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EDUCATION  
MARKETING



# Market opportunities for the UK in a high growth economy

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

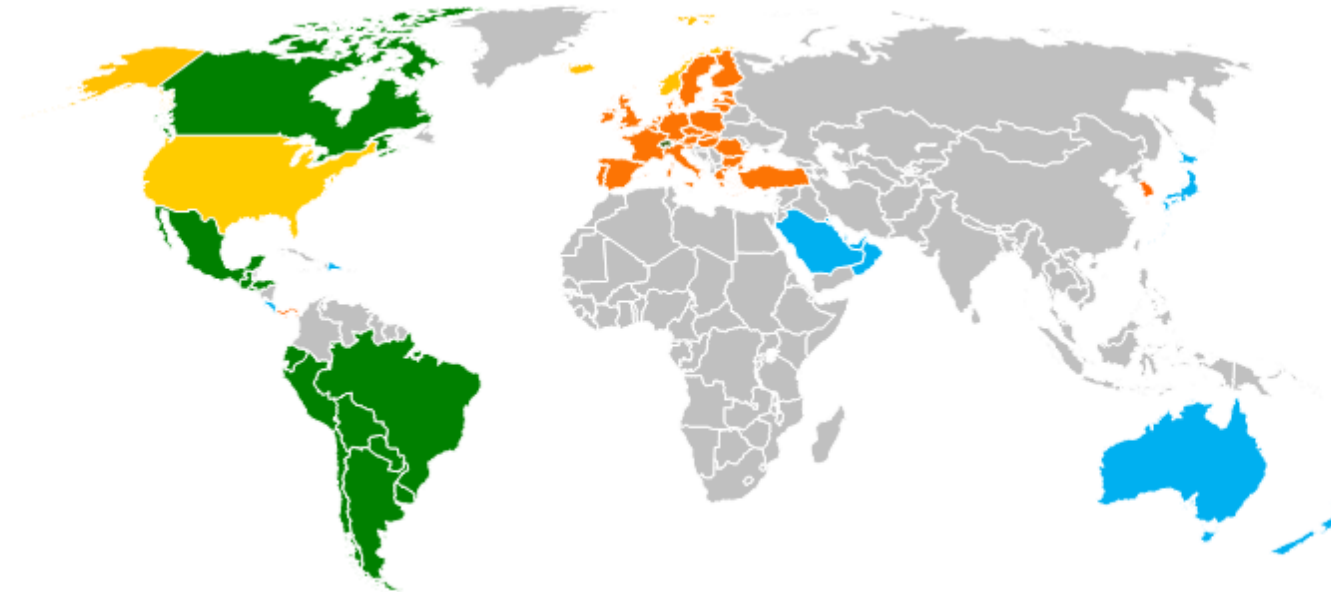
# General Information



# General Information

- 3rd largest **Spanish-speaking** population in the world
- 2<sup>nd</sup> most bio diverse country in the world
- 3<sup>rd</sup> largest country in the region (**population**)
  - **Population: 46.8 million**
  - 87 indigenous groups
  - 27<sup>th</sup> most populated country in the world
  - 77% of the population in urban areas
  - 55% is under 30 years old
- 28<sup>th</sup> largest economy in the world and 4<sup>th</sup> in Latin America with a GDP of £\$206.026 billion

# Free Trade Agreements



**IN FORCE**

- CAN (Peru, Ecuador y Bolivia)
- MERCOSUR (Argentina, Paraguay, Uruguay and Brazil)
- Chile
- G2-Mexico
- North Triangle (Honduras, Guatemala y El Salvador)
- Switzerland
- Liechtenstein
- Canada

**SIGNED**

- United States
- EFTA (Iceland and Norway)

**IN NEGOTIATION**

- South Korea
- Panama
- Turkey
- European Union (Signature)

**FUTURE**

- Japan
- Australia
- New Zealand
- Costa Rica
- Dominican Republic
- Gulf Community

# CIVETS



# CIVETS

- Diverse and Dynamic Economy
- Young Growing Population
- Geostrategic Location
- Economies consist of primary products and natural resources

# Colombia invitation to the OECD



## Top story

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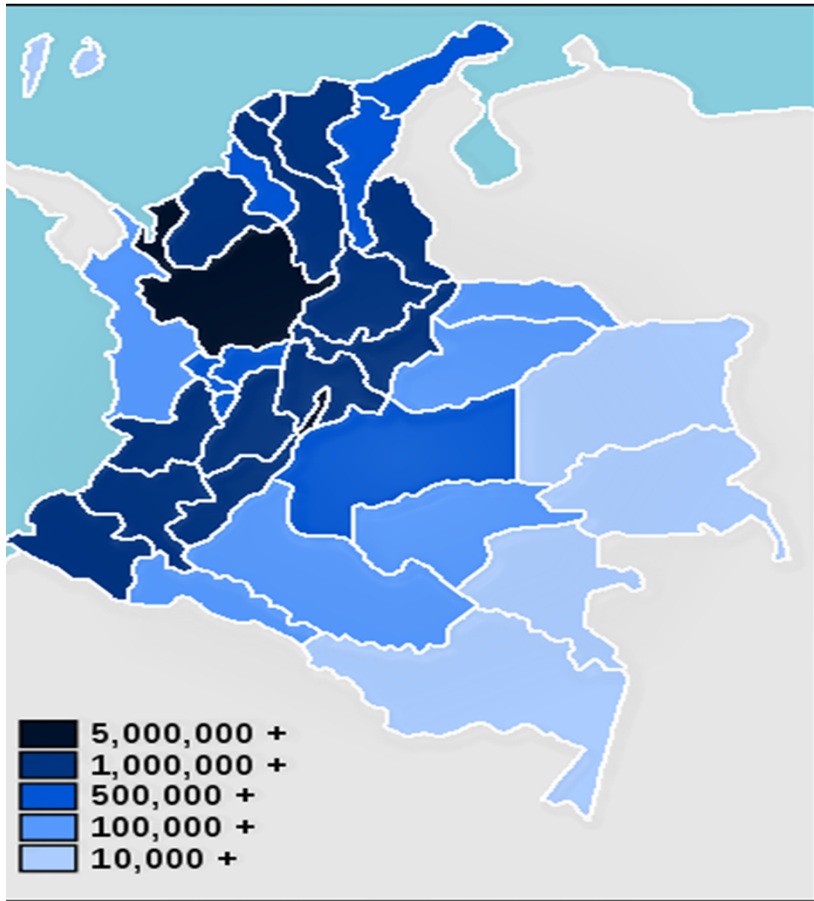
[Global OECD boosted by decision to open membership talks with Colombia and Latvia with more to follow](#)

30 May 2013

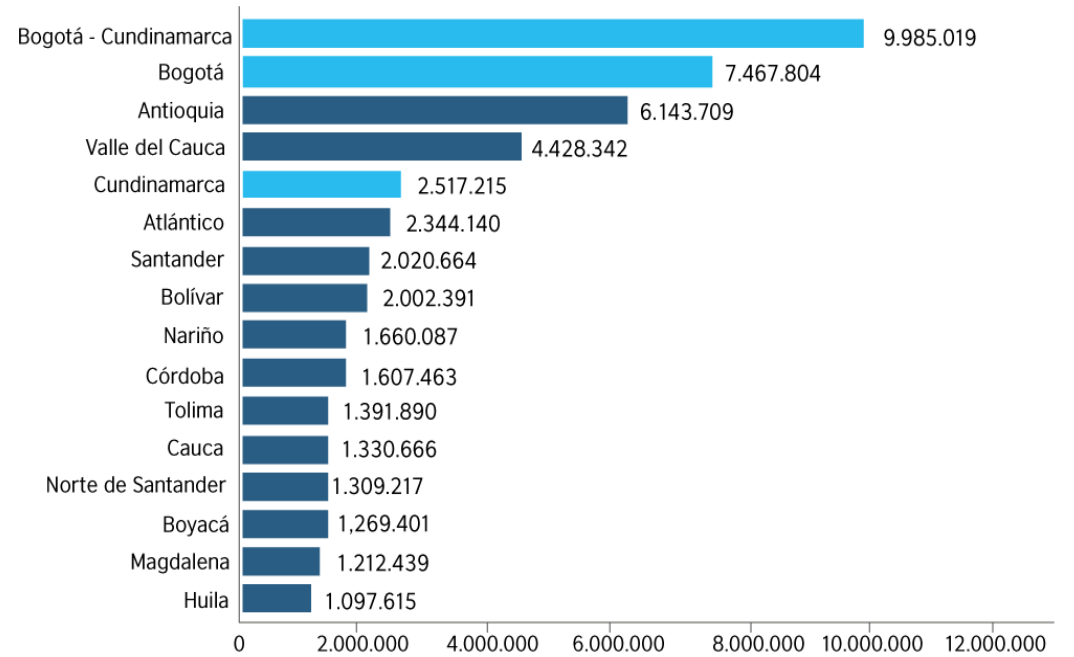
Today the OECD took a significant step to extend its global reach by deciding to open membership talks with Colombia and Latvia and signalling its intention to do likewise with Costa Rica and Lithuania in the near future.

Source: OECD: June 2013

# Colombian Demography Map



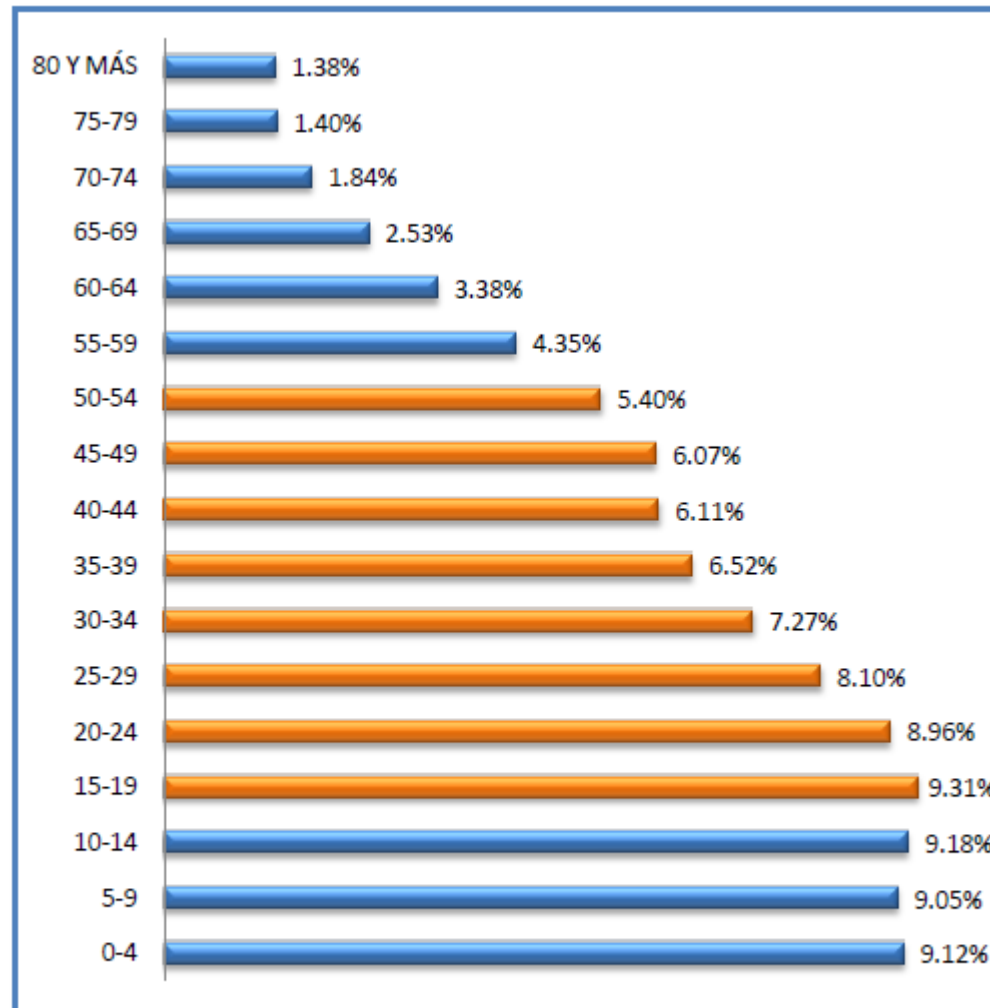
Population of Bogotá and main departments of Colombia  
2011



Source: DANE



# Projected population distribution by age ranges, 2013



Source: DANE (2011), last official review of population projection.

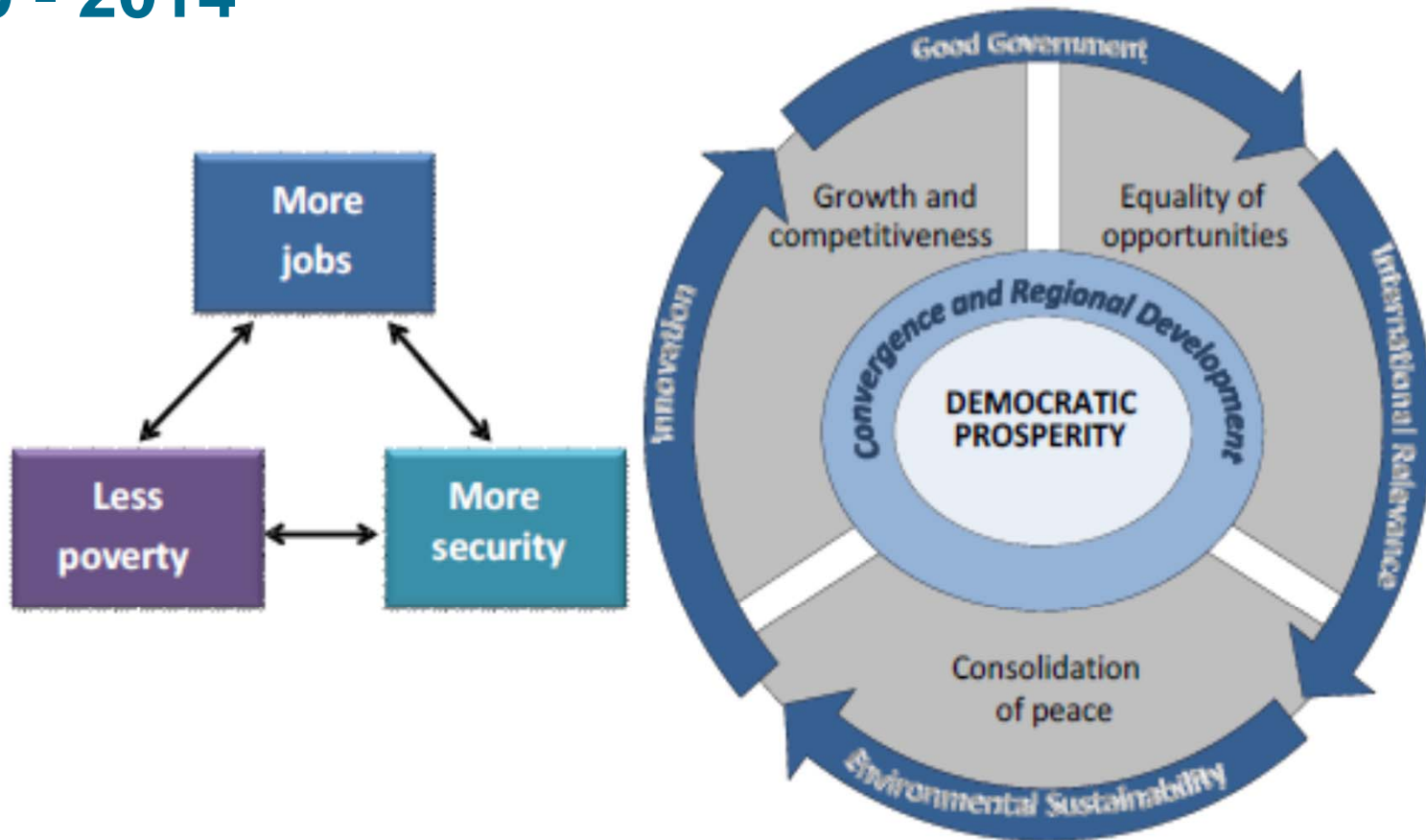
# Santos Administration and Key Policies (2010 – 2014)



# Santos Administration and Key Policies (2010 – 2014)

- Ambitious reforms and improved foreign relations
- Infrastructure investments
- Environmental management and climate change
- Consolidation of peace

# Pillars for the National Development Plan 2010 - 2014



# Five Growth Engines

- Agriculture
- Infrastructure
- Mining
- Housing
- Innovation

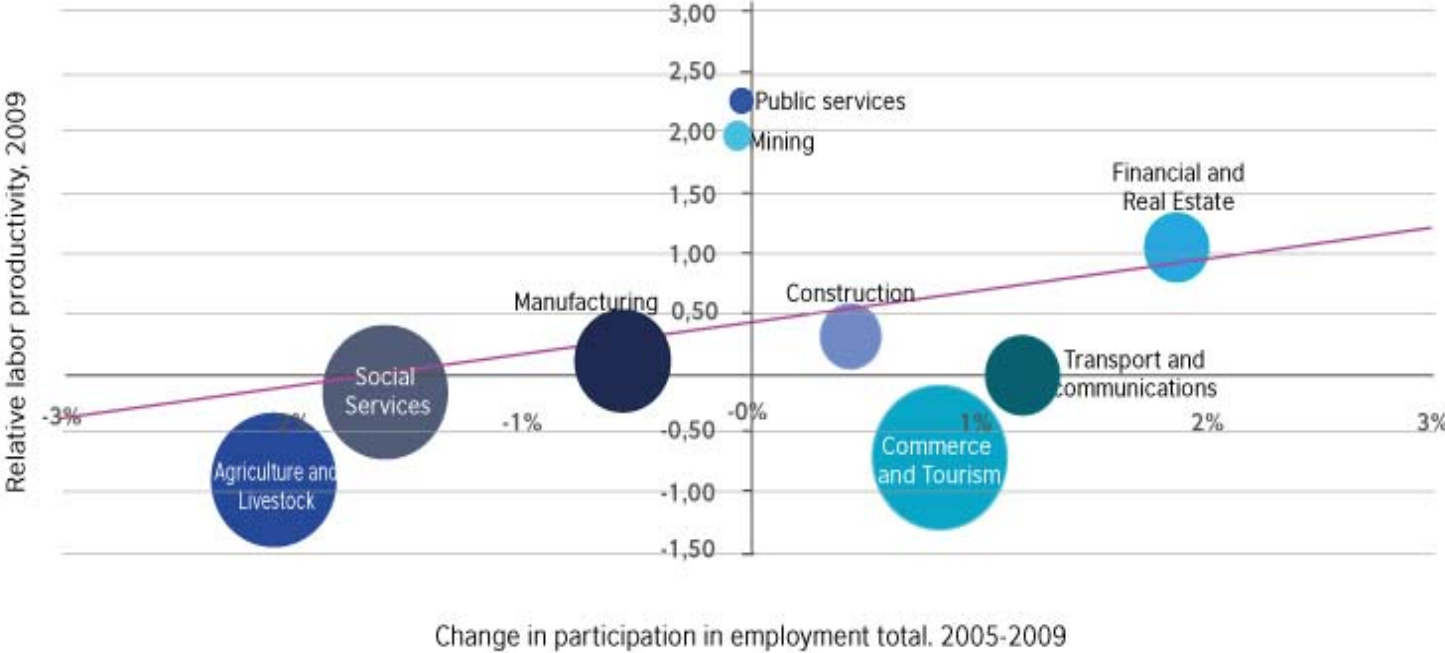
# 16 World-Class Sectors

**World-class sectors**  
Productive Transformation Programme



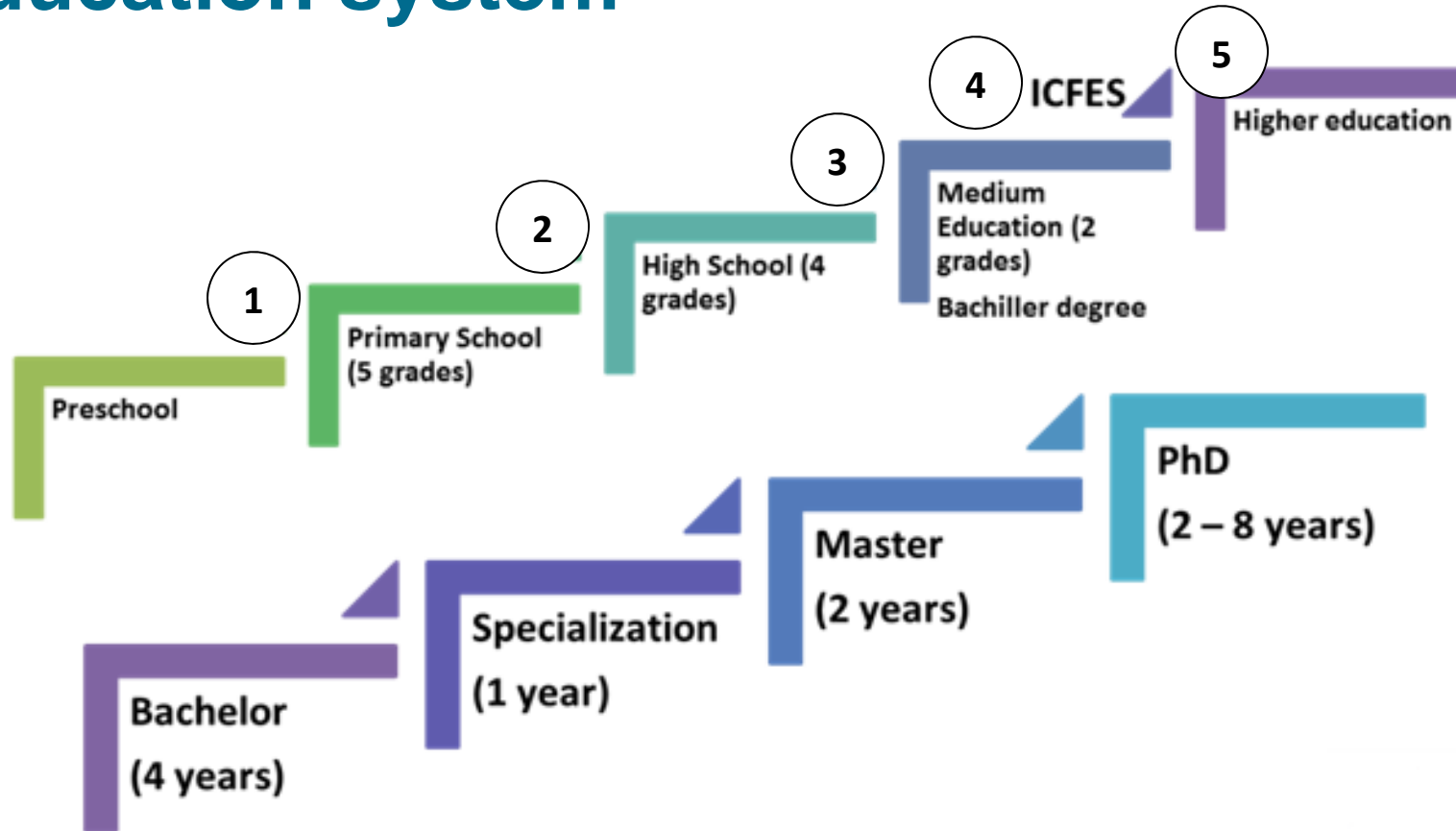
# Structural change in employment

Structural change in Colombia, 2005-2009



Sources: McMillan M; D. Rodrik, 2011; DANE calculations CPC.

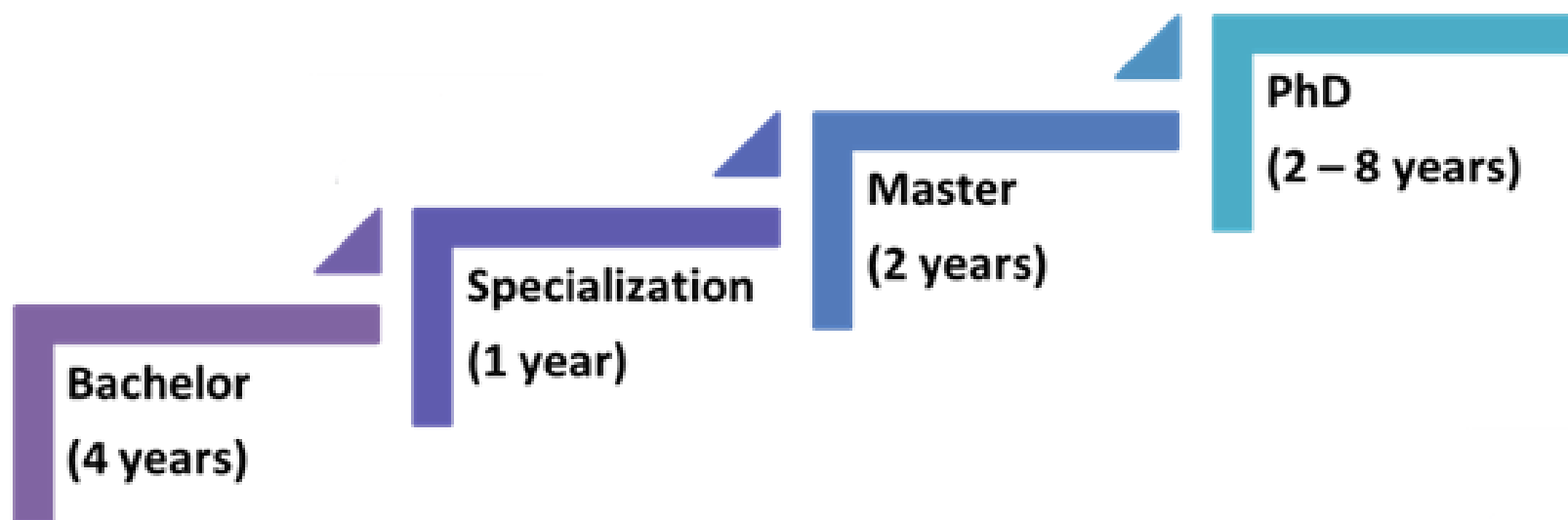
# Education system



Age	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Level	Preschool			Primary School						High School				Medium Education	



# Types of Higher Education Institutions



## Undergraduate

- Professional Technician
- Technological
- University professional (Bachelor)

## Postgraduate

- Specializations
- Masters
- Doctorates/Post-D

# High-Quality Accreditation Institutions in Colombia, 2012

## Public

- Universidad de Antioquia
- Universidad Industrial de Santander
- Universidad Tecnológica de Pereira
- Universidad del Valle
- Universidad de Caldas
- Escuela Naval de Suboficiales ARC Barranquilla
- Universidad Nacional de Colombia
- Universidad Pedagógica y Tecnológica de Colombia
- Escuela de Suboficiales de la Fuerza Aérea Colombiana Andrés M. Díaz
- Dirección Nacional de Escuelas

## Private

- Universidad de los Andes
- Universidad EAFIT
- Universidad Externado de Colombia
- Fundación Universidad del Norte
- Pontificia Universidad Javeriana
- Universidad Nuestra Señora del Rosario
- Universidad de la Sabana
- Universidad Pontificia Bolivariana
- Universidad de la Salle
- Universidad de Medellín
- Escuela de Ingeniería de Antioquia
- Universidad ICESI
- Universidad Tecnológica de Bolívar
- Universidad Santo Tomás
- Universidad Autónoma de Occidente

Source: SNIES (2012a)

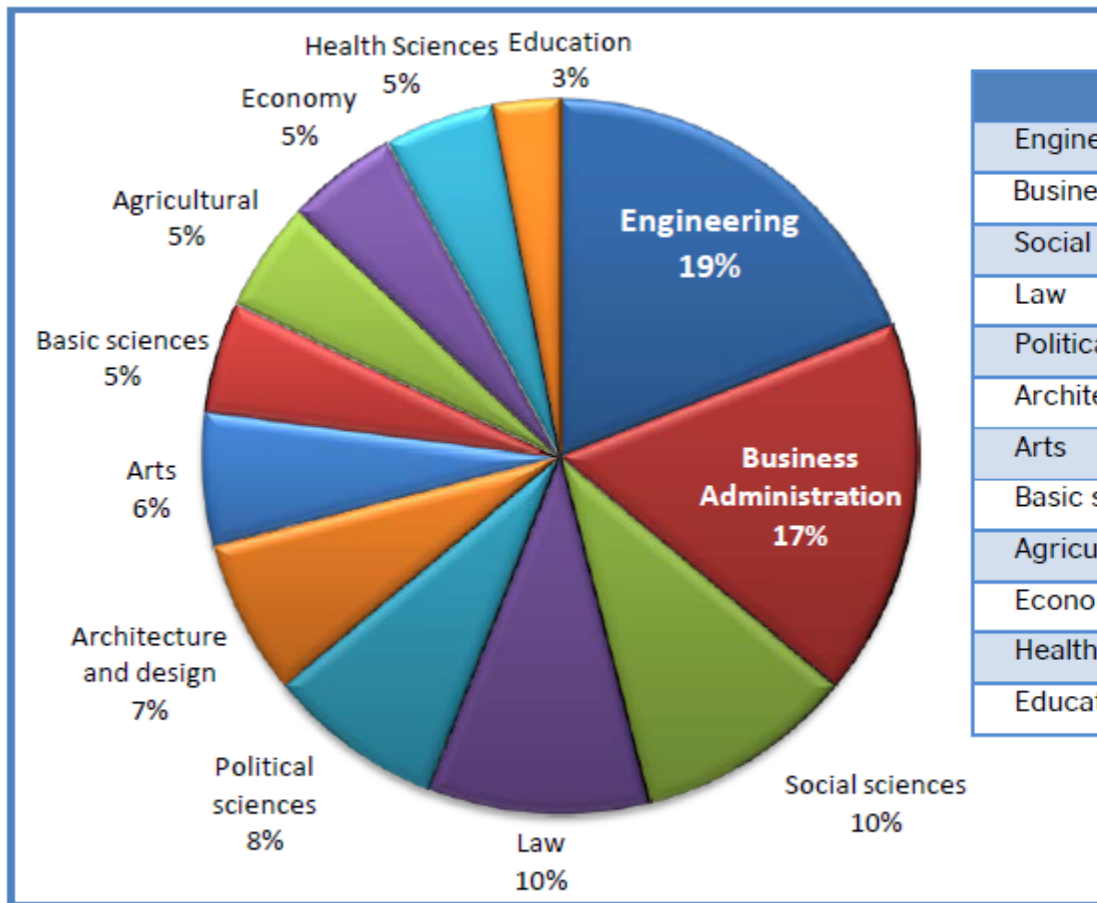
# QS Latin American University rankings 2013

Rankings				
Showing 1 to 50 of 301 entries				
Show <input type="text" value="50"/> entries				
<a href="#">First</a> <a href="#">Previous</a> <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">Next</a> <a href="#">Last</a>				
QS RANK ▲	SCHOOL NAME	COUNTRY ⇅	QS STARS RATING ⇅	OVERALL ⇅
1	<a href="#">Universidade de São Paulo - USP</a>	Brazil		100.00
2	<a href="#">Pontificia Universidad Católica de Chile</a>	Chile		99.20
3	<a href="#">Universidade Estadual de Campinas</a>	Brazil		97.40
4	<a href="#">Universidad de Los Andes Colombia</a>	Colombia		94.50
9	<a href="#">Universidad Nacional de Colombia</a>	Colombia		83.70

# QS Latin American University rankings 2013

4	<u>Universidad de Los Andes</u> Colombia	Colombia	94.50
9	<u>Universidad Nacional de</u> Colombia	Colombia	83.70
20	<u>Pontificia Universidad</u> Javeriana	Colombia	76.30
32	<u>Universidad de Antioquia</u>	Colombia	72.00
38	<u>Universidad del Rosario</u>	Colombia	66.30
53	<u>Universidad del Valle</u>	Colombia	59.50
57	<u>Universidad de La Sabana</u>	Colombia	56.40

# COLFUTURO 1992 – 2012, Areas



Areas	Total	Percentage
Engineering	1,116	19%
Business Administration	993	17%
Social sciences	571	10%
Law	550	10%
Political sciences	455	8%
Architecture and design	425	7%
Arts	370	6%
Basic sciences	288	5%
Agricultural	273	5%
Economy	268	5%
Health Sciences	261	5%
Education	158	3%

Source: colfuturo.org

# COLFUTURO 1992 – 2012, destinations

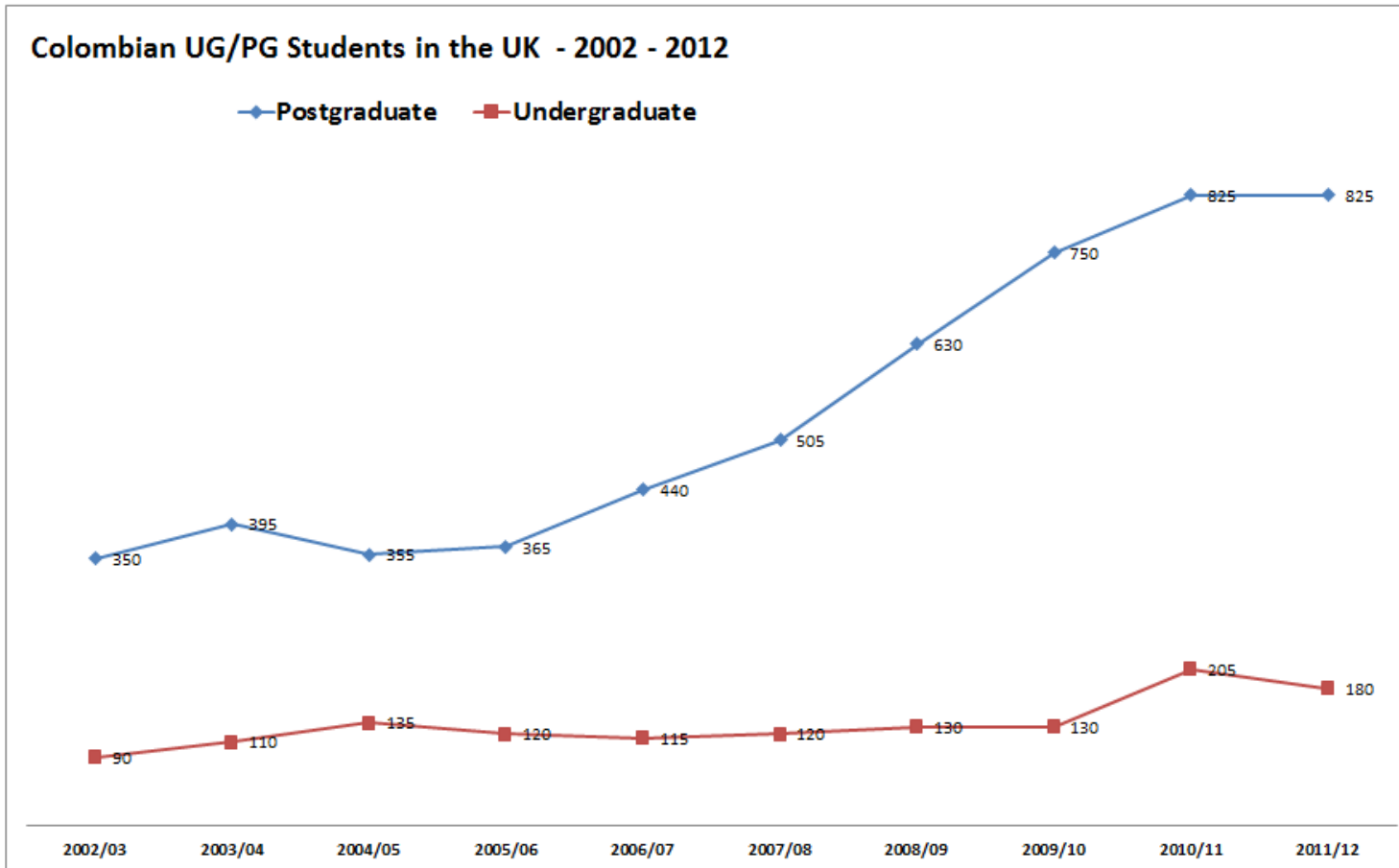
Level	Scholarships
Doctorate	1,081
Master's	4,647
<b>Total</b>	<b>5,728</b>

Source: colfuturo.org

Country	Scholarships
United States of America	1,837
United Kingdom	1,219
Spain	460
France	435
Germany	351
Others	320
Holland	307
Italy	304
Australia	262
Canada	169
Brazil	64

Source: colfuturo.org

# Colombian HE students in the UK, 2002 - 2012



# British Council Colombia

- **English Language Teaching**
  - Teaching Centre
  - National Bilingual Programme
  - Local Education Authorities
  - Policy Dialogues
- **Exams**
- **Arts**
- **Education**
  - Schools/ Skills
    - School Leadership
    - Skills
  - Higher Education
    - IHE Policy Dialogues
    - SIEM





# BC Colombia – MinEducation – ICETEX Mobility Fund

- Escuela de Ingeniería de Antioquía
  - Fundación Universidad del Norte
  - Pontificia Universidad Javeriana
  - Universidad de Antioquía
  - Universidad de la Sabana
  - Universidad de los Andes
  - Universidad del Quindío
  - Universidad EAFIT
  - Universidad Nacional de Colombia
  - Universidad Pontificia Bolivariana
  - Universidad del Rosario
  - **Over 30 academics in Joint Research**
  - **Cooperation Agreement or MoU needed!**
- Aberystwyth University
  - Bournemouth University
  - City University of London
  - Coventry University
  - Imperial College London
  - Liverpool John Moore's University
  - Plymouth University
  - Queen Mary, University of London
  - Queen's University Belfast
  - The University of Edinburgh
  - The University of Nottingham
  - The University of Warwick
  - University of Manchester
  - University College London
  - University of Dundee
  - University of East London
  - University of Glasgow / Loughborough University
  - University of Hull
  - University of Leeds
  - University of Reading
  - University of Southampton

# BC Colombia – SIEM

- Agents Training
- Direct Marketing/ Consultancy
- Education UK Exhibition
  - 43 UK Institutions
  - Over 5,000 registered - Over 3,000 visitors in 3 days

*“We were all profoundly impressed with the organisation of this event – we were extremely well looked after, the programme was excellent, and the exhibition perfectly managed and with candidates who impressed both in terms of quality and quantity. The recruitment process seems to have been exemplary”.*

*Regional Manager Americas, University of Reading*

[Video](#)

# BC Colombia – Upcoming SIEM activity

- Europosgrados, 15-18 Nov.



- Education UK Roadshows 13-21 Nov.  
Bogotá, Medellín, Cali and Barranquilla
- Education UK Exhibition 2014
  - Bogotá (28 Feb, 1 March)
  - Medellín- Cali (3-5 March)

# THE ANSWER IS



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