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# EMERGING MARKET OF AZERBAIJAN: OPPORTUNITIES FOR UK HE AND ELT PROVIDERS

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# General information

- **Establishment date:** May 18, 1918
- **Independence Day:** 18 October 1991
- **Official Language:** Azerbaijani
- **Capital City:** Baku
- **Legal System:** Based on Civil Law System
- **Head of State:** President
- **Head of Government:** Prime Minister



# Social

- Population – 9 111.1 thousand
- Urban population – 54,1%
- Population under 19 – 33.8%
- Population between 20 and 54 – 54.6%
- Ethnic groups – Azerbaijani 91,6%

Participation in education:

- Literacy rate – 99,9 % for males and 99.7% for females\*\*

# Economic

- Strong GDP growth
- Strong economic indicators over the past ten years. Azerbaijan is a country with one of the fastest growing economies in the world.
- Big infrastructure projects have been implemented, poverty has been reduced from about 50 percent to 6 percent, unemployment is within 5 percent, the external debt 7-8 percent of GDP
- Strong dependency on oil and import

# Political

- More than 30 political parties, YAP (New Azerbaijan Party) is a ruling party since 1993
- Balanced foreign policy – focus on strengthening relations with neighbouring countries as well as Western countries
- The Nagorno Karabakh conflict with Armenia since 1988. 20% territory is occupied by Armenia.
- Member of UN, CIS, OSCE, European Council, IMF and other international organisations

# SWOT Analysis – Strengths

- Education, especially higher education is highly valued by public
- UK Education and perception of its value/quality
- Number of young people who recognize the importance of quality education is increasing
- More demand for Bachelor and Master degrees in the UK
- Parents wish to have children with the western thinking, culture and standards of education
- Increasing demand for the professionals by local companies.
- High demand for summer courses in the UK
- Visa rejection rate is small, there could be problems only with Russian, Iranian or Georgian citizens who live, study or work in Azerbaijan

# SWOT Analysis – Weaknesses

- Most of local agents are not qualified and specialized. Even some tourism companies offer study abroad services.
- Differences in education systems – need for preparation, UK is more academically challenging, plus foundation program is needed to start bachelor degree and scholarship program doesn't support foundation programs.



# SWOT Analysis – Opportunities

- 1.83 million of the country population, approximately 19 percentage are between the age of 16-28
- Scholarship programs are offered for young people on education abroad by the government and state and private companies
- Parents generate more income and they are interested in sending their children abroad for educational purposes
- Education level is lower in the country and doesn't meet international organizations and companies requirements
- Science, engineering, tourism, technology becoming priority for the country
- English language is the first language at some schools in Baku

# SWOT Analysis – Threats

- Ukraine, Germany, Turkey are very popular among young people, and Australia, USA, Canada, Russia, China are also becoming popular
- The government decreases the number of the UK universities were listed on the state scholarship program.
- The government unwillingness to send students for Economics related courses in the UK.
- Scholarship programs are funded by the State Oil Fund and the situation could be changed if oil prices decreases dramatically as it was in 2008 and 2009
- International joint programs by local universities and professional training and language courses providers will share market size in the upcoming years

# Azerbaijan Education Profile

**Secondary education** – 1 291 317 pupils (2010-2011 academic year)  
4 516 schools (18 private schools); 11 years (6-7 till 17-18);

**Vocational education** – 28 993 students in 59 vocational schools

**Higher education** – 51 HEIs (15 private institutions); 143 146 students  
2010-2011 academic year), Participation in Bologna process since 2010

**State Scholarship Program** (34 countries, 431 universities,  
including 27 UK institutions) – UG, PG, research

*UK share in the state program: 2012 – 34.2 % of total students, During 5 years  
in 2007-2012 – 21 % of total students*

\*\* (State Statistics Committee of the Republic of Azerbaijan, 2012)

# Azerbaijan Education Profile

State Scholarship Program. Recent changes. Updates

<http://xaricdetehsil.edu.gov.az/>

1. [Bristol University](#)
2. [Cambridge University](#)
3. [Edinburgh University](#)
4. [Imperial College London](#)
5. [King's College London](#)
6. [London International Film School](#)
7. [London School of Economics](#)
8. [Manchester University](#)
9. [Oxford University](#)
10. [Royal College of Art](#)
11. [Royal Veterinary College](#)
12. [School of Oriental and African Studies \(SOAS\)](#)
13. [University College London](#)
14. [University of Birmingham](#)
15. [University of Cardiff](#)
16. [University of East Anglia](#)
17. [University of Essex](#)
18. [University of Glasgow](#)
19. [University of Lancaster](#)
20. [University of Liverpool](#)
21. [University of Loughborough](#)
22. [University of Newcastle](#)
23. [University of Nottingham](#)
24. [University of Queen Mary](#)
25. [University of Queen's Belfast](#)
26. [University of Royal Holloway](#)
27. [University of Sheffield](#)

# Market for the UK Education

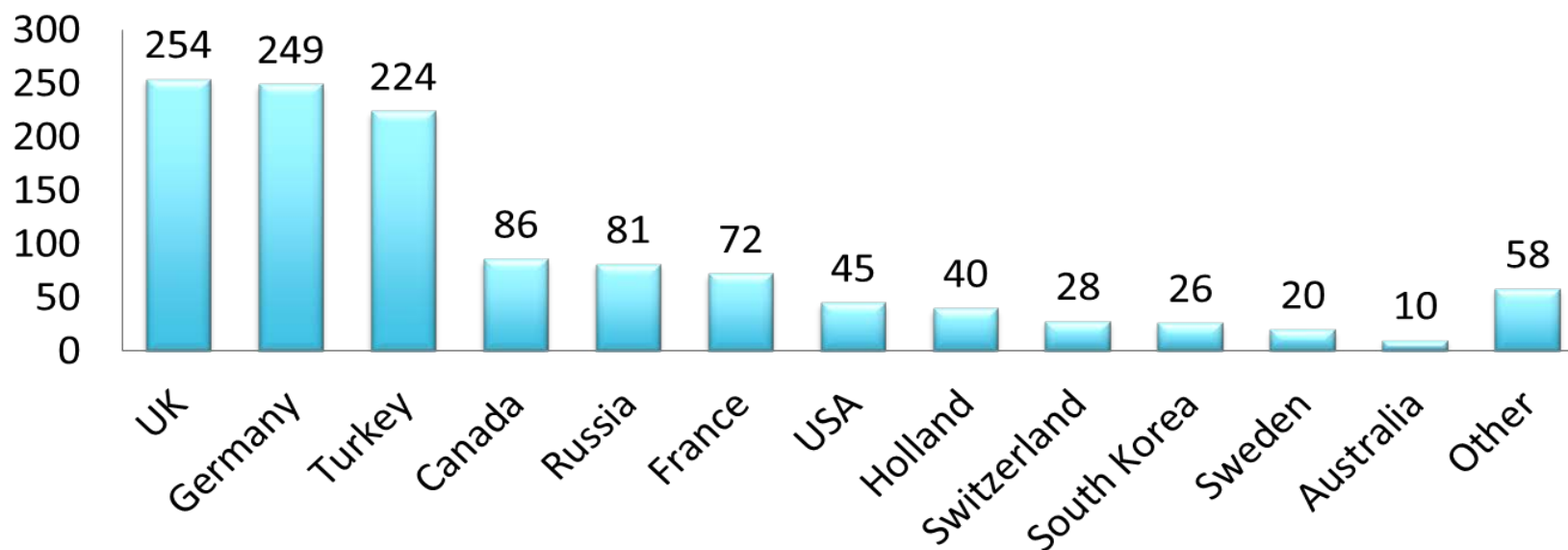
- International qualifications, including the UK Education, are held in high regard in Azerbaijan and are considered to provide individuals with better job prospects.
- The leading market sector for UK education in Azerbaijan is for Bachelor and Master courses and short-term courses (summer schools).
- The most popular subjects for study in the UK are business-related: business studies, economics, finance, accounting, marketing and human resources management
- Online courses for the UK professional qualifications are demanded
- Vocational education is not as developed in the country and there is high demand for joint programs with the UK vocational schools

# Market trends

- More than **3 500** official IELTS test takers per year in last few years
- Rising demand for specialized short term courses and language courses in the UK
- ACCA, CIMA, NEBOSH and CIPD are popular among professionals and university students, there are a few official local providers
- Increasing number of local training and course providers recent years, especially with the support of international companies
- International student placement organizations open their offices in Azerbaijan, such as IDP Education, Egitim AI, IGEC and etc.
- Increasing number of students apply for the UK institutions directly
- Young people prefer to go cheaper regions of the UK. London dreams is not so important for them.
- Official statistics for all students study abroad are limited and available statistics related to the state scholarship program

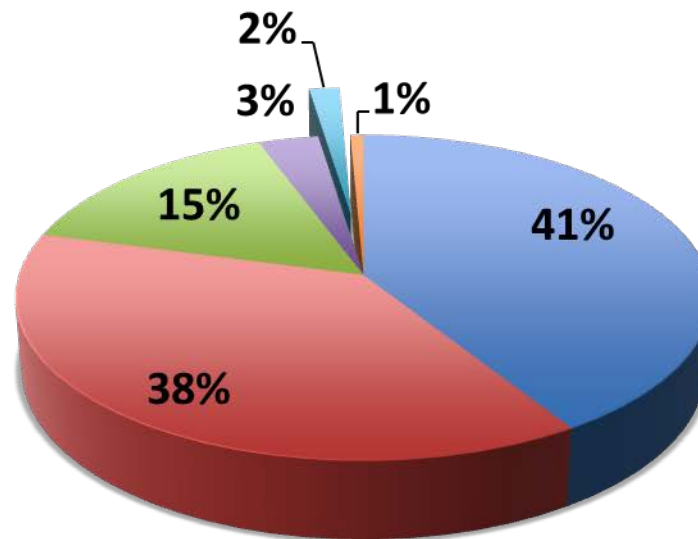
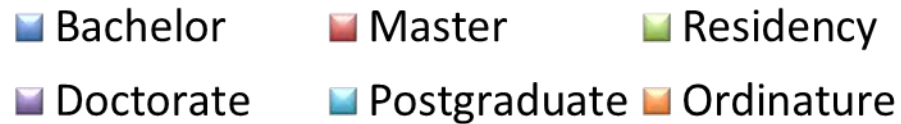
# Student decision making

1205 students have been financed by the State Oil Fund of the Republic of Azerbaijan within the framework of the “State Program on education of Azerbaijan youth abroad for the years of 2007-2015” (State program) till the end of 2012. Most of the students under this Program are enrolled in the academic institutions of the UK.



# Student decision making

Degree distribution of students study abroad within the state scholarship program in last 5 years:

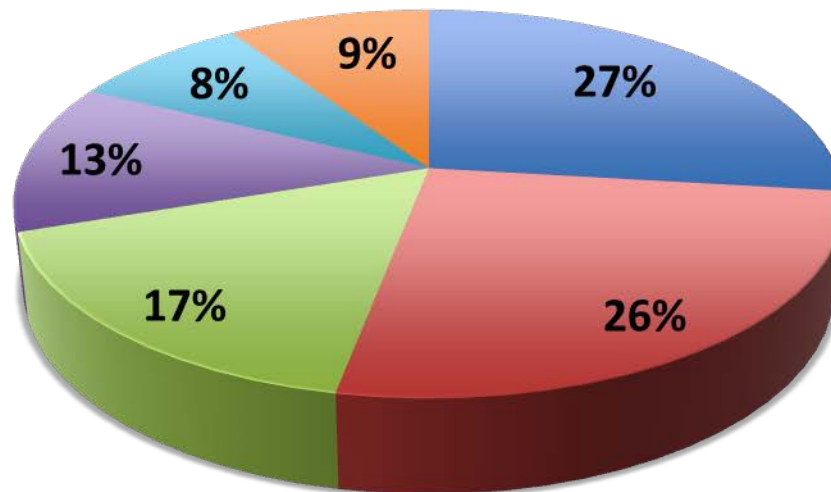




# Student decision making

Priority area distribution of students studying abroad at undergraduate level within the state program in last 5 years:

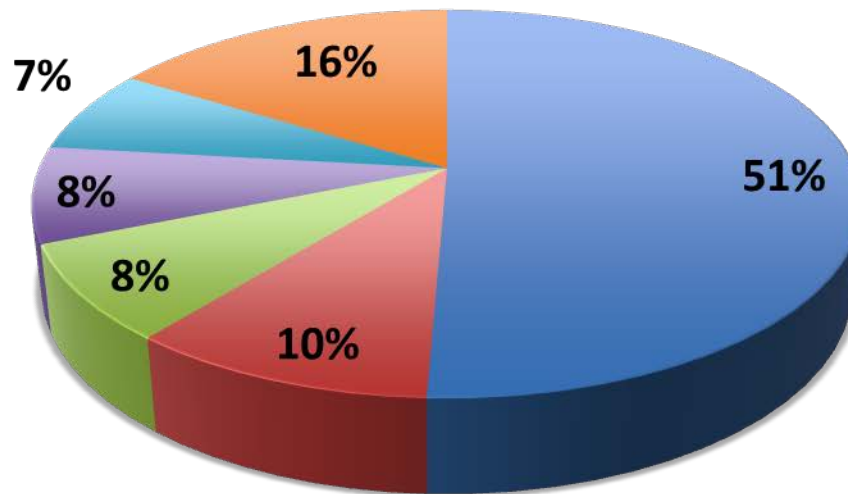
■ Public administration ■ IT ■ Science ■ Law ■ Culture ■ Other



# Student decision making

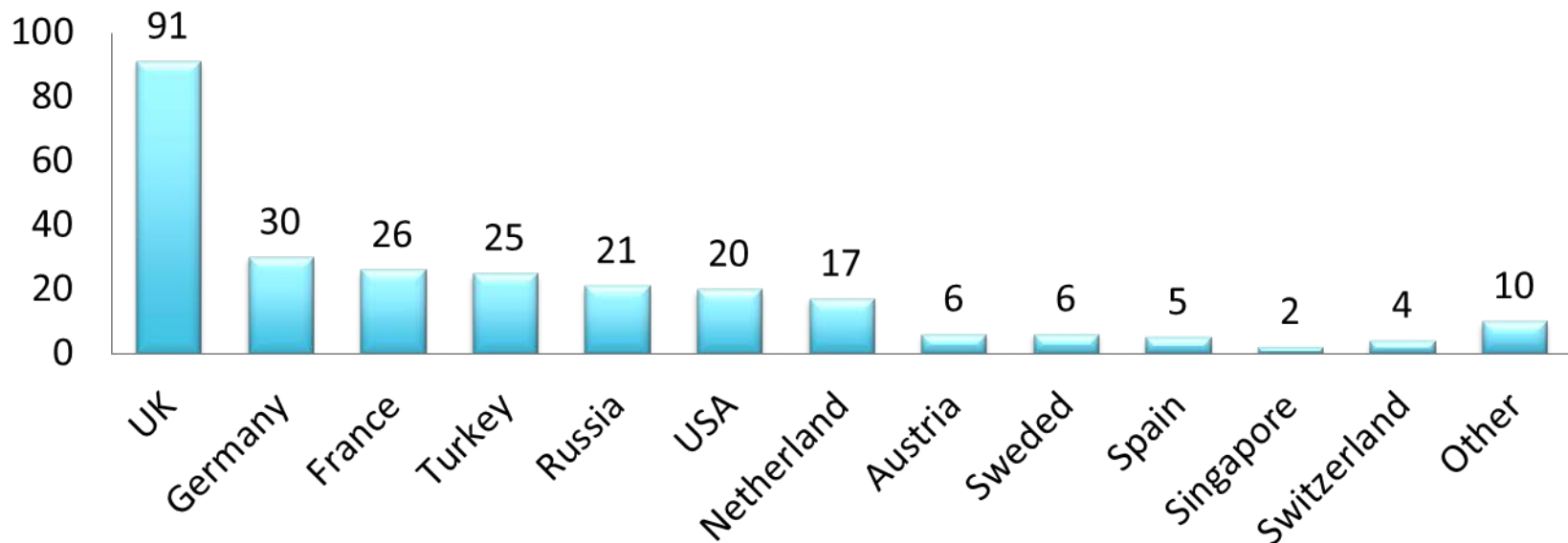
Priority area distribution of students studying abroad at the graduate level within the state program in last 5 years:

- Economy and Public Administration
- Social Science
- Medicine
- Industry
- Science
- Other



# Student decision making

266 students were founded by the government within the State Program in 2012. 91 students of them graduated from various universities of the UK. Germany, France, Turkey follow the UK.



# British Council Azerbaijan

The British Council in Baku works in the areas of the English language, arts, education & society and examinations. The British Council in Azerbaijan joined the *Services for International Education Marketing (SIEM)* initiative on 1 April 2013. We are offering the following SIEM services in Azerbaijan:

- ***Exhibitions*** – *The first Education UK exhibition will take place in Baku on 2-3 November 2013 in Hilton Hotel Baku. Open for recruitment.*
- ***Direct Marketing***
- ***Working with the local agents***
- ***Alumni network***
- ***Education intelligence***
- ***Working with the higher education institutions in Azerbaijan***
- ***Consultancy***

# Student visas issued in Azerbaijan

- 2012
- Student visitors – 414
- Tier4 Students – 523
- 
- 2013 – January – 1 May
- Student visitors – 111
- Tier4 Students – 30
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- Source: Consular Section, British Embassy Baku

# Further resources

- World Bank Development Indicators: [www.worldbank.org.az](http://www.worldbank.org.az)
- State Statistics Committee of the Republic of Azerbaijan: [www.stat.gov.az](http://www.stat.gov.az)
- The Ministry of Education of Azerbaijan: [www.tehsil.gov.az](http://www.tehsil.gov.az)
- The website of the President of Azerbaijan: [www.president.az](http://www.president.az)
- The website of the State Scholarship Program: <http://xaricdetehsil.edu.gov.az/>

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