially picked up on last year, and appears to have accelerated this year. While business is still the number one subject area of choice, the gap appears to have significantly narrowed to medicine and law, with other areas in social sciences and humanities showing an increase in enquiries. Engineering also appears to have reversed a recent decline. This provides an opportunity for institutions to spread its international student population across faculties, and as a mature market Hong Kong has a role to play in this regard.

Besides, institutions should also be aware that there were 68% of the students (year 2013) sat for 4 core subjects + 2 elective subjects at their DSE exams, institutions should consider to adjust their entry requirement accordingly.

While the market remains buoyant, Hong Kong is a sophisticated market where competition among institutions is fierce. In order to differentiate your institution it is therefore becoming increasingly crucial to clearly articulate faculty strengths and sell the benefits of particular courses.

As with many markets, Hong Kong parents and students are also showing increasing pragmatism. Subject choices are closely linked to perceived career opportunities (this is one driver behind the subject diversification), and universities who are able to demonstrate industry links and speak in these terms will have an advantage. Career support upon graduation and meaningful alumni activities are other advantages that may provide an advantage.

In consideration of these factors, at British Council we are offering a wider range of marketing opportunities to supplement the exhibition. These include subject specific information seminars, value add seminars such as writing a personal statement, and a mooted careers fair for graduates of UK universities. We look forward to discussing these opportunities with you as valued institution partners in due course.



Appendix 1: Event profile

Hong Kong

Venue	Rotunda 3, Kowloonbay International Trade and Exhibition Centre, Kowloon Bay, Hong Kong, 17-18 August 2013
Opening hours	1300 – 1900
Stand costs	9 m ² = £3,663.43 + VAT 12 m ² = £4,151.82 + VAT 15 m ² = £5189.52 + VAT
Sponsors	Marsh (Hong Kong) Ltd The Bank of East Asia Ltd Virgin Atlantic Airways IELTS
Unique feature to give added value –	QR code for instant course vacancies information UCAS IELTS registration/ enquiries
Seminars – should be covered in the main body of the report	17 August
	How to choose the right course and the right university?
	How to write a personal statement?
	Clearing 2013
	Articulation between UK and Hong Kong education systems
	Learning from experience: UK alumni and parents' perspectives
	Studying in the UK
	International foundation course – pathway to UK higher education explained
	Taster lecture – Business and Law
	Preparing for the IELTS test
	18 August
	Employability: How UK universities prepare you for career success
	The UCAS applicant journey (2014 entry)
	The added value of professional qualifications and exemptions – How to fast track your career?
	How to choose the right course and the right university?
	Taster lecture – Business management: Modern leadership and control mechanisms
	Preparing for the IELTS test
	Pre-departure briefing



Appendix 2: List of participating institutions

Booth No.	Institution	Geographical Location
Independent schools and colleges		
4	Astrum Education	London
6	Bellerbys College	South East England
11	Bishop's Stortford College	South East England
16	CATS College	South East England
16	Cambridge School of Visual & Performing Arts	South East England
27	EF University Preparation abroad	Central England
29	Friends' School, Saffron Walden	Eastern England
46	Moira House Girls School	South East England
Further education colleges		
8	Birmingham Metropolitan College	Central England
12	Bournville College	Central England
16	FoundationCampus	South East England
31	Grimsby Institute of Further and Higher Education	Eastern England
33	INTO University Partnerships (Foundation / Diploma / Graduate Diploma)	Central England/ Eastern England/ South West England/ London/ Northern England/ Northern Ireland/ Scotland
66	Wiltshire College	South West England
Higher education institutions		
1	Aberystwyth University	Wales
2	University of the Arts London	London
3	Aston University	Central England
5	Bangor University	Wales
7	Birmingham City University	Central England
9	University College Birmingham	Central England
10	University of Birmingham	Central England
13	BPP University College	London
14	University of Brighton	South East England
15	Brunel University, London	London
17	Cardiff University	Wales
18	University of Chichester	South East England
19	City University London	London
20	Coventry University	Central England
21	De Montfort University	Central England



22	Durham University	Northern England
23	University of East Anglia	Eastern England
25	Edge Hill University	Northern England
26	Edinburgh Napier University	Scotland
28	University of Essex	South East England
30	University of Gloucestershire	South West England
32	University of Hull	Northern England
34	Keele University	Central England
35	University of Kent	South East England
36	The University of Law	London
37	Leeds Metropolitan University	Northern England
38	University of Leeds	Northern England
39	University of Leicester	Central England
40	University of Liverpool	Northern England
40	Xi'an Jiaotong-Liverpool University	Jiangsu Province, China
41	London South Bank University	London
42	Loughborough University	Central England
43	Manchester Metropolitan University	Northern England
44	The University of Manchester	Northern England
45	Middlesex University	London
47	Norwich University of the Arts	Eastern England
48	Nottingham Trent University	Central England
49	The University of Nottingham	Central England
50	Plymouth University	South West England
51	Queen's University Belfast	Northern Ireland
52	University of Reading	South East England
53	Royal Holloway, University of London	London
54	University of Salford	Northern England
55	Sheffield Hallam University	Northern England
56	SOAS, University of London	London
57	University of Southampton	South East England
58	St George's University of London	London
59	St Mary's University College, London	London
60	University of Sunderland	Northern England
61	The University of Surrey	South East England
62	University of Sussex	South East England
63	Swansea University	Wales
64	University of Warwick	Central England



65	University of West London	London
67	York St John University	Northern England
Other organisations		
24	Edexcel BTEC, GCSE & A-levels	
A	Bank of East Asia	
B	Marsh (Hong Kong) Limited	
C	Virgin Atlantic Airways	
Main counter	IELTS registration / enquiries	
Main counter	UCAS	



Appendix 3: Visitors' survey results

1. Are you a:		
Parent	320	43%
Student	426	57%
Total	746	100%

2. Are you/your child:		
Primary school pupil	12	2%
Junior secondary school (F.1 – F.3) student	51	7%
Senior secondary school (F.4 – F.6) student	444	60%
Associate Degree student	25	3%
Higher Diploma student	41	5%
Undergraduate student	103	14%
Postgraduate student	32	4%
Recent graduate	53	7%
Others, Comments	13	2%
Total	746	104%

4. What is your nationality?		
HKSAR/BNO Passport Holder	554	74%
People's Republic of China (PRC) Passport Holder	29	4%
British Passport Holder	127	17%
Other, please specify:	36	5%
Total	746	100%

5. Are you a:		
Hong Kong permanent resident	699	94%
Hong Kong resident	33	4%
Visitor to Hong Kong from Mainland China	10	1%
Visitor to Hong Kong from elsewhere	4	1%
Total	746	100%

7. If you are school student, or are parent of a school student, what type of school do you/your child attend now?		
Local public school	187	25%
Local private school (including Direct Subsidy Scheme school)	136	18%
International/ESF school	81	11%
Local post-secondary college	36	5%
Overseas boarding school	120	16%
Overseas post-secondary college	19	3%
School in mainland China	11	1%
University	130	17%
Other, please specify:	26	3%
Total	746	100%



8. What programme of study are you interested in?		
Preparatory school	12	2%
Junior secondary school	30	4%
GCSE	90	12%
A-Level	107	14%
International Baccalaureate Diploma	49	7%
University foundation	151	20%
Vocational based education	21	3%
Undergraduate	424	57%
Postgraduate	124	17%
UK courses taught in Hong Kong	29	4%
UK summer programmes	31	4%
Others, please specify:	13	2%
Total	746	145%

14. We would like to understand your motivation for considering a UK education for you/your child. Please indicate, on a scale of 1-5, the importance of the following, with 1 the least important:										
Should be in body of report with implication	1 (Least important)		2		3		4		5 (Most important)	
	Academic quality of UK education	19	3%	19	3%	77	11%	286	39%	327
Quality of life in UK schools/colleges/universities	13	2%	18	2%	118	16%	342	47%	237	33%
Facilities and learning environment in UK schools/colleges/universities	14	2%	20	3%	112	15%	335	46%	247	34%
Disciplined environment	14	2%	25	3%	143	20%	331	45%	215	30%
Confidence in UK qualifications	15	2%	16	2%	97	13%	307	42%	293	40%
Access to universities of your choice	18	2%	20	3%	126	17%	286	39%	278	38%
Value for money	9	1%	42	6%	178	24%	295	41%	204	28%
Unable to secure a place of your choice in Hong Kong	89	12%	70	10%	195	27%	234	32%	140	19%
Concern about quality of Hong Kong education	51	7%	64	9%	213	29%	230	32%	170	23%
Concerns that your child may face too much pressure in Hong Kong	59	8%	78	11%	218	30%	227	31%	146	20%
English medium environment	27	4%	28	4%	114	16%	274	38%	285	39%
Better career prospects	24	3%	30	4%	155	21%	265	36%	254	35%
Concern about Hong Kong's education reforms	48	7%	55	8%	191	26%	226	31%	208	29%

15. Do you think the quality of Hong Kong education has improved over the last five years?		
Yes	122	16%
No	384	51%
Not sure	222	30%
No answer	18	2%
Total	746	100%



16. Are you confident that the new Hong Kong Diploma of Secondary Education will be internationally recognised for university access?

Yes	218	29%
No	243	33%
Not sure	267	36%
No answer	18	2%
Total	746	100%

17. Are you confident that the new Hong Kong Diploma of Secondary Education will be suitable for your child?

Yes	140	19%
No	283	38%
Not sure	305	41%
No answer	18	2%
Total	786	100%

18. Will the 4-year undergraduate degree courses in Hong Kong make you more or less likely to choose 3-year courses offered by the UK universities?

More likely	257	34%
Less likely	70	9%
No impact	211	28%
Not sure	190	25%
No answer	18	2%
Total	746	100%

24. How would you rate the quality of service you have received (from the exhibitors)?

Excellent	161	22%
Good	425	57%
Average	70	9%
Bad	5	1%
Very bad	5	1%
No answer	55	7%
Total	746	100%



Appendix 4: Exhibitors' survey results

<i>Have you attended this country event before?</i>		
Yes	51	77.3%
No	15	22.7%
Total	66	100%

<i>What was your main aim for coming?</i>		
Recruitment	15	22.7%
Profile raising	1	1.5%
Both	51	77.3%
Total	66	100%

<i>What is your primary market interest in this event? (please indicate)</i>		
Undergraduate	57	86.4%
Postgraduate taught	33	50.0%
Postgraduate research	12	18.2%
Higher national diploma or equivalent	8	12.1%
Pre-university foundation courses	20	30.3%
Foundation	17	25.8%
Post-16 A-level	8	12.1%
Pre-sessional English	7	10.6%
School	5	7.6%
UK courses taught in Hong Kong (including Distance-learning)	5	7.6%
Total	66	207.0%

<i>Does the cost of participating in this event represent value for money to your institution?</i>		
Yes	53	80.3%
No	7	10.6%
No answer	6	9.1%
Total	66	100%



What recommendations have you got for the future of this particular event for British Council?

Event timing/duration

- Friday & Saturday. The day after A-Level results are released
- Make Sunday 2-6pm
- separate 2013 enquirers from 2014 one, suggest only admit 2013 enquirers in on day 1
- Do not clash with other recruitment fairs

Venue

- Better to run at HKCEC
- Maybe an event venue which is more accessible
- Better signage

Others

- Better refreshment
- Would be helpful if this exhibition is marketed as clearing only, as we saw a lot 2014 entry students on Sunday
- Highlight/emphasise this event as a 'clearing' event only
- Blank table cloth for all stands
- Please provide power extension for laptops
- Provide pdf version of exhibitors handbook before event to download
- More realistic price (most expensive British Council Event)
- More advertisements to advertise the event
- Event is promoted under the "Great" logo which excludes Northern Ireland

What market developments have you noticed by coming?

Subject/course interest

- A lot of students with AS Levels looking to make to a foundation course rather than complete A2's
- Briefing mentioned more interest in vocational study
- Interest in Creative courses + Media
- Good demand for Engineering and Business, new demand for Media, Psychology, Law
- Diversified subject interest
- Drop in PG market
- Interest in Physiotherapy
- Architecture seems to have gained significant interest
- More foundation programme enquiry
- Growth in interest for psychology
- Increase in PG interest
- Increase in applications
- Increasing diversity of subject enquiries, opportunities for subject specific events
- Lots of school enquiries plus GCSE
- More diverse interest from HK students with local qualifications
- More for 2014 entry
- More interest for PG, also for next year, biology was very popular for UG
- New course interests, mainly UK A Levels at this time of year
- Reduction in foundation programme demand
- Still too focused on Business/ Law
- Students looking for both 2013/2014 entry
- Trends of courses shift year to year
- Well attended. increase in 2014 enquiries
- Wider mix of subjects of interest than previous years



HKDSE related

- Fewer HKDSE enquiries
- HKDSE students often take 2 electives, and the event still have a lot of A-level students
- Students are more aware of UK universities' DSE requirements
- Uncertainty of the HKDSE and progression to university

Others

- Strong competition from local universities
- Getting more parents to notify the UK school and further develop plans for recruiting student from HK

What learning points have you picked up for marketing your institution?

- Learn how to publish HKDSE requirements
- Enough staff on stand, use of HK alumni during the event
- Importance of being able to make on the spot offers
- Parents have different concerns and very well prepare for their children's future. They have clear idea what they want, which helps us to provide the exact information that requested by parents
- Potential for TNE
- Reasonable price and percentage of getting into University
- Revise our HKDSE requirements for certain subject areas
- Student profiles - Alumni
- To assess the HKDSE/IELTS equivalences and reconsider entry requirements
- Value added element is very important

What is your assessment of the visitors?

Good number and good quality	41	62.1%
Good quality only	4	6.1%
Good number only	11	16.7%
Disappointing	7	10.6%
No answer	3	4.5%
Total	66	100%

Have you developed new or built on existing feeder or agent relationships by coming?

Yes	46	69.7%
No	19	28.8%
No answer	1	1.5%
Total	66	100%

Have you developed other links by coming?

Yes	25	37.9%
No	40	60.6%
No answer	1	1.5%
Total	70	100%



How was the support to your business needs from British Council before and during the event?

Unsatisfactory	0	0%
Satisfactory	22	33.3%
Good	44	66.7%
Total	71	100%

How do you rate the quality of actual event management, logistical arrangements, venues and any ceremonies, receptions or other functions?

Unsatisfactory	0	0%
Satisfactory	20	30.3%
Good	45	68.2%
No answer	1	1.5%
Total	66	100%

Please comment on how this year's event compares to previous years.

Same, worth coming	31	47.0%
Same, not worth coming	1	1.5%
More worthwhile	9	13.6%
Less worthwhile	9	13.6%
No answer	16	24.2%
Total	66	100%

Finally, will you be attending this event this time next year?

Yes	37	56.1%
No	1	1.5%
Undecided	28	42.4%
Total	66	100%

END