

# Expanding your horizons

Cambodia Study Tour

Event Report

23-25 October 2012

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## 1. Cambodia Study Tour

<b>Venue</b>	Phnom Penh, Cambodia: 23-25 October 2012
<b>Opening hours</b>	10.00 – 12.00hrs and 13.00 – 16.00hrs
<b>Opened by</b>	Mr. Chris Gibson OBE, Director of British Council, Thailand
<b>Stand costs</b>	Education UK Partnership members (Exhibitors): 1,838 GBP Education UK Partnership members (Advertisement): 250/600/650/750 GBP
<b>Unique feature to give added value</b>	The cocktail reception was held at the Ambassador's Residence, The British Embassy, Phnom Penh. Exhibitors networked with approximately 50 guests from the government, institutions, schools, and business partners.
<b>Seminars</b>	09.30 – 10.00 and 11.00 – 11.30hrs, Zaman International School 14.00-14.30hrs, Northbridge International School  Topic: How to make a good application: essential preparation before you apply, how to write the UCAS Personal Statement, how to prepare for university interviews

## Programme

<b>Date</b>	<b>Time</b>	<b>Activity</b>
<b>Tuesday 23 October 2012</b>	14.00-16.00	Market briefing by British Council
<b>Wednesday 24 October 2012</b>	10.00-12.00	Visit Zaman International School  <b>Agenda</b> Seminar by UK institution Students visit UK institutions in the exhibition room
	14.00-16.00	Visit Northbridge International School Cambodia  <b>Agenda</b> Seminar by UK institution Students visit UK institutions in the exhibition room
	18.00-20.00	Welcome Reception at the British Embassy
	20.00	Pick up from British Embassy to hotel
<b>Thursday 25 October 2012</b>	10.00-12.00	Visit International School Phnom Penh

## 2. Key statistics

Attendance	Phnom Penh
	2012
Wednesday 24 October 2012	160
Thursday 25 October 2012	80
<b>Total number of exhibitors</b>	<b>11</b>
<b>Total number of visitors</b>	<b>240</b>
<b>Visitors primary market objectives</b>	
High School	13.94%
Summer Courses	6.67%
PhD	8.48%
Specialised Studies	1.82%
Language courses	6.06%
Master's Degree	23.64%
Foundation Course	6.67%
Certificate courses/ non degree course/ NVQ	1.82%
Bachelor's Degree	29.09%
Pre-Master's Course	0.61%
Others	1.21%

Exhibitors primary market objectives	Number	Percentage
Undergraduate	8	36%
Postgraduate taught	2	9%
Postgraduate research	1	5%
Higher National Diploma and equivalent	1	5%
Pre-university foundation courses	2	9%
Foundation	5	23%
Post-16 A-level	1	5%
Pre-sessional English	2	9%
School	0	0%

\*A full list of exhibitors can be found in Appendix 1



### 3. Impact of marketing plan

This is the first year that we held the Cambodia Study Tour and we visited three international schools in Phnom Penh. When planning for the event, we worked very closely with the school counsellors to ensure that the students coming to visit the university were interested to further their studies abroad particularly in the UK. The main advertising channel was through the school and their counsellors. We sent the list of UK institutions and seminar topics to the international schools in order to help them to pre-advertise the event to their students. This helped to better inform the students of the university profile prior to the study tour. At the study tour, we distributed the Guide Book to UK Education. The Guide Book was translated into Khmer. Being new to the market, we believe that having the information in the language of the country we are visiting would help get the message to more people.

At the Study Tour, we had a reception at the British Embassy to mark the official launch of the event. There were representatives from the Ministry of Education, Youth, and Sports, key contacts in the education and business sectors as well as alumni. The reception gave the opportunity to introduce this new initiative to key contacts. The media were present at the event and articles appeared in the local newspaper and were broadcast on the TV news channel.

Next year, we will work more closely with education agents and if possible, create meetings between agents and UK institutions. We also hope to extend our visits to more international schools in Phnom Penh.

### 4. Conclusions and follow up


#### 4.1 Key recommendations for institutions

According to British Council's market research, Cambodian student awareness and understanding of the UK is low compared to Australia and developed Asian countries such as Japan and Singapore. These countries compete with the UK in terms of countries associated with intended study. However there is the opportunity for UK institutions to make a big change to the trend as the market is growing and there is more interest among students to study abroad.

- UK institutions can work closely with agents in Phnom Penh to follow up with students who are interested in studying in the UK.
- Brochures and information about the institution can be sent annually to the schools in the Roadshow as reference for students. As the main contact persons for the Roadshow are counsellors, it is recommended to communicate regularly with them about the institutions' courses, scholarships, and admissions.
- More prospectuses should be brought to the schools as they have proved popular, for example at Zaman International Schools
- Institutions can highlight any scholarships and bursary programmes for students in Cambodia
- Seminar sessions have proved to be beneficial for students and teachers. It is a good opportunity for the institution to create a better understanding of UK education through their seminar and it can generate great interest from students as well

#### 4.2 Key recommendations for the British Council

- British Council hopes to increase the number of visits to more international schools in Phnom Penh and potentially to Siem Reap and other big cities.

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- Freight will be looked at more closely to avoid any problems with missing brochures and prospectuses.
  - A presentation on the UK Education system or information on continuing further education in the UK would be useful for students and parents and to familiarise them with the system before they talk to the institution representatives.
  - British Council will undertake more visits to schools and regularly build on the partnership with key stakeholders such as the agents and the Ministry of Education to increase our presence in the country.
  - Travel planning will be better investigated to avoid being caught in major traffic issues.
  - British Council will explore opportunities to introduce UK institutions to existing and established agents in Phnom Penh, and if possible, create one-to-one agent meetings with institutions.

## Appendix 1: List of participating institutions

No	Institution	Name	Position	Department
1	MPW	Mr. James Burnett	International Director	
2	University of Reading	Ms. Charlene Allen	Deputy Director	Reading International Office
3	University of Worcester	Mr. Chris Taylor	Acting Head of International	International
4	University of Arts, London	Ms. Christine Knau	Head of International Recruitment Services	International Centre
5	Nottingham College International	Ms. Ha Nguyen	International Admissions Officer	International Office
6	University of Brighton	Ms. Alicia Zaman	International Officer	International Office
7	University of Central Lancashire	Mr. Merrick Davidson	Regional Manager	
8	Thammasat University TEP-TEPE	Ms. Jiraprabha Kimsuthorn	Deputy Director TEP-TEPE	Faculty of Engineering
9	Bournemouth University	Mr. Ryan Mile	International Officer	IMSRT
10	SOAS University of London	Ms. Devina Sivagurunathan	International Officer	Student Recruitment Office
11	City of Bristol College	Ms. Kath Tudor	Head of International	

## Appendix 2: Visitors' survey results

1. Level of Education you wish to pursue	Tally	%
High School	23	13.94%
Summer Courses	11	6.67%
PhD	14	8.48%
Specialised Studies	3	1.82%
Language courses	10	6.06%
Master's Degree	39	23.64%
Foundation Course	11	6.67%
Certificate courses/ non degree course/ NVQ	3	1.82%
Bachelor's Degree	48	29.09%
Pre-Master's Course	1	0.61%
Others	2	1.21%
<b>Total</b>	<b>165</b>	<b>100.00%</b>

2. Subject Area you wish to pursue (select more than 1 answer if applicable)	Tally	%
Agriculture, Agronomy	1	0.40%
Business, Economics, Management	46	18.33%
Education	9	3.59%
Fashion, Design	15	5.98%
Law	11	4.38%
Physical Education, Recreation & Leisure	0	0.00%
Religion & Theology	1	0.40%
Biology	9	3.59%
Physics	3	1.20%
Architecture, Urban Planning	10	3.98%
Computer Science, IT, Telecommunication	9	3.59%
Engineering	9	3.59%
Humanities, Social Sciences	10	3.98%
Media Communication	5	1.99%
Political Science	8	3.19%
Science	4	1.59%
Chemistry	5	1.99%
Marketing	18	7.17%
Art, Culture	13	5.18%
Cuisine, Culinary	1	0.40%
Environment and Natural Resources	3	1.20%
Language, Literature, Translation	5	1.99%
Medicine, Health	9	3.59%
Psychology	9	3.59%
Tourism & Hotel Management	6	2.39%
Finance	12	4.78%
International Business	10	3.98%
Other	10	3.98%
<b>Total</b>	<b>251</b>	<b>100.00%</b>



<b>3. Who will fund your tuition and living expense while studying abroad?</b>	<b>Tally</b>	<b>%</b>
Self, Family, Relatives, Friends	85	70.83%
Scholarship	33	27.50%
Company, Organisation	1	0.83%
Other	1	0.83%
<b>Total</b>	<b>120</b>	<b>100.00%</b>

<b>4. Countries considered for study (select more than 1 answer if applicable)</b>	<b>Tally</b>	<b>%</b>
Australia	41	16.47%
Canada	19	7.63%
China	1	0.40%
France	8	3.21%
Germany	4	1.61%
Italy	2	0.80%
Japan	8	3.21%
Malaysia	4	1.61%
Netherlands	0	0.00%
New Zealand	6	2.41%
Singapore	25	10.04%
Spain	3	1.20%
Taiwan	3	1.20%
UK	46	18.47%
US	62	24.90%
Other	17	6.83%
<b>Total</b>	<b>249</b>	<b>100.00%</b>

<b>5. Motivation(s) to study abroad (select more than 1 answer if applicable)</b>	<b>Tally</b>	<b>%</b>
High academic standard	31	11.36%
Competitive tuition fees	0	0.00%
Parents' decision	24	8.79%
Cultural environment	4	1.47%
Safe environment	14	5.13%
Friends and relatives there	12	4.40%
Wide variety of courses and institutions	23	8.42%
International recognition of qualifications	33	12.09%
Travelling in many different countries	23	8.42%
scholarship offered	22	8.06%
Having a better job in my country	32	11.72%
Learning a foreign language	22	8.06%
Overseas work opportunities	33	12.09%
Other	0	0.00%
<b>Total</b>	<b>273</b>	<b>100.00%</b>





<b>6. Transnational Education</b>		
<b>How can you study a UK qualification in Cambodia?</b>	<b>Tally</b>	<b>%</b>
Double degree/ dual degree	5	8.77%
Twinning programme	1	1.75%
Distance learning	7	12.28%
Franchised campus	4	7.02%
3+1, 2+2	0	0.00%
Other, Please specify	0	0.00%
I don't know	40	70.18%
<b>Total</b>	<b>57</b>	<b>100.00%</b>

<b>7. Which country is the leader in delivering/ developing a double or joint degree programme with Cambodia universities?</b>		
	<b>Tally</b>	<b>%</b>
PR China	6	6.74%
Japan	4	4.49%
USA	30	33.71%
UK	20	22.47%
Australia	19	21.35%
Germany	0	0.00%
France	6	6.74%
Others	4	4.49%
<b>Total</b>	<b>89</b>	<b>100.00%</b>

<b>8. Other Comments</b>
I would like to have more time learning about this exhibition
Not enough time
Add more universities
I would be interested if a UK university set up a full campus in Cambodia
Offering more scholarship for Cambodia citizen
More universities involved

## Appendix 3: Exhibitors' survey results

1. What were your objectives for coming?	Tally	%
Recruitment	1	9%
Profile Raising	3	27%
Both	6	55%
Others	1	9%
<b>Total</b>	<b>11</b>	<b>91%</b>

2. What is your primary market interest in this event?	Tally	%
Undergraduate	8	36%
Postgraduate taught	2	9%
Postgraduate research	1	5%
Higher national diploma and equivalent	1	5%
Pre-university foundation courses	2	9%
Foundation	5	23%
Post-16 A-level	1	5%
Pre-sessional English	2	9%
School	0	0%
<b>Total</b>	<b>22</b>	<b>100%</b>

3. Who are the visitors that you wanted to attend this exhibition
Students
16 - 18 years old
High school students
High school students & may be parents
School and Agents
Students & Agents & MOET Staff
Well- qualified UG student
Teacher and Students

4. What is your assessment of the visitors?	Tally	%
Good number and good quality	10	83%
Good quality only	1	8%
Good number only	1	8%
Disappointing	0	0%
<b>Total</b>	<b>12</b>	<b>100%</b>

5. What recommendations have you got for the future of this particular event for British Council?
For us, the purpose was fact-finding and the event was useful, so no recommendations.
Some further work on the UK education system would be useful for the schools as prep.
Repeat Study Tour.
It will help if students know a bit more about UK Education system before we visit.
We could extend the number of schools we visit.
Hotel to be more central or near the Embassy so we could walk around and get to know the culture.

6. What learning points have you picked up for your institution?
More about students needs and ambitions



Very new market needs to know more about what the UK has to offer, profile raising needed.
Building relationships with selected schools
To understand the school system and will be able to plan future service
Good development opportunity
There is a small but growing undergraduate market
To bring more materials!

<b>7. What market developments have you noticed by coming?</b>
Never been before
More UK education awareness in the market since 2011
Lots of potential
IB is strong. International schools are good quality. Possible market for Foundation Degrees

<b>8. Have you developed new links or built on existing feeder or agent relationship by coming?</b>	<b>Tally</b>	<b>%</b>
Yes	10	91%
No	1	9%
<b>Total</b>	<b>11</b>	<b>100%</b>

<b>9. How do you rate the support to your business needs from British Council before and during the event?</b>	<b>Tally</b>	<b>%</b>
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	2	18%
Very good	9	82%
<b>Total</b>	<b>11</b>	<b>100%</b>

<b>10. How do you rate the value of Market Briefing (for all exhibitors)?</b>	<b>Tally</b>	<b>%</b>
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	3	27%
Very good	7	64%
N/A	1	9%
<b>Total</b>	<b>11</b>	<b>100%</b>

<b>11. How do you rate the value of Reception (October 23, 2012)?</b>	<b>Tally</b>	<b>%</b>
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	2	18%
Very good	9	82%
N/A	0	0%
<b>Total</b>	<b>11</b>	<b>100%</b>

<b>12. How do you rate the quality of the accommodation (Intercontinental)?</b>	<b>Tally</b>	<b>%</b>
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	2	18%
Very good	9	82%



N/A	0	0%
<b>Total</b>	<b>11</b>	<b>100%</b>

13. How do you rate the quality of assistants/interpreters?	Tally	%
Unsatisfactory	0	0%
Satisfactory	0	0%
Good	3	27%
Very good	2	18%
N/A	6	55%
<b>Total</b>	<b>11</b>	<b>45%</b>

14. Please give your assessment of the exhibition in terms of innovation, promotion of Education UK brand, presentation and overall impact.
Good - the schools seem to genuinely appreciate the visits
Very good promotion
Very professional - Thank you for all your efforts

15. Do you see Phnom Penh as a potential market for your institution?	Tally	%
Yes	6	55%
No	0	0%
Not sure	5	45%
<b>Total</b>	<b>11</b>	<b>100%</b>

16. Do you think your participation was a worthwhile investment of time and money?	Tally	%
Yes	10	91%
No	0	0%
Not sure	1	9%
<b>Total</b>	<b>11</b>	<b>100%</b>

17. Finally, will you be attending this event this time next year?	Tally	%
Yes	5	45%
No	1	9%
Undecided	5	45%
<b>Total</b>	<b>11</b>	<b>100%</b>

18. When do you prefer the exhibition be held? (can specify the month)
Same time (Oct/Nov)

Additional comments and suggestions
Very useful trip - wonderfully organized. Kim and Sarita were attentive, professional and helpful. Thank you
It will be helpful and time-efficient for institutions if students know more about UK education system i.e. preparation courses, degree and etc
Thank you
For pre-university courses (this market) isn't that good as students are tied to IB, so perhaps we would have visited schools which don't tie students to year 12 - hope this makes sense!! Thank you Kim, Sarita and team



## Appendix 4: Event Pictures

