



# The English language market in Saudi Arabia

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SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

CONFERENCE 2014

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## OVERVIEW

- COUNTRY REVIEW
- ECONOMIC REVIEW
- LOCAL EDUCATION SYSTEM
- ENGLISH LANGUAGE DEVELOPMENT IN KSA
- ENGLISH LANGUAGE OPPORTUNITIES
- ACCESS TO THE MARKET
- AGENTS

**Population: 29,994,272**  
(2013 est.) (20,271,058 Saudi nationals)

**Population growth rate: 2.7 %** (2012 est.)

**Birth Rate: 19.01 births/1,000 population**  
(2013 est.)

**Age Structure: 0-14 years:38%, 15-64 years: 59.5%**

**Gross enrolment rate in primary education in 2009 reached 96.6 %**

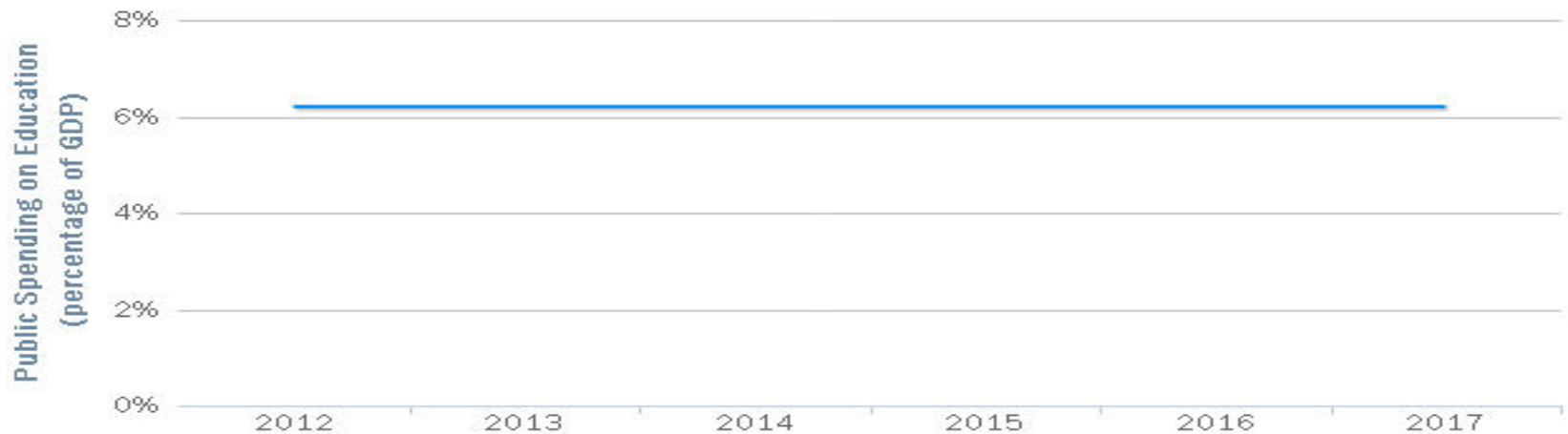
**Unemployment rate: 11.8 % (2014 est.)**  
(source: Saudi Central Dept for Statistics and Info <http://www.cdsi.gov.sa/> )



- Oil dependent economy
- Endeavors to diversify economy and move towards knowledge based economy.
- **High expenditure on Education**
- Economic and industrial cities under development
- Development of smaller cities
- Encouragement for foreign investments

- One of the world's 25 largest economies (23rd) and the largest economy in the MENA region
- One of the world's fastest growing countries: per capita income is forecasted to rise from \$20,700 in 2007 to \$33,500 by 2020
- Represents 25% of total Arab GDP
- It has 25% of world's oil reserves
- Significant unmet demands exist at every level of the Saudi educational system
- Demographically, Saudi Arabia's population is extremely young and growing rapidly, with millions of school-age children
- Fast-rising personal wealth is bringing world-class education within reach of many Saudi families

- Expenditure on education and training increased in 2014 by 3% , (GBP 35 billion (SR210 billion))
- GBP 3.6 billion (SR22 billion) was allocated for Saudi students studying abroad and their families.



Source: Economist Intelligence Unit (EIU); Euromonitor

- School system breaks down into three stages: primary, intermediate and secondary
- All education is free and is compulsory from the age of six
- All schools are single sex
- More than **5 million** students attended schools in general education in 2013
- Increasing number of private national and international schools.
- After secondary school young people then go on to a college or a university at 18.

- Curriculum development
- Introduction of English at grades 4 & 5
- Tatweer holding company
- Teacher training (need for English)
- Need for English language teachers
- Public Education Evaluation Commission
- Private schools
- Mawhiba



- Expansion of the sector
- Colleges of Excellence
- Capacity / Capability building project
- Saudi Skills Standards (SSS)
- English language programmes
- Training programmes

- Expansion of the sector

The higher education system has seen considerable growth in recent years and now comprises:

- 24 government universities (a few of which now appear in world university rankings)
- 18 primary teacher colleges for men
- 80 primary teacher colleges for women
- 35 male technical colleges, 14 female high technical institutes
- 37 colleges and institutes for health
- 9 private universities and colleges

- Introduction of PYP

- National Commission of Academic Accreditation and Assessment

- Saudi Electronic University
  - Increasing number of students
  - Virtual classrooms
- British Council online digital resources



- King Abdullah Scholarship Programme
- King Abdullah Scholarship Programme for Technical Trainers
- Saudi Universities
- Ministry of Health
- Ministry of Interior
- Ministry of Defence
- ARAMCO
- SABIC
- Smaller Scholarship Schemes (Saudi hospitals, Saudi banks, Ministries...)

- Students' language level
- Assessment Methods
- Limited exposure to use English
- Teacher training

- Scholarship programmes
- Preparatory year programmes
- Opportunities in different ministries
- Opportunities in local delivery
- Other opportunities (Tatweer, Takamul)

- Invest in profile raising activities in Saudi
- Build strong links with local education agents in Saudi.
- Exhibitions: International Exhibition and Forum of Education / International Exhibition and Conference on Higher Education
- British Council mini fairs

**Table 1: 2013 annual return statistics (all 390 private sector members)**

Ranking	Country/Region	No. of student weeks*	Percentage of total student weeks* (%)
1	Italy	248,844	12.46
2	Spain	174,972	8.76
3	Rest of Middle East	132,130	6.62
4	Russia	112,353	5.63
5	Saudi Arabia	110,176	5.52
6	Rest of Europe	108,179	5.42
7	France	106,278	5.32
8	Turkey	105,886	5.30
9	Brazil	101,402	5.08
10	Japan	100,277	5.02



Source: English UK Annual Marketing Stats report 2013

Number of student weeks from Rest of Middle East in last two years:  
232549.

An increase from the 8<sup>th</sup> biggest market in 2012 to the third biggest in 2013.

Number of student weeks from Saudi in the last two years: 221247

For just 2013, Italy had 236,061 weeks and Saudi and the Middle East 242,306 so combined for the last year it has been the biggest!

All of the other top five markets have shown declines over the past few years whereas the Middle East is showing steady growth.

Four venues beginning with Riyadh (then on to Doha, Dubai and Kuwait)

Riyadh leg: limited to eight institutions.

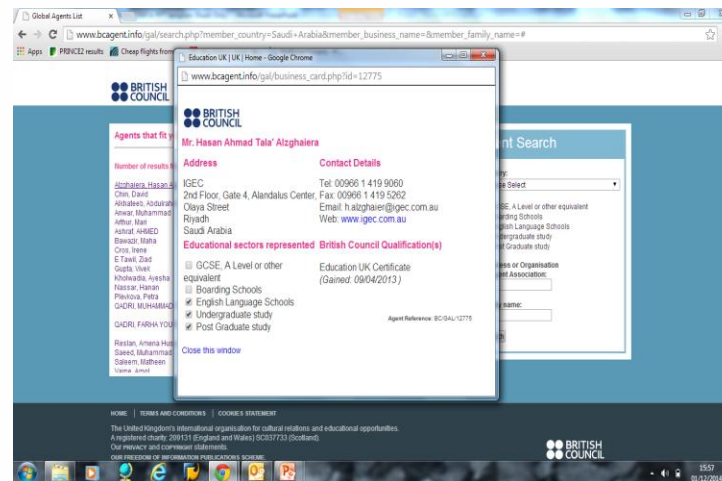
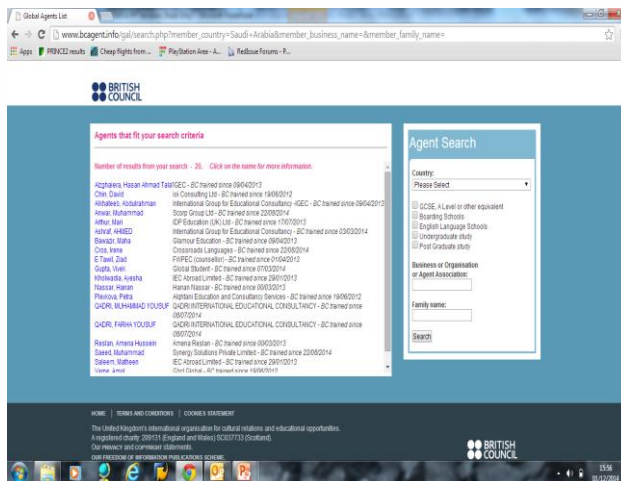
- ELT mini fair- 300 attendees
- Dinner reception with agents and school councillors
- Visits to schools
- Visits to agencies

# AGENTS IN KSA

20 agents have passed our agents training scheme and are now British Council certified agents.

Contact details can be found at this link:

[http://www.bcagent.info/gal/search.php?member\\_country=Saudi+Arabia&member\\_business\\_name=&member\\_family\\_name=](http://www.bcagent.info/gal/search.php?member_country=Saudi+Arabia&member_business_name=&member_family_name=)



- [www.moe.gov.sa](http://www.moe.gov.sa)
- [www.mohe.gov.sa](http://www.mohe.gov.sa)
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- [www.ieche.com.sa](http://www.ieche.com.sa)

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# THANK YOU