



# Colombia, Chile and Peru: emerging South American markets for UK education

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INTERNATIONAL  
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# Chile: emerging South American markets for UK education

Mariana Gonzalez, Chilean Council of University Rectors

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# CHILE : LOCATION



## CHILE

Population 17.4m

Hugely diverse country in geography and climate

GDP per capita US\$ 19,474 (FMI, 2013)

First Latin American economy to join OECD

Marked by steady economic growth and political stability

Macroeconomic stability contrasts with persistently high levels of inequality (14th most unequal economy globally)

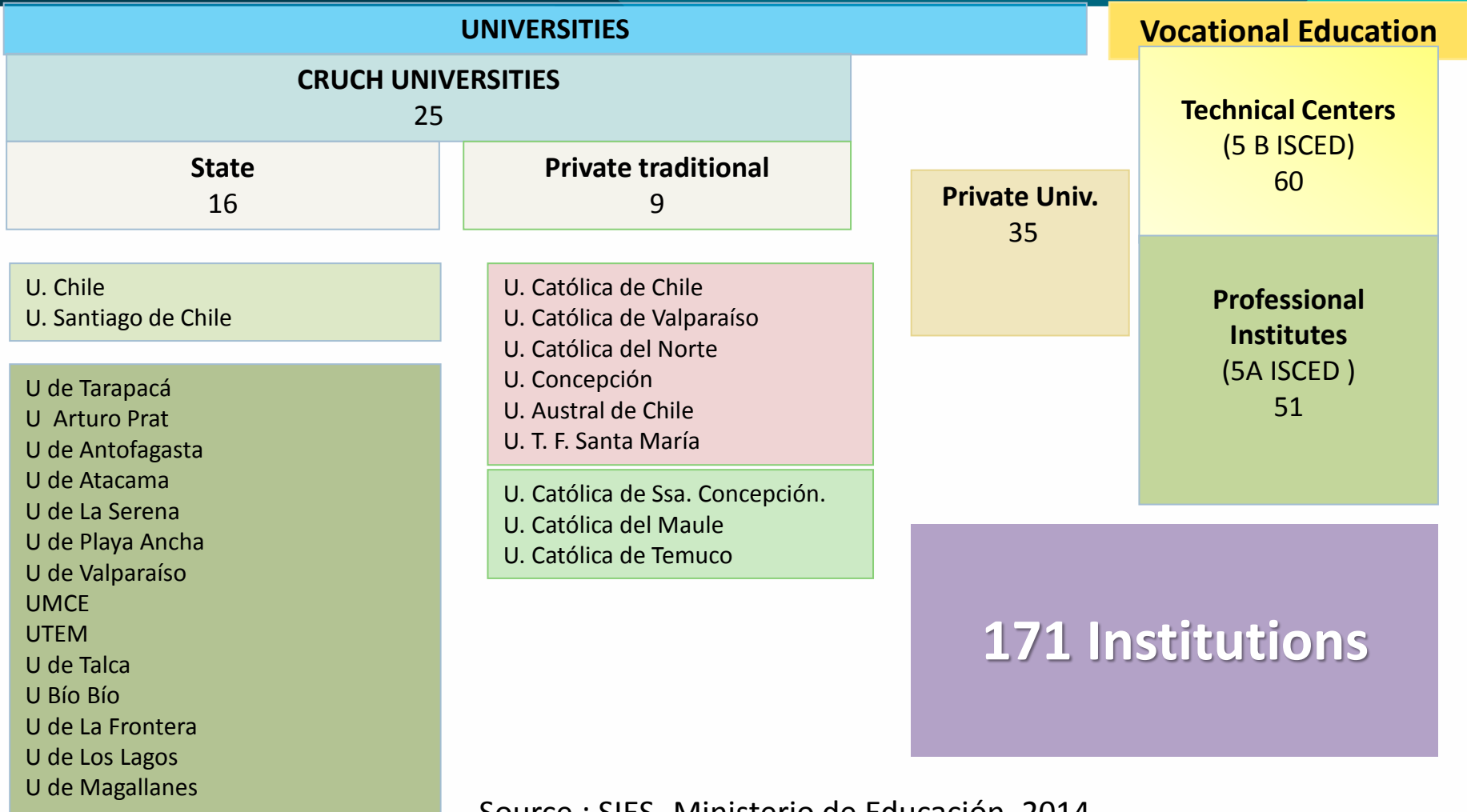
Export-driven, commodity-based growth (75% of exports – including copper: 19% of all exports)

Structural challenges for government – improving social services and education

Michelle Bachelet (President 2006-10) re-elected in 2014 with 62% of the vote

## HIGHER EDUCATION: KEY ISSUES

- Increasing 'internationalization' of Chilean universities since the 90s
- CRUCH Universities highly ranked in international rankings
- CRUCH universities have a selection test and a unique admission system.
- Higher education reform : a key political issue
- Increasing enrolment rates : 40%
- Important funds for graduate and research
- Recognition of scientific publications: in terms of quality, quotation, international collaboration
- 2008-2013: Becas Chile Programme
  - ❖ 2.441 Phd places/400 new PhD places funded each year
  - ❖ UK top destination for PhD scholarship holders: 1/5 chose UK (21,4% of total)



Source : SIES- Ministerio de Educación, 2014



CONSEJO DE RECTORES DE  
LAS UNIVERSIDADES CHILENAS

The **Council of Rectors of the Chilean Universities (CRUCH)** was created in 1954, as an organization for collaboration amongst Chilean Universities.

CRUCH is formed by the rectors of 25 traditional universities both state and private universities.

Its mission is to contribute in the design of higher education policies and to promote the coordination among them.







## MAIN FEATURES OF THESE UNIVERSITIES:



- 301.336 undergraduate students (46,7% total enrollment )
- 25. 194 graduate students (53,8% total enrollment)
- 4.350 Phd students (88,3% total enrollment)
- 6. 293 Phd academics (70,5 % of total HE system)
- 95% public research funds (2013)
- 91% ISI publications (2012)

Source: SIES- Ministerio de Educación, 2013, 2014; CGR, 2013 , Isi web of science , 2012



## DOCTORAL FORMATION

- 248 Phd programmes :
- 208 CRUCH (Sies-Mineduc 2014)
- In all knowledge areas and concentrated in sciences, engineering, social sciences , humanities.



- Enrolment : 4.350 students (2014).

- Enrolment by knowledge areas



- STUDIES ABROAD

- Becas Chile- Conicyt Programm : 2008-2013: 2.441 grantholders.
- Choice among 6 to 8 countries.

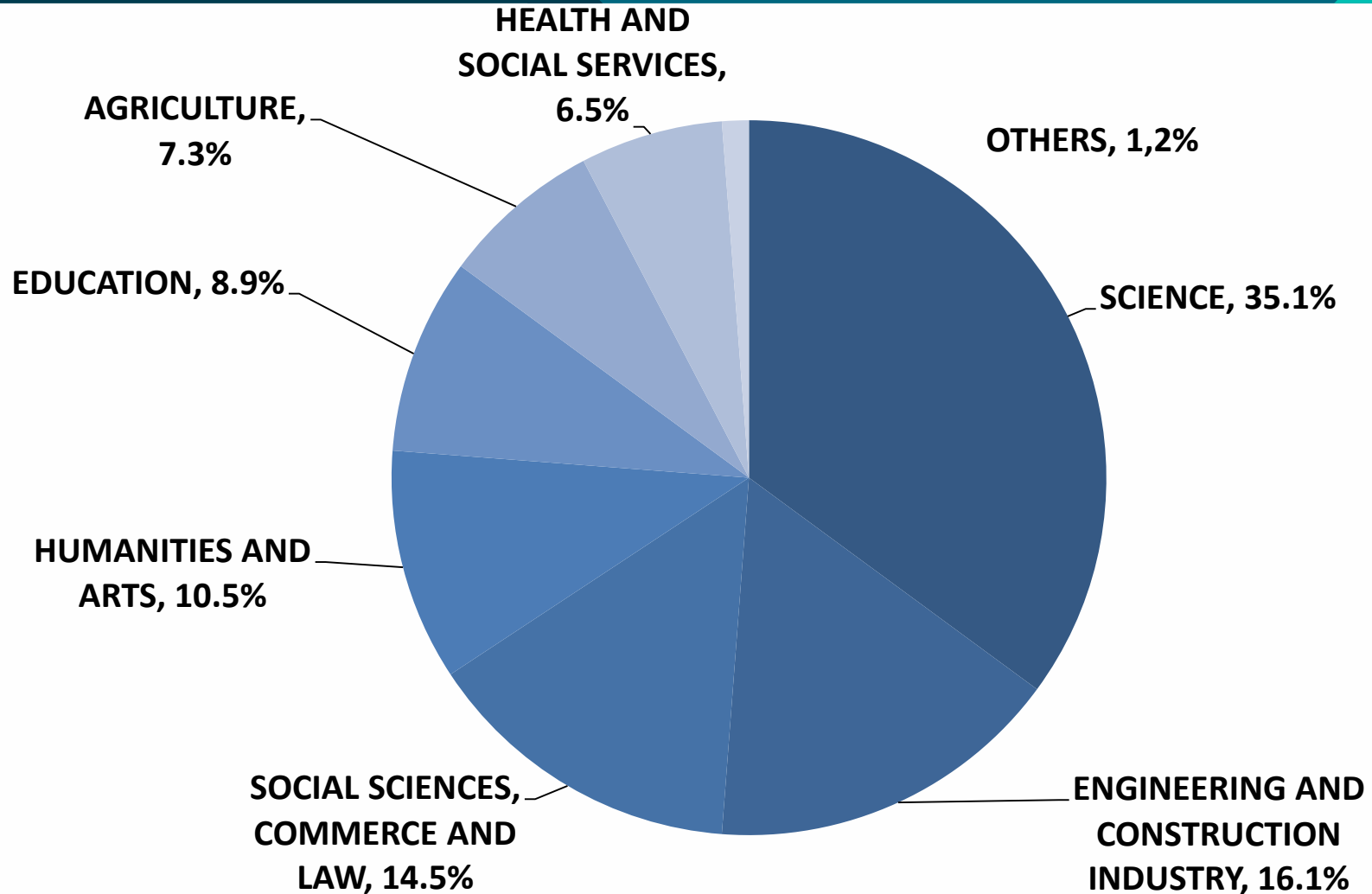


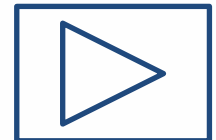
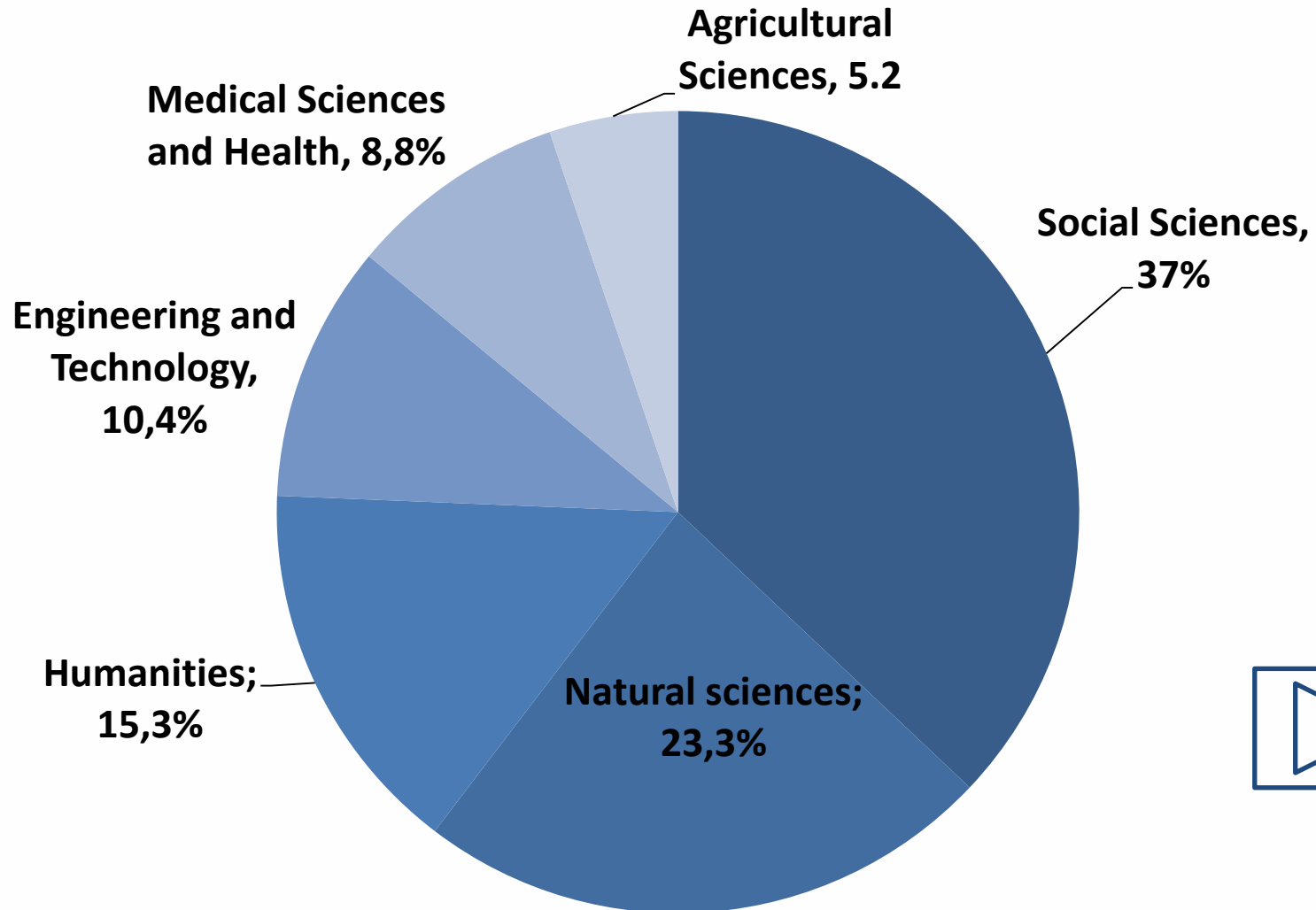
- Distribution by knowlewdge areas.



# NATIONAL PHD PROGRAMMES, DISTRIBUTION BY KNOWLEDGE AREAS

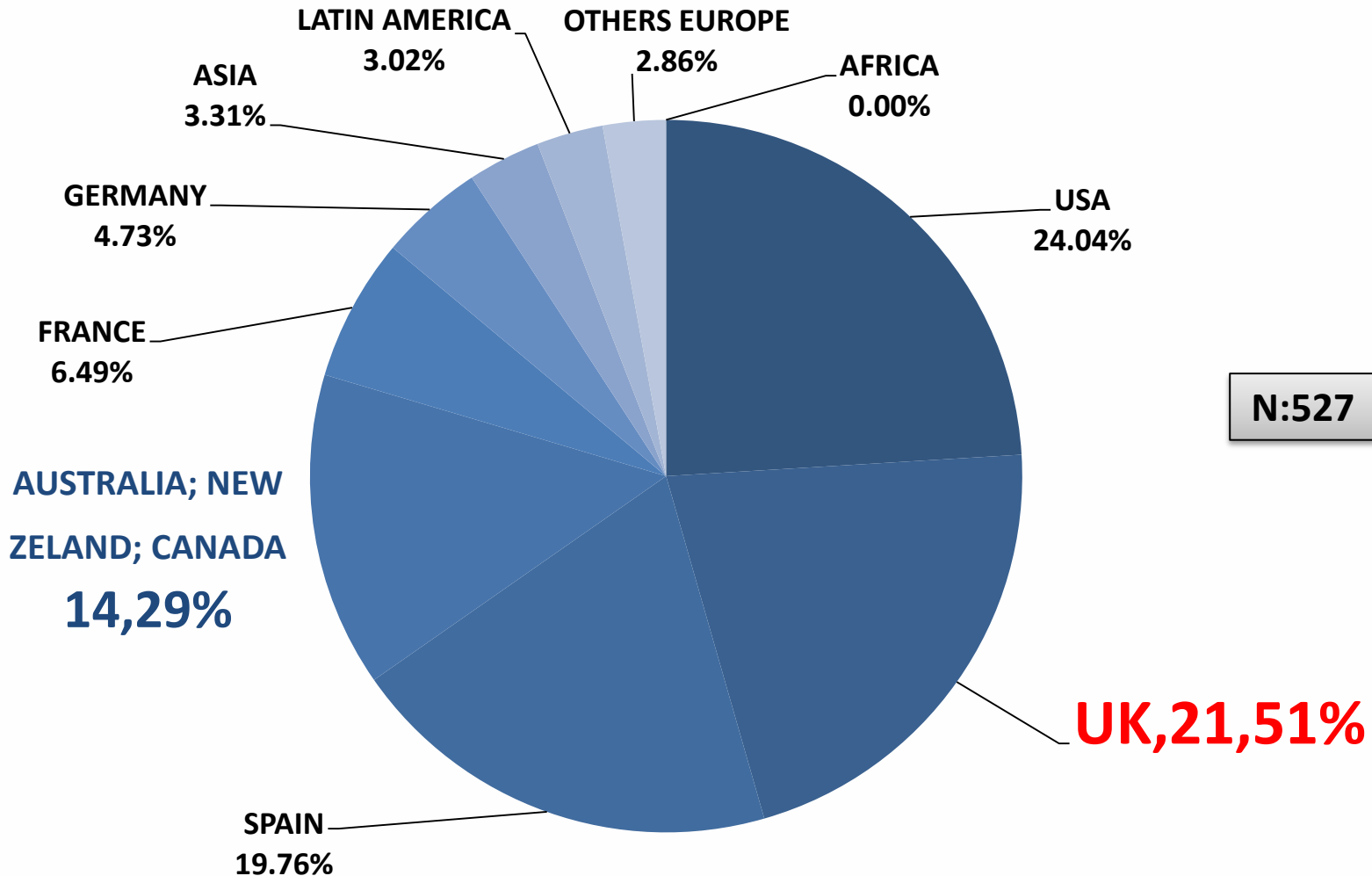
Source : Sies- Mineduc, 2014

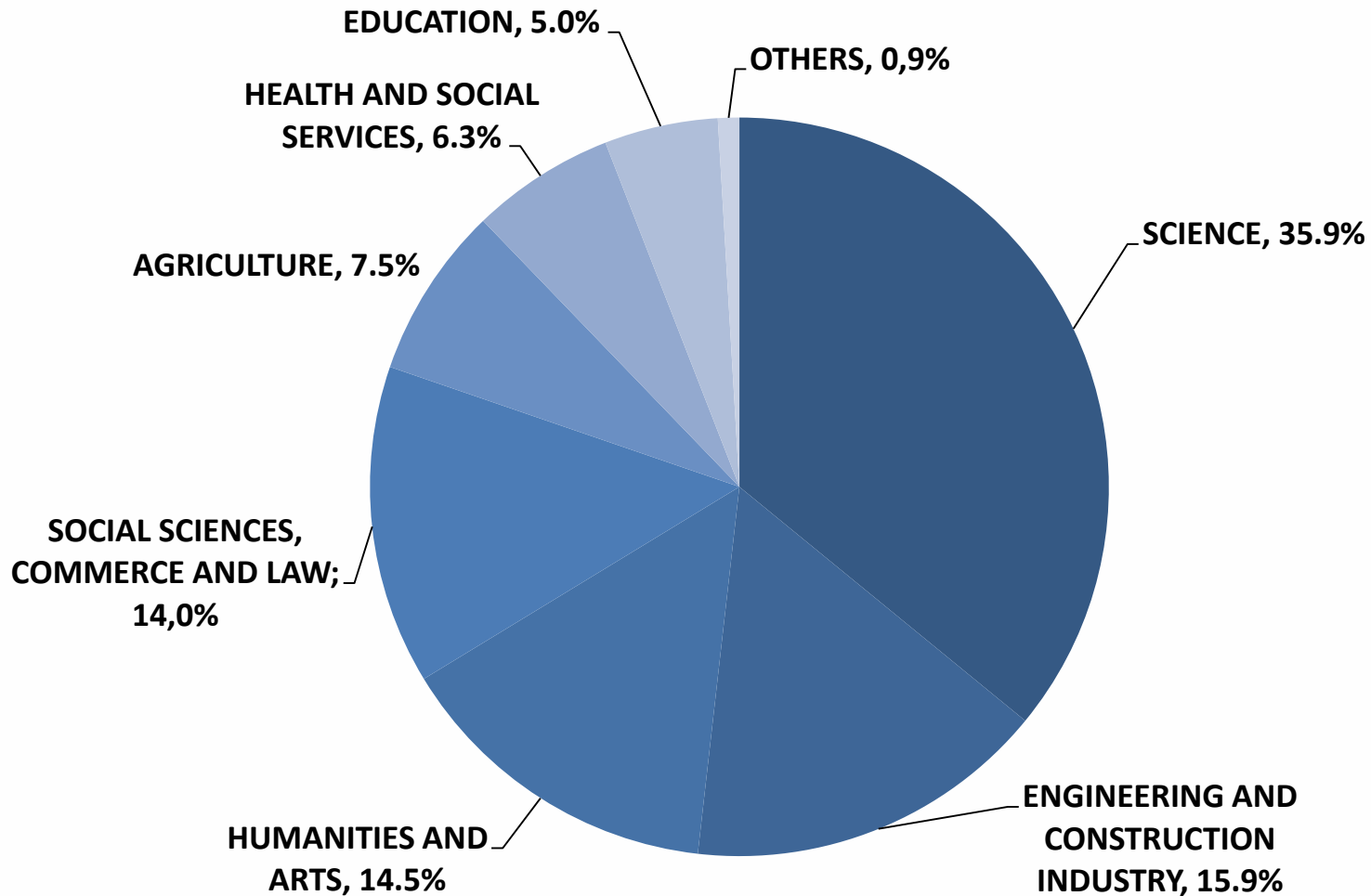




# STUDIES ABROAD: PHD GRANTHOLDERS STUDENTS. DISTRIBUTION BY COUNTRIES (2008-2013).

Source: Becas Chile- Conicyt Programme, 2013





## WHERE DO GRANTHOLDERS STUDENTS IN UK COME FROM?

83,6% Phd students come from CRUCH universities

Students come from 9 CRUCH Universities

## CHILE FACING NEW CHALLENGES IN THIS POLICIES

More opportunities for diverse students

Approach language barrier

## MAIN PREFERENCES OF UK UNIVERSITIES BY PHD CHILEAN GRANTHOLDERS STUDENTS

1. UNIVERSITY OF MANCHESTER
2. UNIVERSITY COLLEGE OF LONDON
3. UNIVERSITY OF OXFORD
4. UNIVERSITY OF CAMBRIDGE
5. UNIVERSITY OF BRISTOL
6. UNIVERSITY OF LONDON
7. UNIVERSITY OF NOTTINGHAM
8. KING'S COLLEGE LONDON
9. UNIVERSITY OF SHEFFIELD
10. UNIVERSITY OF WARWICK
11. IMPERIAL COLLEGE LONDON
12. UNIVERSITY OF EDINBURGH

Period 2008-2013

Chosen by 79% students

Range from 58 to 10 students

**N: 527**

Source : Becas Chile- Conicyt, 2013



## OPPORTUNITY

10 years ago : UK was not a priority country for Chile in academic terms.

2008-2013: **527 Phd students**. Every year **80** will be graduated. They are obligated to return to Chile.

These graduates will bring an important capital (links, network, cultural experience, updated knowledge)

**“BEST UK AMBASSADORS “**

We expect that some graduates will be enrolled in CRUCH universities

- Research
- Teaching
- Motivation for new students

## FACTS AND CHALLENGES

1. Academic agreements with UK universities (CRUCH Universities)
2. Existing important collaboration in joint publication between UK and Chile. (Period 2010-2014=193).
3. Chile offer natural laboratories for applied research (mining; oceanography, astronomy, environmental sciences)
4. Ongoing agenda
  - Planning a CRUCH Universities mission to the UK (2015)
  - Getting started conversations towards joint doctoral formation

**CHILE AND UK  
TODAY WE HAVE AN OPPORTUNITY!!**

# THANK YOU VERY MUCH

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<http://www.consejoderectores.cl>

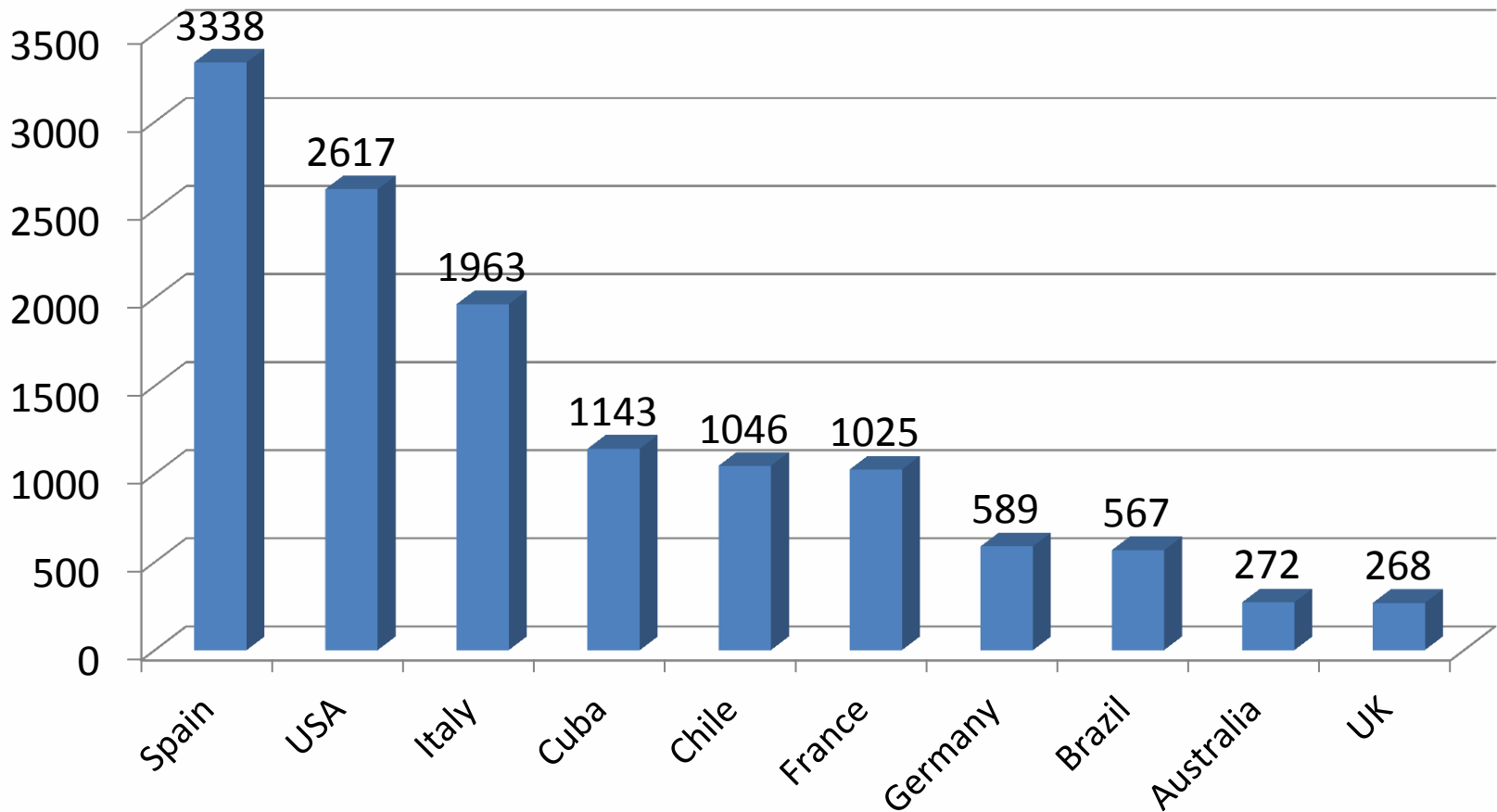
# Peru: emerging South American markets for UK education

Tom Brennan, British Council

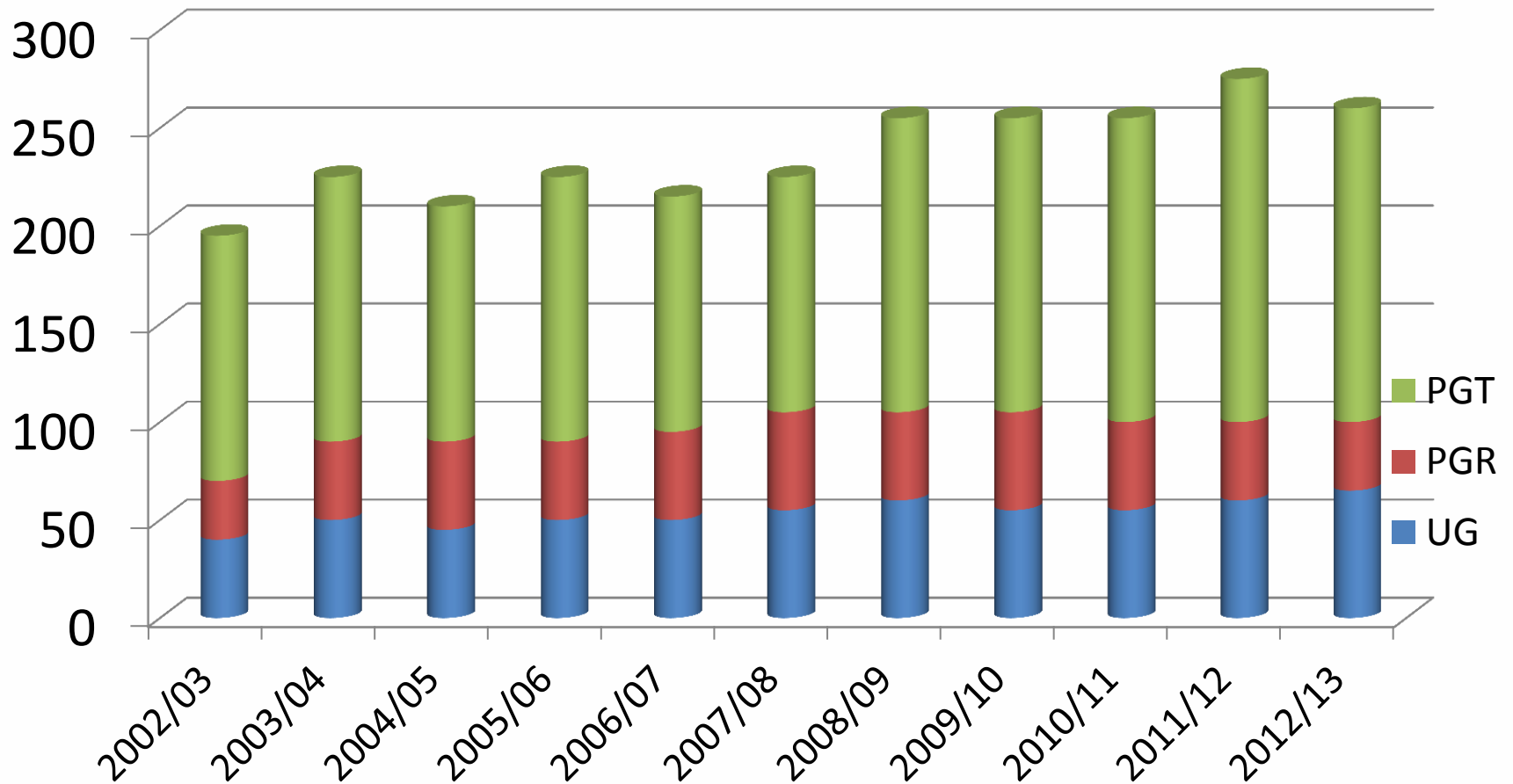
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## Peruvian outbound students 2012 - UIS

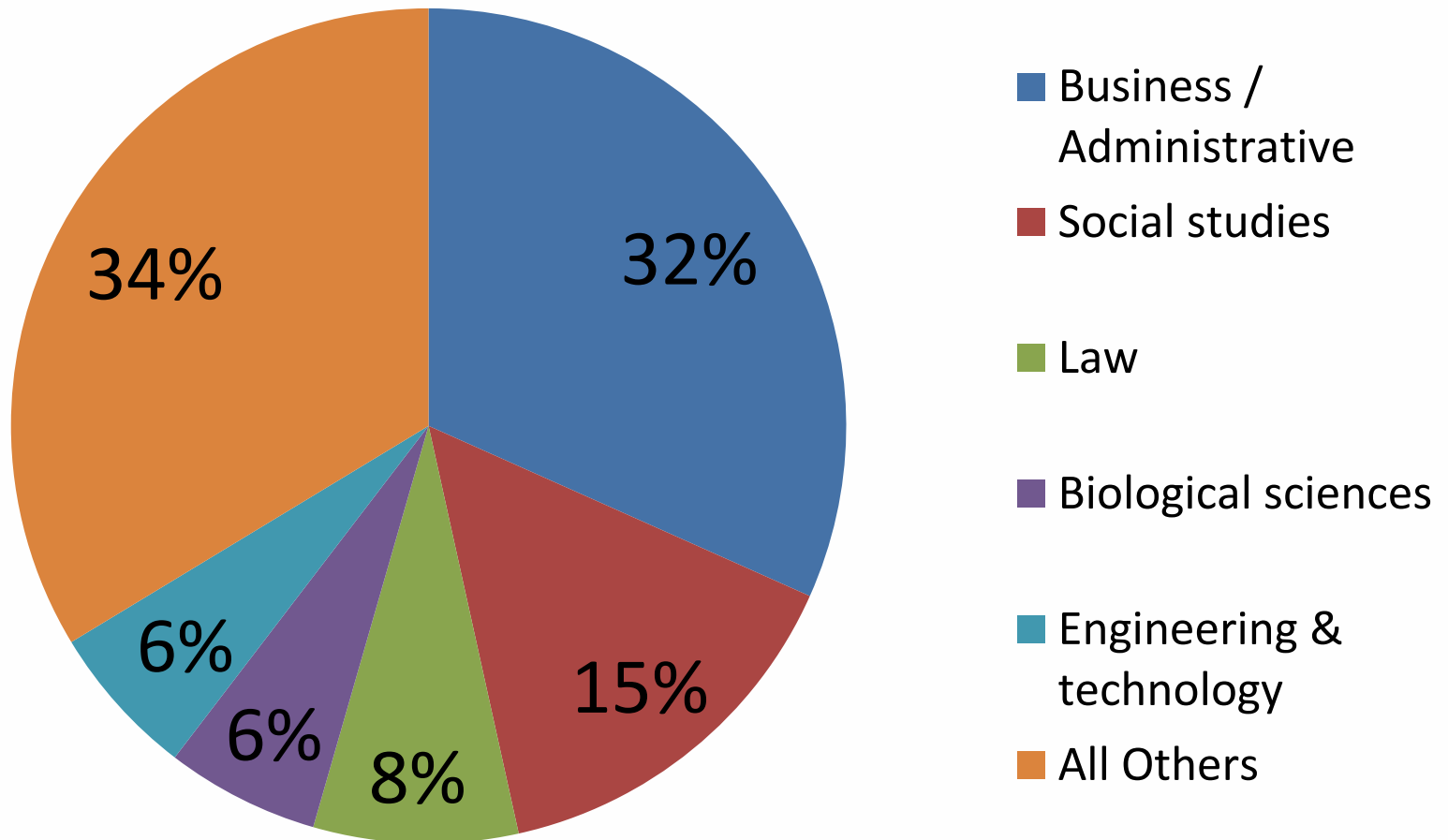


## Peruvian HE Students in the UK





## Subject Areas of Peruvian Students in UK



## Scholarships for Peruvian students



**CONCYTEC**  
CONSEJO NACIONAL DE CIENCIA,  
TECNOLOGÍA E INNOVACIÓN TECNOLÓGICA

Shortage of 17,000 scientists and engineers

Investment of £19.5 Million in scholarships for Peruvians to enter masters and doctoral programs in science and engineering

Each student will receive up to £114,000 for their studies

Nationally, will fund 6 Masters and 12 Doctoral programs



**FINCyT**

innovación • ciencia • tecnología

**Programa de Ciencia y Tecnología**

Science and technology program's scholarships for doctoral studies abroad

Improve competitiveness by strengthening the capacity for research and technological innovation

## PRONABEC

PRONABEC = National Scholarships and Educational Credits Program

Beca 18 – Founded in 2012

Improvement of opportunities for the access of higher education for young talented people in poverty

Working with 78 domestic institutions



# PRONABEC President of the Republic Scholarships

## Top regions

293 – Lima

103 – Arequipa

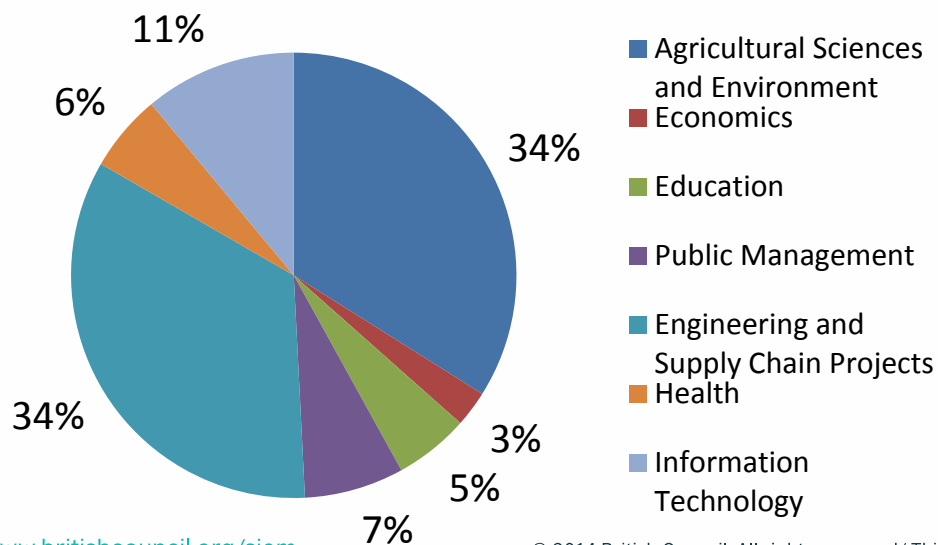
62 – Cusco

50 – La Libertad

All others under 50 but geographically dispersed

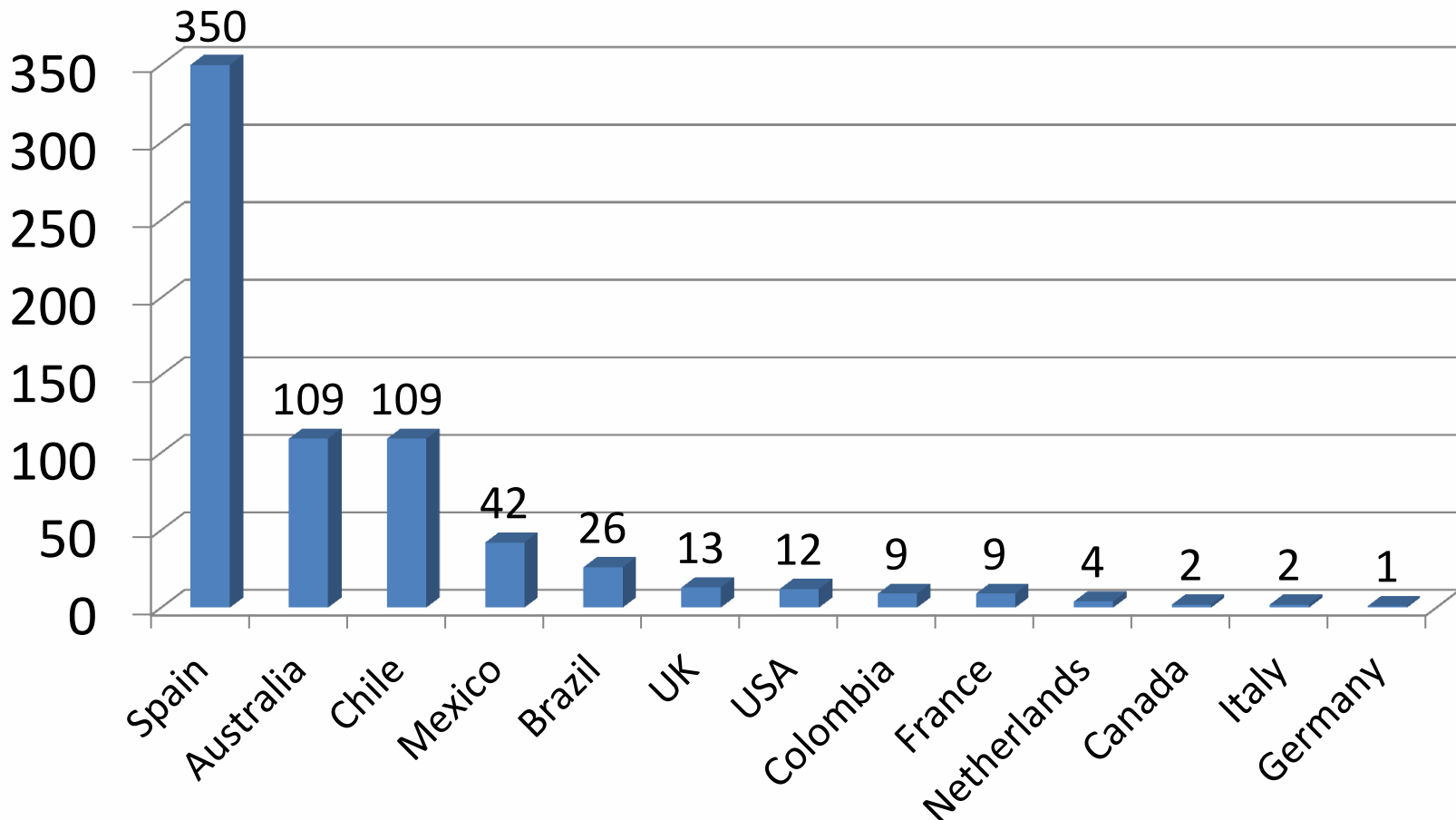
95% Masters + 5%  
Doctorates

## Subjects of focus



54 UK Institutions eligible  
Must rank in the top 400 Global institutions in the ARWU, QS, or THE rankings

## PRONABEC PG Destination Countries 2013-14



## PRONABEC Scholar destination institutions

### AUSTRALIA

- 18 – Macquarie U
- 17 – U Queensland
- 13 – U South Wales
- 11 – La Trobe U
- 10 – Queensland U of Tech
- 9 – Curtin U
- 9 – U Melbourne
- 7 – Deakin U
- Rest 3 or less

### UK

- 5 – UCL
- 2 – Heriot Watt U
- 2 – U Liverpool
- 2 – LSE
- 2 – U Manchester
- 1 – U Portsmouth

## What is Australia doing?

In 2012, Australia was selected as the 1<sup>st</sup> country to host PG Peruvian students fully funded by PRONABEC

Environment, research and science studies

Heavily invested in marketing and recruitment

Significant work with local education agents

Staff invested in Peru studies from the Latin American  
Australian Trade Commission

Recruitment exhibitions organized by the Australian  
Consulate and visiting lecturers from universities



## MOU – Australia and Peru - 2006

### MOU agreement provisions

Facilitate the exchange of academic staff and students between recognized education institutions

Encourage mutual assistance and exchange of information in areas of interest in education institutions

Facilitate the organization of relevant specialized exhibitions and seminars

Support the development of collaborative training, joint research, technology transfer, and joint ventures between appropriate authorities and institutions

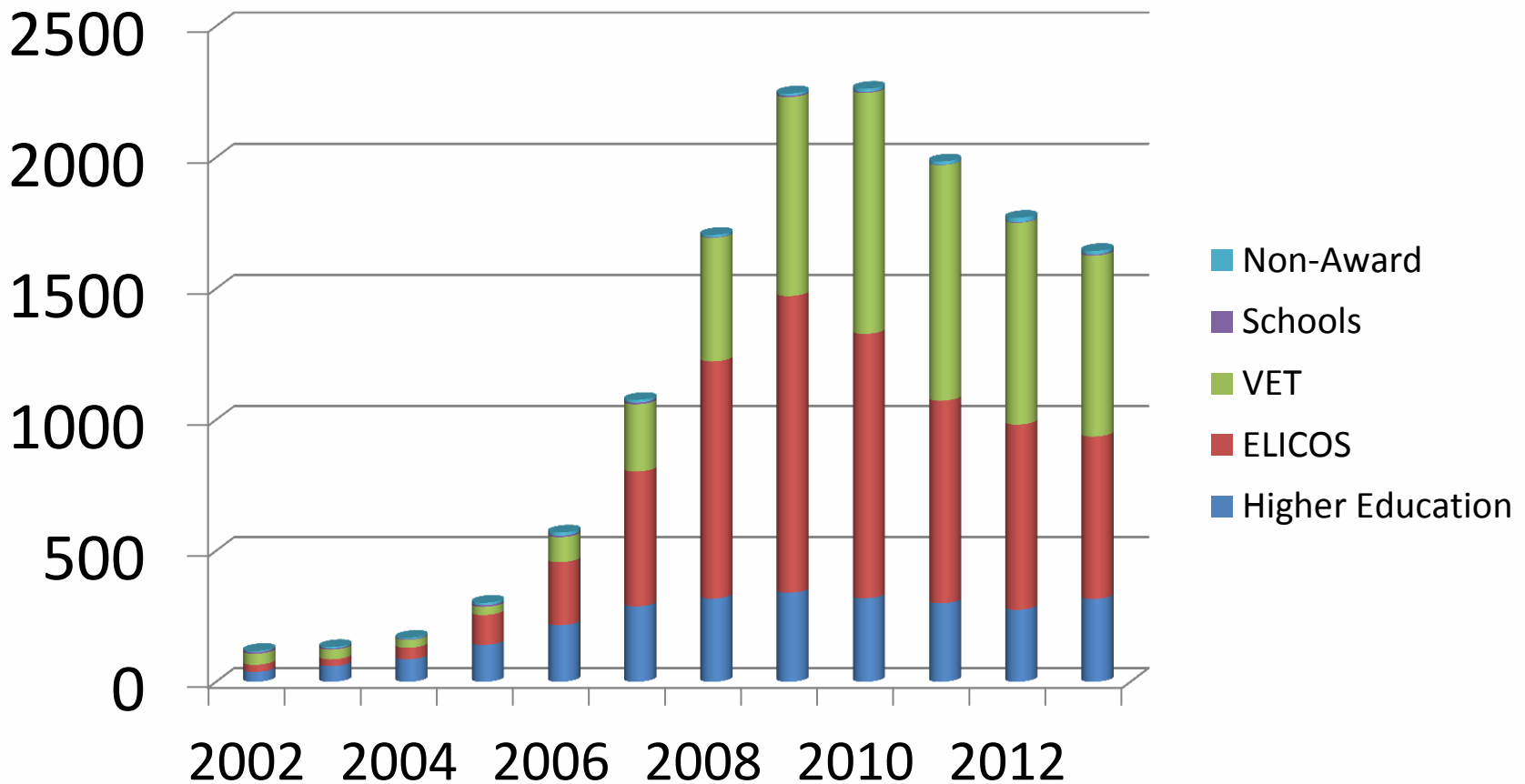
Promote the development of joint activities leading to the exploitation of information technology, especially the internet, in the field of education

**Support scholarships, especially for postgraduate and postdoctoral research in those areas of mutual interest, to contribute to the training of human resources**

**Facilitate the quality of student and professional mobility by promoting transparent, mutual recognition of qualifications and periods of study and training, and where appropriate, portability of credits**

Arrange other forms of education and training cooperation as may be mutually determined

## Peruvian Education Enrollment in Australia



## MOU between UUK and Peru Ministry of Education – November 2014

Support the development of strategies related to English language teaching and learning  
Training of 200 Peruvian teachers in the UK in early 2015 and 1000 in Peru at teacher development summer schools run by the UK (sending 500 British teachers to Peru)

Increase the number of Peruvians seeking to study in the UK, including through reaching an arrangement on Peruvian Government-funded scholarships and delivering an increase in the allocation of British Government-funded scholarships for Peruvian students

It is expected that 50 to 100 students will study at UK Higher Education institutions in the first year with the possibility of expansion over the next 5 years

Enhance collaboration in areas of human capital, research and innovation

Enhance collaboration in areas of technical and vocational education and science, research and innovation between Peru and the UK



# Colombia: emerging South American markets for UK education

Rose Williams, British Council

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## CONTENT

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- Students' Profile

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- Student Motivation/ Why the UK?

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- Funding Opportunities

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- Partnership Expectations

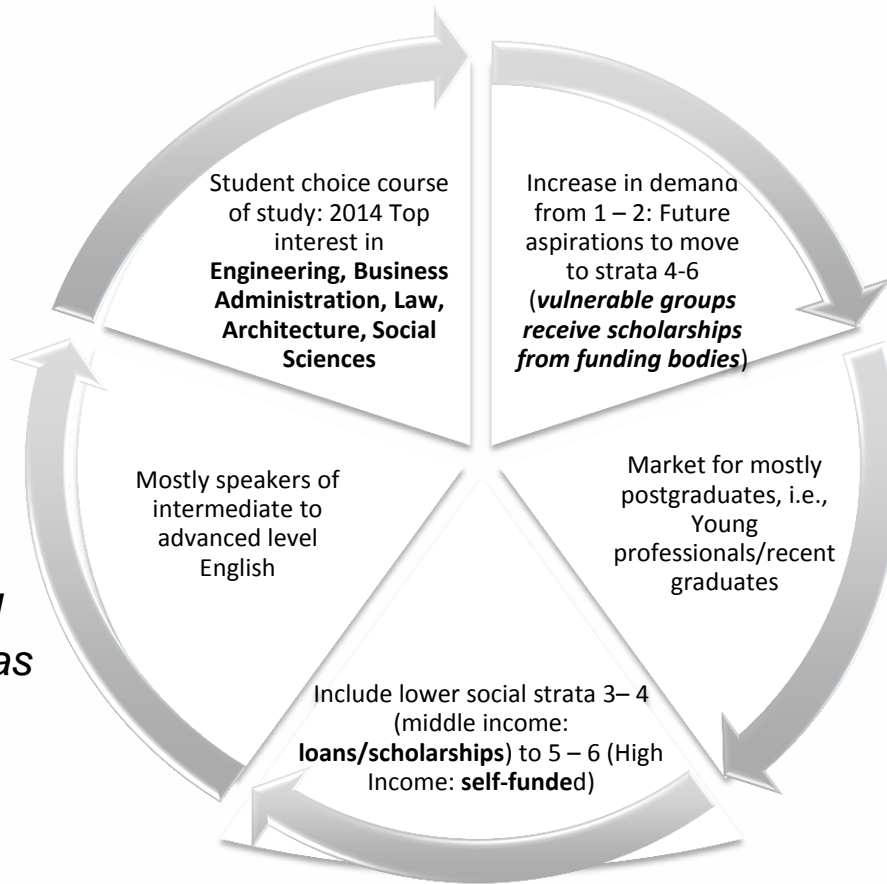
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- Challenges and Opportunities

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- Conclusions

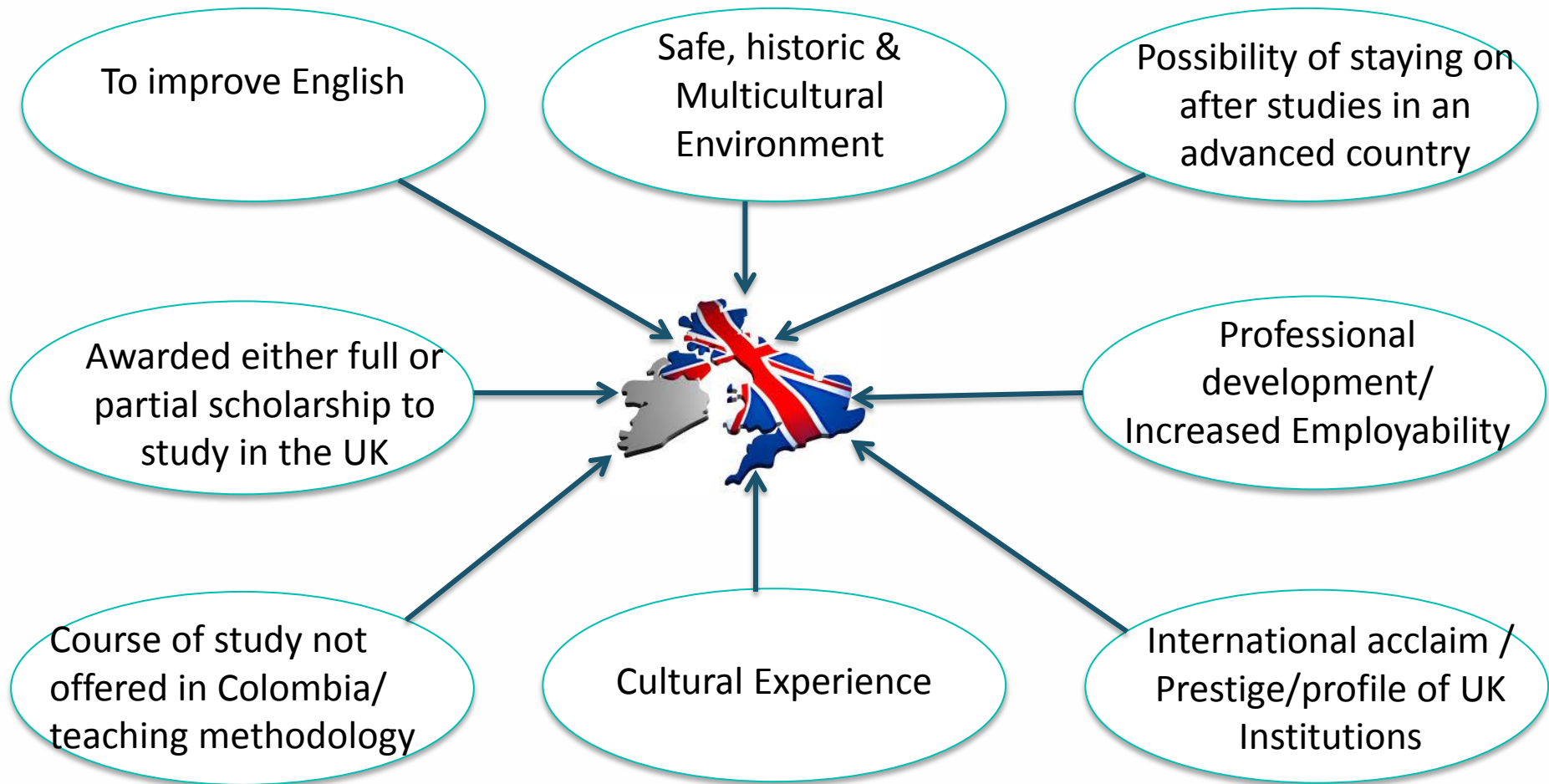
# STUDENT PROFILES



*A total of **268 (20%) scholarships** awarded in 2014 by Colfuturo was for **Engineering**.*

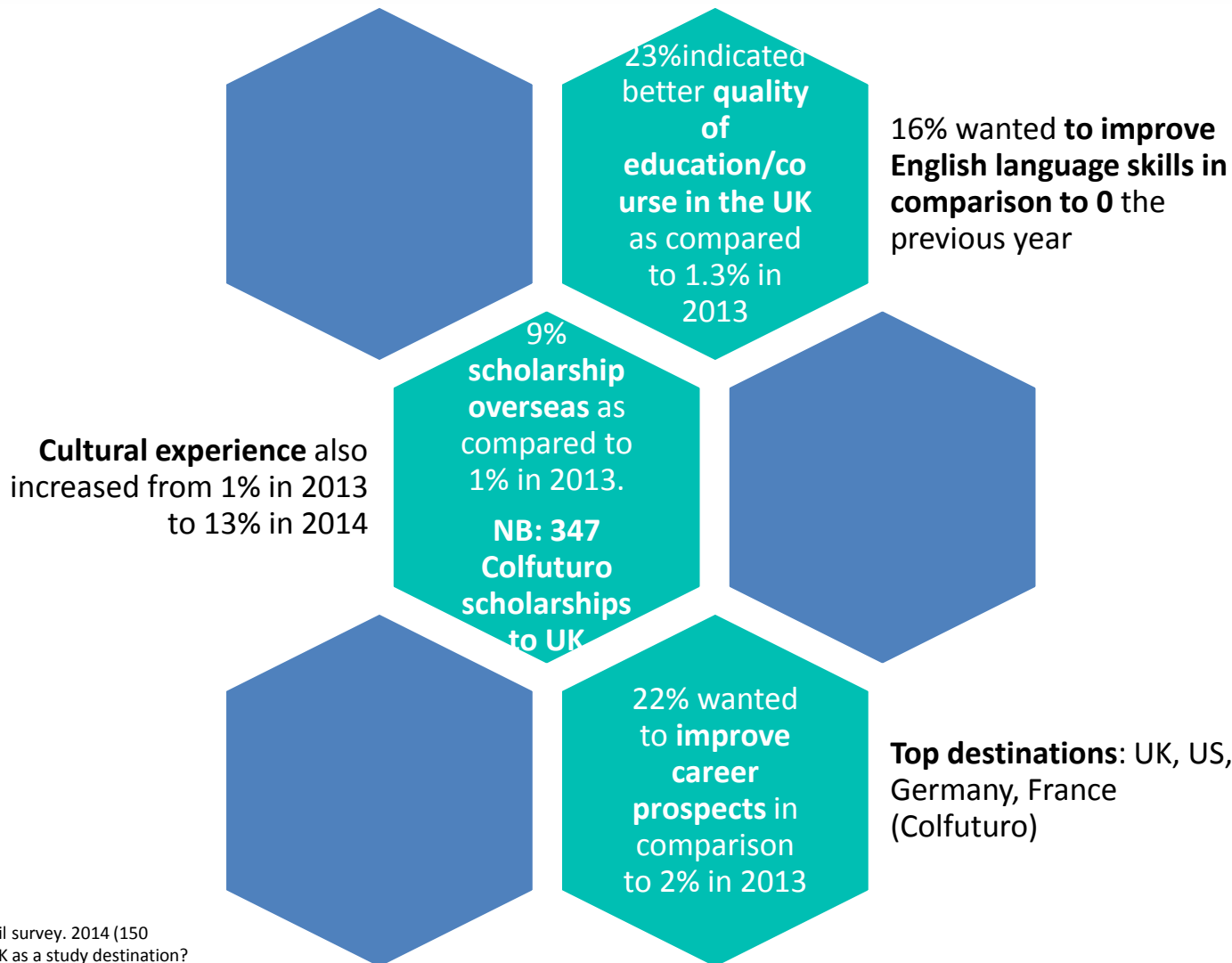
*UN Agency, **75 % increase** in studying abroad since 2000 but **less than 10%** of the 2.7 million are Latino. Huge Opportunity!!*

## LOCAL STUDENT MOTIVATION: STUDIES IN THE UK





# WHY THE UK?



Source: British Council survey, 2014 (150 respondents). Why UK as a study destination?

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

## FUNDING BODIES - SCHOLARSHIPS



←i

- Academic loans
- Scholarships
- Cooperation with local & foreign institutes.
- Access Partnerships with local HEI: Must contribute at least 50% of fees/ accommodation
- **Subsidies for vulnerable groups (strata 1 & 2)**
- *Support mobility of academics & promote internationalization of education.*



←i

- Through govt support from ICETEX & Colciencias and donations from Companies
- Agreements with HEI range from discounts of 10% to 100%
- Agreements with 13 UK HEI
- **Intermediary service to link students to local industries for employment**



←m

- Support returning researchers.
- **100% scholarship for Doctorate**
- Scholarships for under & postgraduate degree
- Credit Scholarship (25,000/yr)
- **50 Agreements with national and foreign institutions**
- *Support Science, Technology & Innovation*

## LOCAL INSTITUTES EXPECTATIONS: PARTNERSHIP

Long but worthwhile process of signing MoUs with concrete plans of action.

Expected **innovative results and sustainable structural improvement**.

Request **reciprocal exchanges of students & professors**.

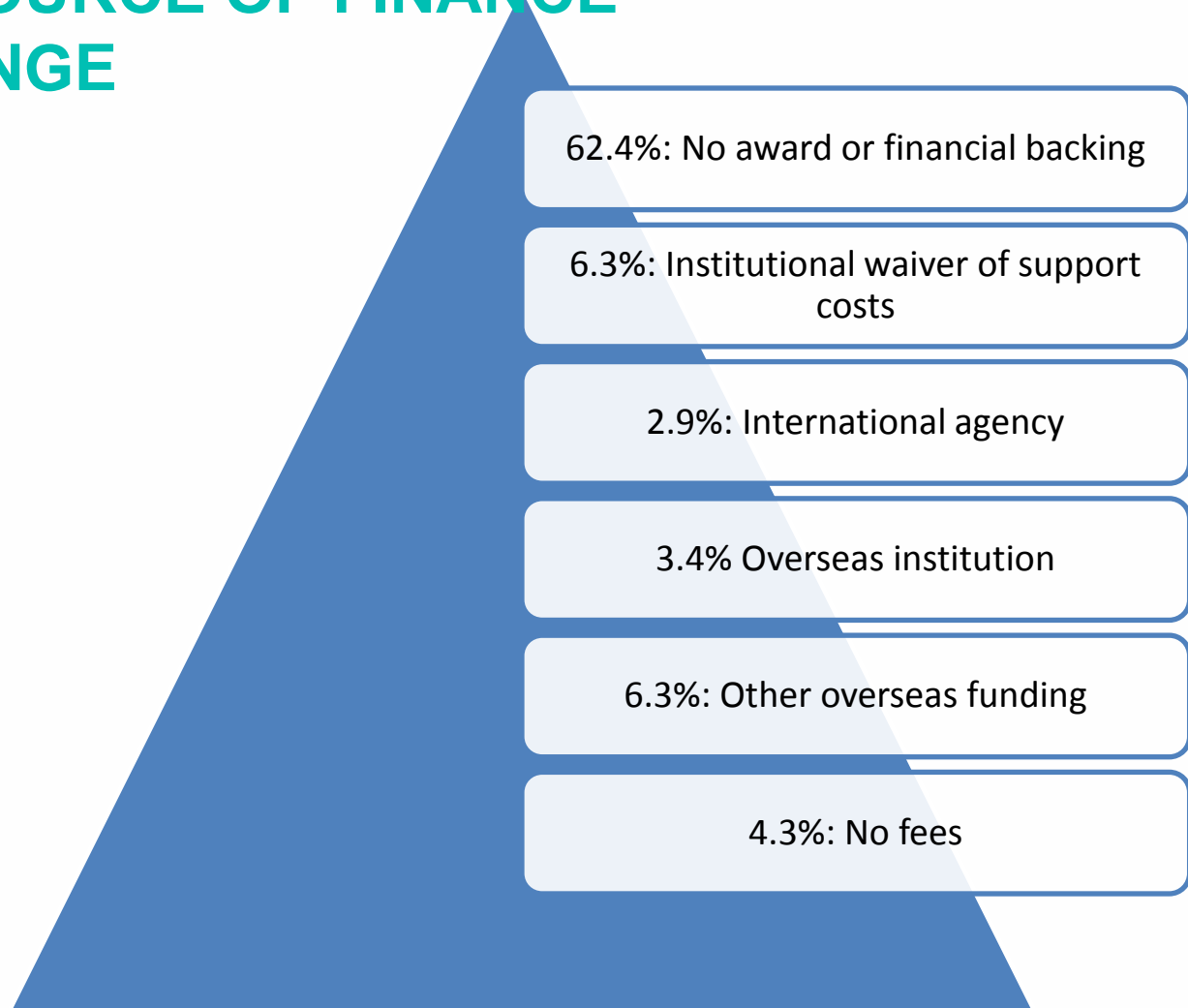
Offers of **specialized courses in the UK** relevant to local context. Eg. Colfuturo & University of Dundee Mineral Law

Accept injection of capital or any sort of investment into their institution depending on what requested for in return.

**Joint Programs /Research** with UK/foreign universities to be able to administer courses locally but with credits from that partner institution

Funding Bodies (Colfuturo/ CETEX/COL CIENCIAS) seeks **discounts for fees** for students with (USD 50,000) scholarships.

# STUDENTS' SOURCE OF FINANCE MAIN CHALLENGE



Source: Student Insight Record 2014 @ British Council. 1025 respondents.

## CHALLENGES AND OPPORTUNITIES

High Cost of foreign course reduces number of outflow of students abroad so most Colombians depend of scholarships.

UK Masters take less time (1yr) with comparatively cheaper course fee (USD 21,365 vrs 24,914 US).

Offer of some scholarship from UK institutions increase student intake. Eg, Bath & Uni Nacional

Low levels of English prospective students.

Government very keen on internationalization of education & bilingualism.

Level B2 requisite for all graduates

The quality of education is a concern, low performing in international tests. eg 2012: International PISA tests.

Need for formation in HE outside Colombia for quality.

Demand for English language & foundation year courses.

# CHALLENGES AND OPPORTUNITIES

Incomplete peace process, unequal society, class & regional disparities.

**Young population** (50% of population @ University age below 30yrs).

Government free basic education and **support low-income earners through subsidies** for HE in public universities.

2011: Challenge Your Knowledge scheme – promoting Colombia as a study & Spanish destination. AIM: 5000, students from 2012-16

Alliances in exchanges/research/doctorates with local universities. National investment of **US\$500million/yr** in science & innovation

**High demand for doctorate/research degrees.** Only **226 programs** offered in 43 local universities.

Fear by local educational institutes that foreign services are replacing local ones who lose their place/market.

Very little barrier in accessing students. New markets in Medellin, Cali, Barranquilla...

**Demand for HE exceeds supply** - In 2012, 1.2 million students applied for HE. Only 677,796 were admitted

## CONCLUSIONS

### Opportunities vrs Actions

- Increased marketing and promotional activities to change perception that UK HE is expensive. Use competitor info!
- Inform market of offers of HEI in the UK (funding, courses, job placements, number of foreigners enrolled...)
- Form partnerships with local Education sector/funding bodies.

Quote: Camila,  
University of Sussex.  
Brighton, 7 Dec 2014

- “I selected based on quality ranking based on offers for my course of choice, then funding available. I had no idea there was funding available from the UK. I eventually took a Colfuturo scholarship loan because I wanted to study in the UK. I will go back home afterwards to get the 50% off. I have used the opportunity here to travel around Europe”



Thank You!





## COLOMBIA COUNTRY BRIEF

3rd largest Spanish-speaking population in the world

3<sup>rd</sup> largest country in the region (population – 48mil.)

Geostrategic Location: northwestern corner of South America

3<sup>rd</sup> largest economy in Latin America. GDP 378.15 billion US dollars in 2013

Rapid economic growth in recent years (6.5% in Q1 of 2014)

Re-election President in June 2014: Ongoing peace process = political stability

Ongoing expansion & reform of educational system (internationalization)

Emerging middle-class prioritizes spending on education - US\$11.5 bil 2013

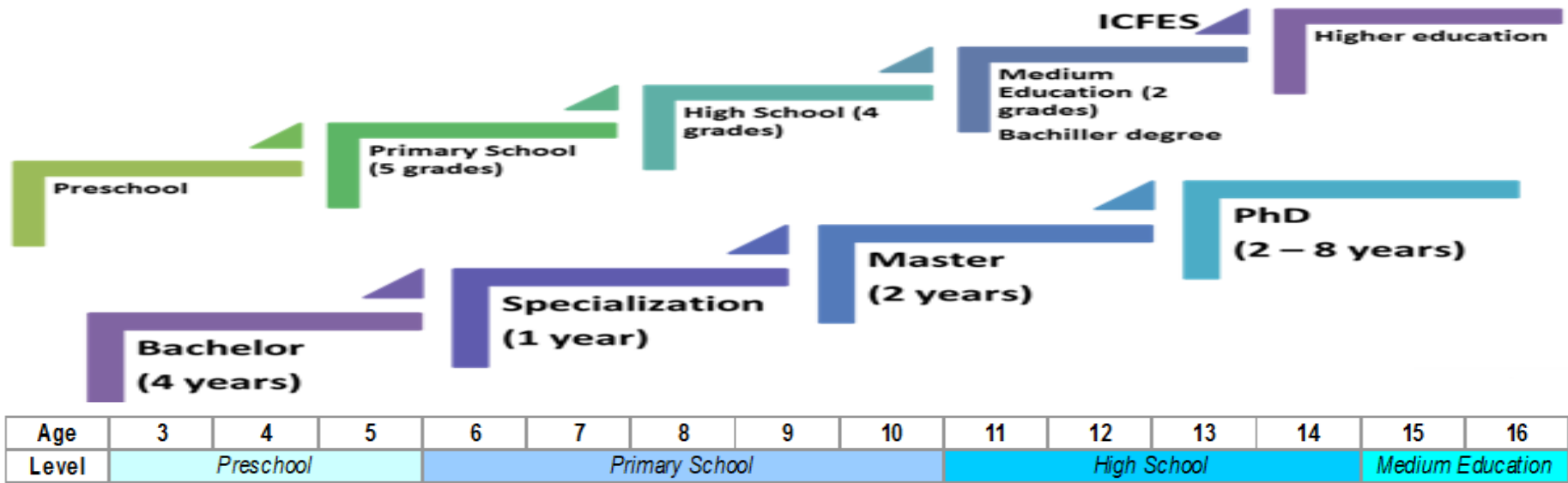
Young Growing Population - 55% under 30 years

## COLOMBIAN EDUCATIONAL SYSTEM

Enrolment rate (2012)  
84% Primary/Secondary  
45.02% Tertiary

Quality of Education:  
77th in the world by  
Global Competitiveness  
Index ranks

Educational Reform (2016)  
SNET & 10yr Education  
Plan. 47.8% progress in  
2012



# GOV REFORM: INTERNATIONALIZATION STRATEGY

**Objective:** Provide relevant & innovative higher education with international quality.

Promotion of Colombia as a **Destination** for Higher Education

**Principle:** Create possibility of mobilizing university communities of Colombia to foreign ones & vice-versa

Building & strengthening institutional capacities in Internationalization

**2010-2014 Education Policy Framework:** Quality Education, the Way for Prosperity

Establish Int'l Alliances & facilitate academic mobility & cooperation between HEI and peers abroad

- International Curriculum
- Double Degrees
- Global citizens
- International Networks
- Joint research & innovation
- Knowledge & skills transfer
- International best practices
- Improving institutional policies

## LOCAL STUDENT MOTIVATION: STUDIES IN THE UK

Important factors	Year		
	2013	2014	Total
<b>Total</b>	<b>11</b>	<b>150</b>	<b>161</b>
Better quality of education/course overseas	2	35	37
Course not offered at home	2	3	5
Family's expectations of overseas study	0	1	1
Intend to emigrate	0	6	6
Cheaper to study in another country	0	0	0
Obtained scholarship overseas	1	13	14
Other	0	4	4
Previously studied overseas	2	3	5
To improve career prospects	3	33	36
To improve English language skills	0	24	24
Unable to obtain an offer in home country	0	0	0
Cultural experience of living overseas	1	28	29

Source: UK Student Insight Survey

# LOCAL STUDENT MOTIVATION: STUDIES IN THE UK

	Área de estudio											
	1992-2013				2014				TOTAL			
	M	D	TOTAL	%	M	D	TOTAL	%	M	D	TOTAL	%
Ingeniería	1.282	230	1.512	20%	251	17	<b>268</b>	18%	1.533	247	1.780	20%
Administración	1.192	35	1.227	16%	222	4	226	16%	1.414	39	1.453	16%
Derecho	637	39	676	9%	127	8	135	9%	764	47	811	9%
Arquitectura	524	28	552	7%	131	4	135	9%	655	32	687	8%
C. Sociales	601	201	802	11%	110	23	133	9%	711	224	935	10%
Artes	486	37	523	7%	116	6	122	8%	602	43	645	7%
C. Políticas	533	49	582	8%	109	5	114	8%	642	54	696	8%
C. Agropecuarias	349	91	440	6%	79	13	92	6%	428	104	532	6%
C. Básicas	284	119	403	5%	59	7	66	5%	343	126	469	5%
C. de la Salud	262	68	330	4%	53	12	65	4%	315	80	395	4%
Economía	244	90	334	4%	41	10	51	4%	285	100	385	4%
Educación	161	65	226	3%	42	4	46	3%	203	69	272	3%
<b>TOTAL</b>	<b>6.555</b>	<b>1.052</b>	<b>7.607</b>	<b>100%</b>	<b>1.340</b>	<b>113</b>	<b>1.453</b>	<b>100%</b>	<b>7.895</b>	<b>1.165</b>	<b>9.060</b>	<b>100%</b>

Ingeniería es el área que más ha crecido y la que más estudiantes ha apoyado.

Estadísticas 1992-2014

	Tasa de selección por país de destino							
	2000				2014			
	Candidatos	Seleccionados	%	Conv.	Candidatos	Seleccionados	%	Conv.
Reino Unido	58	25	26%	43%	<b>458</b>	347	24%	76%
Estados Unidos	85	51	53%	60%	417	334	23%	80%
Alemania	1	<b>1</b>	1%	100%	260	<b>192</b>	13%	74%
Francia	6	<b>2</b>	2%	33%	227	<b>161</b>	11%	71%
España	22	3	3%	14%	244	93	6%	38%
Italia	1	-	-	-	154	85	6%	55%
Australia	10	3	1%	30%	136	64	4%	47%
Holanda	4	1	3%	25%	83	61	4%	73%
Brasil	2	-	10%	-	33	20	1%	61%
Canadá	13	10	-	77%	26	17	1%	65%
Bélgica	1	-	-	-	19	16	1%	84%
Singapur	-	-	-	-	8	8	1%	100%
Suiza	2	-	-	-	15	8	1%	53%
Suecia	1	-	-	-	10	7	0%	70%
Nueva Zelanda	-	-	-	-	5	5	0%	100%
República Checa	-	-	-	-	7	5	0%	71%
Dinamarca	-	-	-	-	6	4	0%	67%
Finlandia	-	-	-	-	6	4	0%	67%
Noruega	-	-	-	-	8	4	0%	50%
Chile	1	-	-	-	12	3	0%	25%
México	1	-	-	-	9	3	0%	33%
Portugal	-	-	-	-	3	2	0%	67%
Rusia	1	-	-	-	4	2	0%	50%
Argentina	-	-	-	-	12	1	0%	8%
Austria	-	-	-	-	1	1	0%	100%
Bosnia y Herzegovina	-	-	-	-	1	1	0%	100%
China	-	-	-	-	1	1	0%	100%
Costa Rica	-	-	-	-	7	1	0%	14%
Hungría	-	-	-	-	1	1	0%	100%
Polonia	-	-	-	-	1	1	0%	100%

Por segundo año el principal destino de los beneficiarios de COLFUTURO es el Reino Unido.

Alemania pasó de tener 1 seleccionado en 2000 a 192 en 2014.

Estadísticas 1992-2014

# LOCAL STUDENT MOTIVATION: STUDIES IN THE UK

Los beneficiarios de COLFUTURO van a hacer sus maestrías y doctorados en las mejores universidades del mundo.

Universidad de destino				
	País	1992-2013	2014	TOTAL
London School of Economics & Political Science (LSE)	Reino Unido	257	36	293
Columbia University	Estados Unidos	218	32	250
New York University	Estados Unidos	179	34	213
Politecnico di Milano	Italia	174	30	204
Politecnico di Torino	Italia	143	31	174
University College London (UCL)	Reino Unido	124	41	165
Harvard University	Estados Unidos	145	13	158
University of California	Estados Unidos	98	20	118
Bauhaus Universität Weimar	Alemania	114	2	116
Georgetown University	Estados Unidos	106	10	116
University of Melbourne	Australia	92	24	116
Instituto de Empresa (IE)	España	99	13	112
Universidad de Barcelona	España	86	13	99
Technische Universität München (TUM)	Alemania	68	30	98
University of Manchester	Reino Unido	84	11	95
Erasmus University Rotterdam	Holanda	80	10	90
TU Delft - Delft University of Technology	Holanda	73	11	84
Universidad Autónoma de Barcelona	España	60	17	77
King's College London	Reino Unido	50	22	72
University of Oxford	Reino Unido	53	12	65
Massachusetts Institute of Technology (MIT)	Estados Unidos	57	7	64
University of Chicago	Estados Unidos	52	10	62
University of Texas	Estados Unidos	59	3	62
University of Warwick	Reino Unido	55	7	62
Université Panthéon-Sorbonne Paris I	Francia	39	19	58
Imperial College London	Reino Unido	47	9	56
Carnegie Mellon University	Estados Unidos	46	9	55
McGill University	Canadá	53	1	54
Queen Mary	Reino Unido	40	13	53
Northwestern University	Estados Unidos	39	9	48
The New School	Estados Unidos	42	6	48
Tilburg University	Holanda	38	10	48
Universität Stuttgart	Alemania	36	12	48
University of Illinois	Estados Unidos	47	1	48
University of Sydney	Australia	41	7	48
University of Edinburgh	Reino Unido	38	9	47
London Business School	Reino Unido	38	7	45
Cornell University	Estados Unidos	39	3	42
École des Hautes Études en Sciences Sociales (Ehess)	Francia	39	3	42
University of The Arts London	Reino Unido	37	5	42
Sciences Po	Francia	29	12	41
University of Pennsylvania	Estados Unidos	35	6	41
City University London	Reino Unido	36	4	40
University of Bath	Reino Unido	33	7	40
Otras		4.289	862	5.151
<b>TOTAL</b>		<b>7.607</b>	<b>1.453</b>	<b>9.060</b>

# STUDENT STATE OF FINANCE

Major source of tuition fees	Colombia
	2012/13
<b>Total</b>	<b>1025</b>
No award or financial backing	640
Award assessed by English or Welsh LEA & paid in full by LA / SLC	10
<b>Institutional waiver of support costs</b>	<b>65</b>
Engineering & Physical Sciences Research Council	0
Economic & Social Research Council	0
<b>International agency</b>	<b>30</b>
Other Association of Medical Research Charities (AMRC) charity	0
Other charitable foundation	5
Departments of Health/NHS/Social Care	0
Other HM government departments/public bodies	5
EU Commission (EC)	0
Overseas student award from HM government/British Council	10
Overseas government	25
<b>Overseas institution</b>	<b>35</b>
Overseas industry or commerce	15
<b>Other overseas funding</b>	<b>65</b>
Other overseas - repayable loan	5
ORSAS	5
UK industry/commerce	5
Absent for year	0
Student's employer	20
Other	20
<b>No fees</b>	<b>45</b>
Not known	20

Most Colombian Students don't have the means to afford studies abroad and as can be seen in the table, **financial capacity is a restriction in terms of outflow of students and this is reduced with support from scholarships.**

Source: HESA Student Record @ British Council

[www.britishcouncil.org/siem](http://www.britishcouncil.org/siem)

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## COST OF INTERNATIONAL STUDIES

COUNTRY	ANNUAL UNIVERSITY FEES (USD)	ANNUAL COST OF LIVING (USD)	ANNUAL COST TOTAL (USD)
Australia	24,081	18,012	42,093
Singapore	18,937	20,292	39,229
United States	24,914	11,651	36,564
United Kingdom	21,365	13,680	35,045
Hong Kong	13,444	18,696	32,140
Canada	16,746	13,201	29,947
France	247	16,530	16,777
Malaysia	2,453	10,488	12,941
Indonesia	4,378	8,527	12,905
Brazil	59	12,569	12,627
Taiwan	3,338	8,573	11,911
Turkey	1,276	10,089	11,365
China	3,844	6,886	10,729
Mexico	750	8,710	9,460
India	581	5,062	5,642

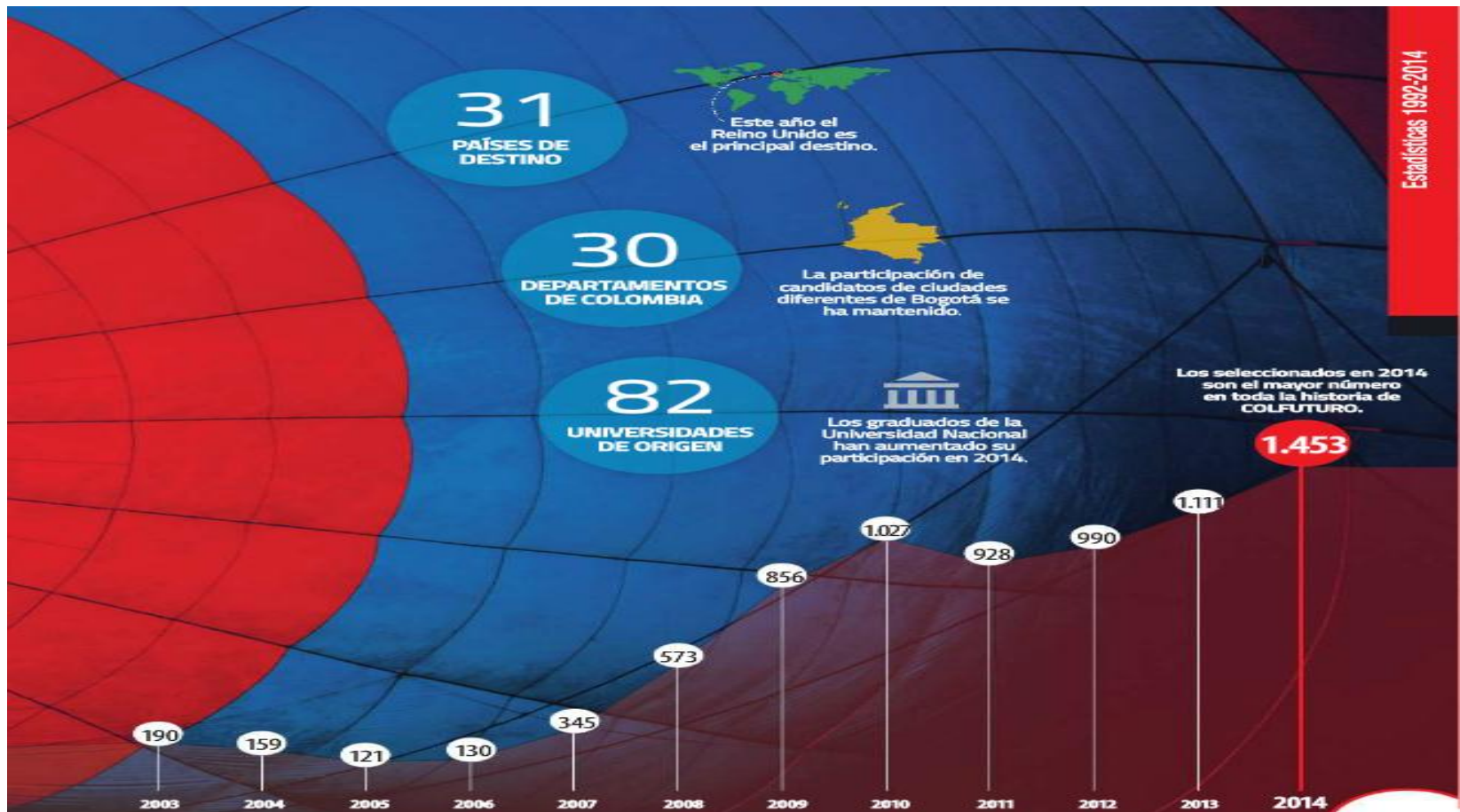
Current perception among Colombians is that UK HE is very expensive and so preference is given to US & Australia.

**Need for increased marketing campaigns indicating cost of studying in the UK.**

<http://www.hsbc.com/news-and-insight/2014/international-education>



# COLFUTURO: SCHOLARSHIPS PER DESTINATIONS



## CHALLENGES

- Decentralized governance system makes top-down central education policy difficult to implement across the country.
- Long term approach to business with constantly changing deadlines
- Gaps in private (expensive) and public (fully subsidized) schools
- Dropout rates from local universities are high.
- Economy overly dependent on commodity exports, so growth vulnerable to external shocks.
- Consumer debt underpins much of the spending of the middle class
- The completion of the peace process remains difficult and many people are still being displaced by violence.
- Low levels of English prospective students.
- Distance from the UK: used to be 12 hours away plane = Increase in costs