



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Opportunities in Nigeria and the wider Sub – Saharan African Region

Presented by Adetomi Soyinka

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Overview of Market Nigeria

- **Fast facts Nigeria**
- Population of over 150million
- Predominantly young population
 - *0–14 years: 41.5%*
 - *15–64 years: 55.5%*
 - *65 years and over: 3.1%*
- Over 48 million internet and 95 million mobile phone users
- Inflation rate has been 2 digits for 5 years running 12.1% as at March 2012
- GDP growth rate is 7.4%
- 0.6% of the GDP is spent on Education
- Household annual consumption on education is \$4557.4 million (2011)
- 2013 budget allocation for Education is N 426 billion (2012 was N 400billion)
- Adult literacy rate 61%

Overview of Market Ghana

- **Fast facts Ghana**
- Population of over 24million
- Predominantly young population
- Named worlds fastest growing economy for the year 2011the World Bank estimates, per capita GDP is US\$1,283 (2010)
- Agriculture that accounts for roughly one-third of GDP and employs more than half of the workforce
- Peaceful country - neighbouring countries considering Ghana as a Higher Education destination e.g.. Francophone countries
- Rising acceptance of distance learning as an alternative study option postgraduate study by working professionals
- 2.9% of GNI is spent on education
- 31% percent of its annual budget is allocated to Education

Current Student Numbers (Nigerian and Ghana)

Years; Level of Study Summary; Country

Level of Study Summary	Ghana 2009/10	Ghana 2010/11	Ghana Growth (%)	Nigeria 2009/10	Nigeria 2010/11	Nigeria Growth (%)
Postgraduate	1535	1450	-6	11745	12275	4
Undergraduate	520	470	-10	5805	6050	4
Total	2055	1915	-7	17550	18325	4

Source: HESA Student Record

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Current Student Numbers TNE (Nigerian and Ghana)

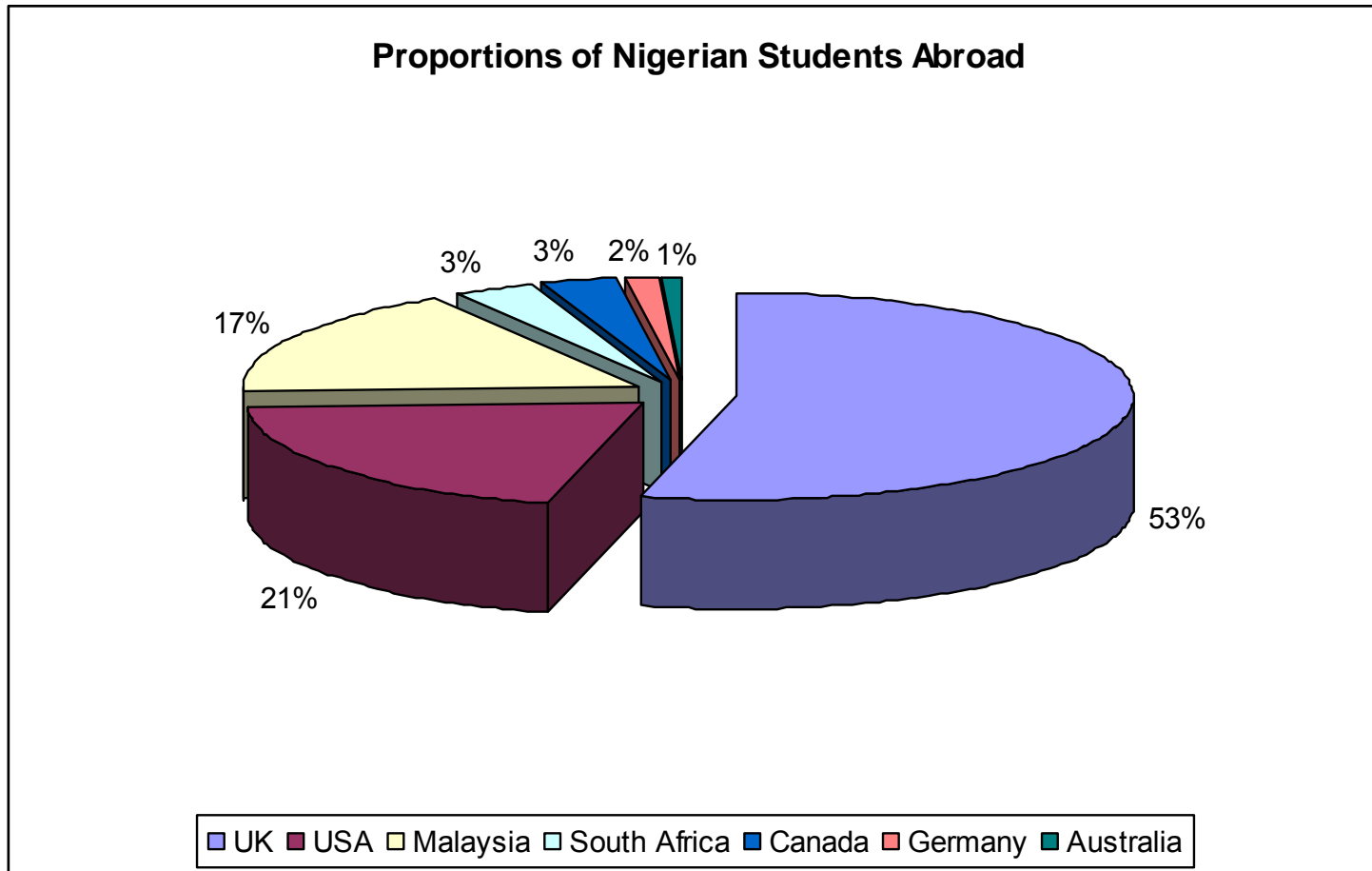
Country of activity	Registered at reporting institution - studying overseas for UK HEI award at overseas campus of reporting institution	Registered at reporting institution - studying overseas for UK HEI award other than at an overseas campus of reporting institution	Registered at reporting institution - distance, flexible and distributed learning for UK HEI award where the location of the student is known to be overseas	Registered at overseas partner organization - studying overseas for an award of the reporting institution	Any other student studying overseas for an award of the reporting institution	
Ghana	0	75	1670	14010	5	15755
Nigeria	0	5	4485	17920	15	22425

Factors affecting the UK education Market (Nigeria and Ghana)

- Demand versus Supply
- Government Policy
- Competition - Canada, USA, China, Malaysia, Australia
- Agents
- UK Visa policy- Removal of post study work scheme and other restrictions
- Perception
- Security
- Tuition fees

Competitor Analysis

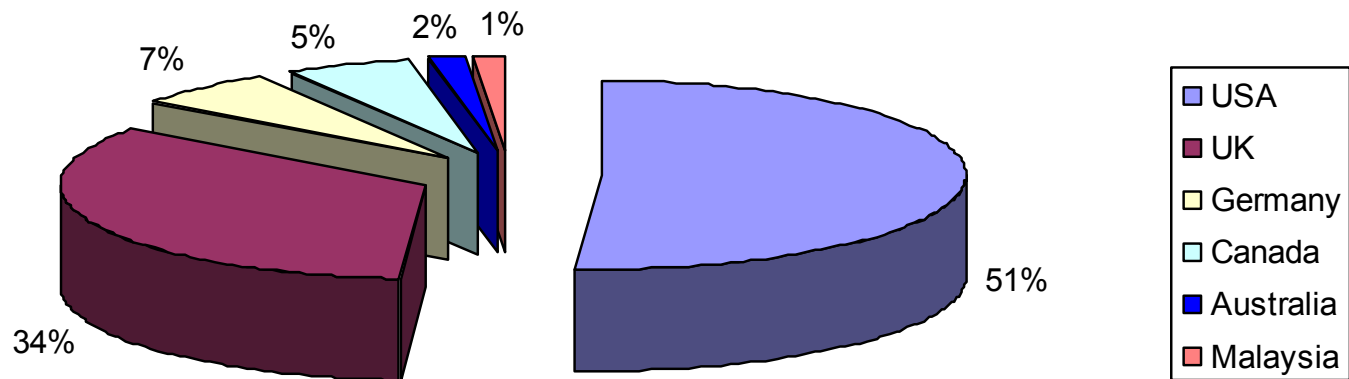
- Nigeria



Competitor Analysis

- Ghana

Proportions of Ghanaian Students Abroad



Developments in Nigeria

- National Universities Commission (NUC) in the last year approved the licenses of 7 new universities ,suspended 5 institutional licenses and revoked 1
- The Federal Government increased spending on foreign scholarships and awards for 2012 alone N500million.
- National Universities Commission as part of its education reform programme has initiated an E learning project in partnership with private consultants and foreign institutions within Nigerian institutions.
- The Federal Government initiates the Presidential Special Scholarship Scheme for Innovation and Development (PRESSID)
- The Minister of Education has inaugurated a committee to evaluate foreign certificates for employment and admission purposes,
- The British Council in Nigeria partners with Nigeria Liquefied Natural Gas (NLNG) on the management of it scholarship scheme.

Developments in Ghana

- Tullow Group Scholarship Scheme
- Increasing interest by students in the Oil and Gas courses from foreign institutions
- Tullow Group in partnership with the British Council Office in Ghana launched an education and capacity building initiative for local institutions

Understanding the Client and Market

- Profile of the Average International Student (Nigeria and Ghana)
- Undergraduate
 - From Middle – High Class Home
 - Attends Private / International school
 - Tech Savvy
 - Well versed with Popular Culture
 - Influenced by decisions made by his / her own “kind”
 - Self funded by either parents or guardians
- Influencers for this group
 - Heads of School
 - Family
 - Friends
 - Agents
- Key decision makers
 - Parents / Guardians

Understanding the Client and Market

- Postgraduate
 - Middle Income – High income earners
 - Tech Savvy
 - Socially Conscious
 - Active on some social media platforms
 - Easy access to internet and smart phones
 - Mainly self funded or through scholarship schemes, boards or cooperate initiatives
- Influencers for this group
 - Colleagues
 - Career Goals
 - Parents
 - Family
- Key decision makers
 - Students, parents , scholarship scheme boards or corporate organisations
- Other factors influencing both groups
 - School ranking
 - Employability
 - Tuition
 - Visa application process
 - Course

Marketing ...what works

- Online Marketing
- Marketing through other traditional means i.e. Radio, T.V., Newspapers
- Non student recruitment specific events (e.g. Professional development sessions)
- Use your Alumni (everyone loves a success story)
- Make nice with the key decision makers
- Agents
- Referral Marketing (think ahead)
- Develop partnership and links locally
- Lean on your links
- If in doubt ask us!!!

SIEM Services

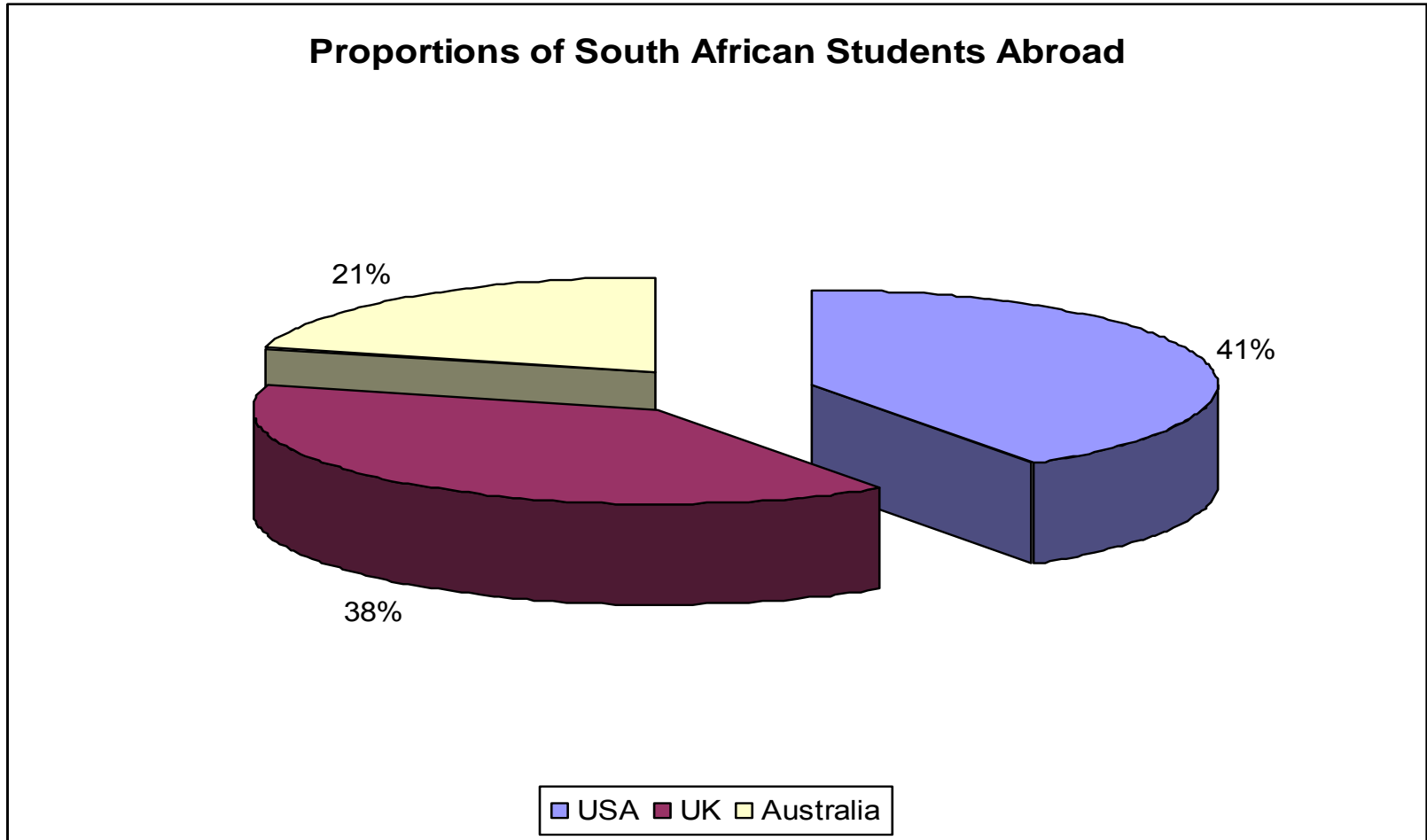
- Direct Marketing Services
- Agents Training
- Consultancy
- Exhibitions

Coming Up (Looking at 2013 /14)

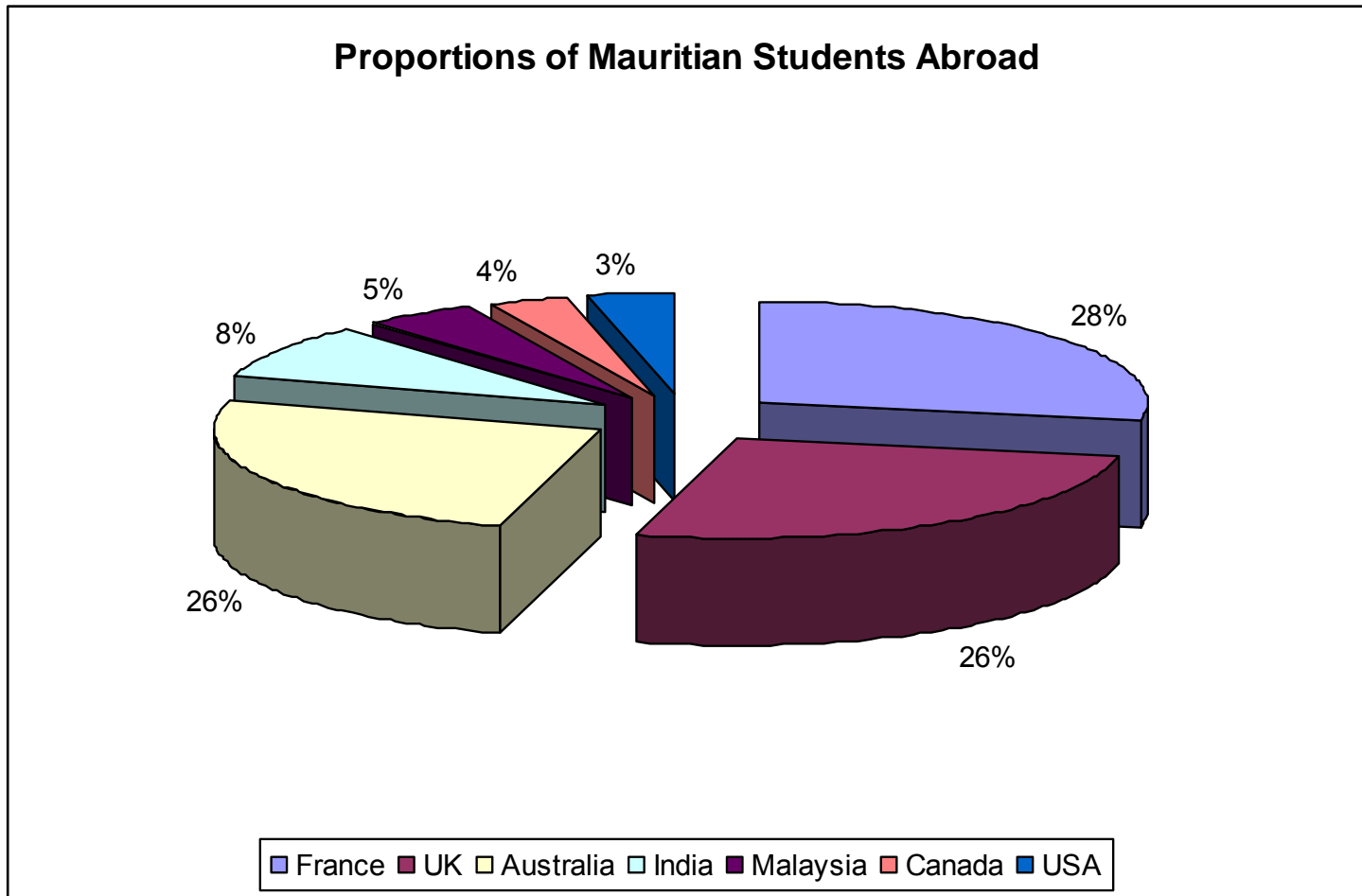
- The Education UK Exhibitions February 2013 (Nigeria / Ghana)
 - Networking Corporate event Nigeria
 - Study Tours and Alumni Event Ghana
- Postgraduate Fair May/ June 2013
- TNE / CBHE Event May/ June 2013
- Agents Networking Event September 2013
- Agents Training October 2013
- Schools event October 2013
- Virtual Exhibitions July 2013
- International Schools Tour November 2013
- The Education UK Exhibitions February 2014 (Nigeria / Ghana)
- Agents Awards Night February 2013

New Markets, New Possibilities in SSA

South Africa



Mauritius



Contact us

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Any Questions

