



Education UK Exhibition Colombia Report

Bogotá: 1-2 March 2013

Medellín: 4 March 2013

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1. Event fact file

	Bogotá	Medellín
Venue	Hotel Hilton	Hotel San Fernando Plaza
Date and Opening hours	1 March 2013: 1600 – 2100 2 March 2013: 1000 – 1800	4 March 2013: 1500 – 2100
Opened by	HM Ambassador Lindsay Croisdale-Appleby, Minister of Education Maria Fernanda Campo and Director British Council Chris Rawlings	HM Ambassador Lindsay Croisdale-Appleby, Governor of Antioquia Sergio Fajardo and Director British Council Chris Rawlings
Stand costs	£2,391	£944
Sponsors and Stakeholders	Ministry of Education, Governor of Antioquia, Local and Regional Education Authorities, British Embassy, UKBA, COLFUTURO, ICETEX, COLCIENCIAS, Colombia Challenge Your Knowledge CCYK, UKTI Ecuador, Agents	
Unique feature to give added value	<ul style="list-style-type: none"> • Networking Reception offered by HM Ambassador Lindsay Croisdale-Appleby • Promotion and engagement with visitors over the social media • Two trips to the UK raffled among visitors • Engagement with key stakeholders, market and country presentations • Visitor registration system providing access to visitor's data and statistics. 	
Seminars	12 seminars were conducted. See details in page 24	5 seminars were conducted. See details in page 24.
Number of visitors	2,367 The event was full from beginning to end. Over 300 people could not enter the event towards to end, due to lack of capacity.	767

2. Colombia and the United Kingdom

- Colombia is at a very important moment of transformational change. It was recently named part of the CIVETS, a group of economies formed by Indonesia, Vietnam, Egypt, Turkey, South Africa, being Colombia the only Latin American Nation. These emerging markets will grow three times as fast as developed countries this year, the centre of gravity of the world is moving towards the East and the South (Asia and Latin America).
- Colombia is a middle power on the world stage and President Santos has made significant advances in repositioning the country through taking a seat on the UN Security Council, maintaining an increasingly influential voice on climate change and last April hosting and chairing the Summit of the Americas.



- In 2011 Colombia formally applied to join the Organization for Economic Cooperation and Development (OECD). As President Santos expressed at the time the OECD “is an organization that we in Colombia have always defined as the group of countries with the best practices, with the best public policies. For Colombia joining that Organization is, in a way, a guarantee of quality in our public policies”
- An economic growth rate between 4% and 5% forecast in the next five years, and an expanding middle-class has made the country an increasingly attractive market as the demand for education services continues to rise with growing urbanisation, an emergent young population and an expanding economy.
- Enrolment numbers in higher education have significantly increased during the last 10 years. The policy of quality assurance of higher education, promoted by the National Ministry of Education, has helped to encourage the production of knowledge and scientific creation, which has led universities to strengthen research, promote post-degrees, increase the number of PhD graduates and provide comprehensive support to the academic researchers at each University.
- In graduate levels (PG Diplomas, Masters, PhDs), there has been an increase in the number of students enrolled in these academic programmes, with special relevance on the specialization level which could be equivalent to the UK’s PG diplomas. On the other hand, PhD programmes have shown a steady growth over the last decade, increasing over four folds the number of enrolled students.
- The majority of Colombian key decision-makers were educated in the UK. President Santos is a passionate Anglophile who spent ten years living in the UK (including studying at the LSE). Colombia also shares the same values as the UK: from climate change to Middle East policy. The Colombian Government – from President Santos downwards – is seeking a special and privileged partnership with the UK – in particular on higher education. The Embassy and the British Council also have unrivalled access to the President and key decision-makers.
- The partnership between Colombia and the UK has already made a good start. The Colombian funding agency, ICETEX, has visited the UK twice in the past six months to develop agreements with UK partner institutions. Fifteen UK universities visited Bogotá in May 2012 to attend a HE networking event which focused on developing relationships with the 25 Colombian universities who attended. Colciencias, the Science, Technology and Innovation agency, has signed different memorandums of understanding with various UK universities and a consortium to promote joint research and access to scholarships for PhD’s in the UK. The British Council and the Ministry of Education of Colombia have joined efforts to offer a fund for short-term visits for academic researchers from Colombian and UK universities who are seeking to establish joint research projects.
- The strengthening of the higher education, the importance of its internationalization and the research on science and innovation are three of the Colombian Government’s key priorities in order to transform this important emerging power into a more open, competitive economy. This is all the more pressing as Colombia dropped from 46 to 52 in the IMD’s World Competitiveness Yearbook – with the quality of higher education being one of the key drivers for this. Colombia’s higher education system is immature. It is not yet being saturated by other foreign investors. This presents important opportunities for UK Universities interested in the expansion of their partnerships.



3. Importance of the event in Colombia

- Opportunity to explore International Higher Education Global Trends
- Opportunity to move forward in the consolidation of a higher education quality assurance standards
- Vis-à-vis the low enrolment numbers of and limited access of Colombians to higher education, this event brings UK and Colombian universities together with the hopes of
 - increasing international opportunities for Colombian students
 - improving the quality and pertinence of higher education
- Agreements and alliances amongst universities will motivate students to continue with their studies

4. Objectives of the event in Colombia

- To promote the internationalisation of Higher Education
- To promote Higher Education programmes in the UK as well as to strengthen educational cooperation and exchange with potential students and key potential partners in Colombia
- The Exhibition will give Colombians a glimpse of what the UK has to offer in terms of education, the variety of places in which to study and the vast range of courses UK Universities have to offer
- Attendees will receive information about scholarships, visas, international exams, application processes to the different programmes, as well as practical advice on the British Culture.
- **This event represents the largest delegation of British universities to have visited Colombia after more than 7 years of absence.**

5. Marketing Plan

A pre-registration survey, together with a marketing campaign was launch 4 weeks prior to the event.

Marketing campaign included:

- Launch of a dedicated event website with pre-registration
- Social media campaign including engagement through regular posts about Education in the UK and participating universities.
- Presentations about the British education system and PR at key universities and schools in Bogotá and Medellín.
- Free Press linked to paid advertisement at targeted national and local magazines and newspapers as well as web banner on news websites.
- Radio and TV Interviews.
- Posters and postcards distributed to key schools, universities and British Council premises
- Video integrating Education UK, Great Campaign and event promotion playing at the screens at the British Council premises and Colegio Anglo Colombiano.
- Targeted direct emails to key contacts and agents.



a. British Council website

BRITISH COUNCIL Colombia

English courses Teaching English Exams Education and Society Arts About us

EDUCATION UK EXHIBITION 2013

UK, YOUR DESTINATION

Visit the exhibition and find out more about the education opportunities the UK has to offer.

<p>BOGOTÁ Hotel Hilton Carrera 7 No. 72-41 Friday 1 March 4:00 PM – 9:00 PM Saturday 2 March 10:00 AM – 6:00 PM</p>	<p>MEDELLÍN Hotel San Fernando Plaza Carrera 42ª No. 1-15 El Poblado Monday 4 March 3:00 PM – 9:00 PM</p>
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TALKS
 Friday 1 March
 Saturday 2 March

TALKS
 Monday 4 March

Register online before attending the event and have the chance of winning a trip to the UK to visit the universities of your interest

b. Posters



c. Postcards





d. Newspaper adverts





Lejos de 'top 10' en el uso de bicicletas

Colectivos contrarian listado que elogia a las ciclorrutas.

En Nueva York (Estados Unidos), el ciclismo es promovido en el 'top 10' de las mejores ciudades para vivir. Sin embargo, en Colombia, el ciclismo no figura en el listado de las mejores ciudades para vivir.



Usuarios de las biclorrutas de Bogotá.

El ciclismo es promovido en el 'top 10' de las mejores ciudades para vivir. Sin embargo, en Colombia, el ciclismo no figura en el listado de las mejores ciudades para vivir.

En breve

Mañana, entregarán 40 caballos para sustitución

Se entregaron 40 caballos para sustitución a los campesinos de la zona de San Juan de los Rios, en el departamento de Boyacá. Los caballos fueron entregados por el departamento de Agricultura y Desarrollo Rural.

Riñas, la principal causa de homicidios

Intolerancia, piropos y licor generan peleas.

En Bogotá, la principal causa de homicidios es la riña, seguida por el piropo y el consumo de licor. Según el Departamento de Policía, en el primer mes del año se registraron 10 homicidios por riña, 5 por piropo y 3 por consumo de licor.

Xpréstate

Servicio en portal del 20 de julio

El servicio de Xpréstate estará disponible en el portal del 20 de julio. Este servicio permite a los usuarios acceder a los contenidos de la plataforma de manera rápida y sencilla.

Cultura ciudadana en Transilvania

En Transilvania, se promueve la cultura ciudadana a través de programas de educación y sensibilización. Estos programas buscan mejorar el comportamiento de los ciudadanos en espacios públicos.

Qué pasa con los perdidos

Los animales perdidos en Bogotá son atendidos por el servicio de rescate de la Alcaldía. Este servicio busca recuperar a los animales y devolverlos a sus dueños.

El apunte

Estudio destaca

Un estudio reciente destaca la importancia de la educación en la formación de los ciudadanos. El estudio muestra que la educación mejora el comportamiento y el nivel de participación ciudadana.

Accidente causó fallas telefónicas

Un accidente en Bogotá causó fallas telefónicas en varias zonas de la ciudad. El accidente ocurrió en una zona residencial y afectó a las líneas de comunicación.

Chapinero mejora atención a niñas

El barrio de Chapinero en Bogotá ha mejorado su atención a las niñas. Se han implementado programas de educación y salud para las niñas de la zona.

El apunte

Día de la madre es uno de los violentos

El día de la madre en Bogotá es uno de los días más violentos del año. Se registraron varios casos de violencia contra las mujeres en este día.

Falta de cultura ciudadana y convivencia, generan riñas

La falta de cultura ciudadana y convivencia en Bogotá genera riñas y conflictos entre los ciudadanos. Esto afecta el bienestar y la armonía de la comunidad.

El apunte

Día de la madre es uno de los violentos

El día de la madre en Bogotá es uno de los días más violentos del año. Se registraron varios casos de violencia contra las mujeres en este día.

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Cafam
Los mejores planes los encontramos en el Centro de Vacaciones Cafam Molger

Disfruta en familia del plan promocional de Casas Vacacionales

Plan Alojamiento
20% descuento en alojamiento y 10% descuento en alimentación

¡Vigencia hasta junio 15 de 2013!

Casas Vacacionales

Siempre a tu lado para ayudarte

GRAN PROMOCIÓN
Gran OPTICA ABC 159

¡Muestra VISOR \$29 MIL!

¡Vendrás tu vehículo y no lo legalizas el traspaso!

Legaliza tu vehículo en 30 días

IMPOTENCIA SEXUAL

Tratamiento para la impotencia sexual

Informales estrenaron 20 de Julio

Este año se estrenaron 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Condena por 'paseo'

Este año se estrenaron 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Los hechos ocurrieron en el día 20 de Julio

Usados de locura

Los mejores planes los encontramos en el Centro de Vacaciones Cafam Molger

Disfruta en familia del plan promocional de Casas Vacacionales

¡Vigencia hasta junio 15 de 2013!

Casas Vacacionales

Siempre a tu lado para ayudarte

Reino Unido, tu destino

Education UK, for de estudios superiores en el Reino Unido.

Reino Unido, tu destino

Reino Unido, tu destino

Reino Unido, tu destino

Reino Unido, tu destino

¿Estás desempleado? asegura tu futuro

Capacítate como Analista Programador en JAVA o .Net

Fecha de inicio: 21 de Marzo

Mayoría Informes: PBR: 596 22 442 482 7365

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Mayoría Informes: PBR: 596 22 442 482 7365

30 Cultura&Ocio

Hablemos de cine

La fuerza del cine

La caricatura

¡Una cosa son las vías de hecho y otra son las de cochecho!



Los juegos

SUDOKU
Completar el cuadro para que en cada fila, columna y subcuadro no haya repeticiones de números del 1 al 9.

4	5	7		3				
			8					
8	4	2		9				
		3	6		8			
2								
	3	6			8			
			9	4	1			

KAKURO
Resolución del programa de números utilizado para cada uno de los números de los dígitos en el espacio.

1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

Verdadero o Falso
1. El 20 de Julio es un día festivo en Colombia.
2. Bogotá es la capital de Colombia.
3. El río Magdalena es el más largo de Colombia.
4. El café es el principal producto de exportación de Colombia.
5. Bogotá fue fundada por Gonzalo Jiménez de Quesada.

Verdadero o Falso
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Horóscopo

ARIES
21 MARZO - 20 ABRIL
Así es como te ves: Alegre y optimista. Te gusta salir y disfrutar de la vida.

TAURO
21 ABRIL - 21 MAYO
No se te da nada de ser creativo. Te gusta lo estable y lo seguro.

GÉMINIS
21 MAYO - 21 JUNIO
La creatividad surge en ti. Te gusta lo nuevo y lo diferente.

CÁNCER
21 JUNIO - 21 JULIO
Te gusta lo emocional y lo sentimental. Te gusta lo cercano.

LEO
21 JULIO - 21 AGOSTO
Te gusta lo dramático y lo espectacular. Te gusta lo que llama la atención.

VIRGO
21 AGOSTO - 21 SEPTIEMBRE
Te gusta lo práctico y lo lógico. Te gusta lo que funciona.

LIBRA
21 SEPTIEMBRE - 21 OCTUBRE
Te gusta lo armonioso y lo equilibrado. Te gusta lo que es justo.

ESCORPIÓN
21 OCTUBRE - 21 NOVIEMBRE
Te gusta lo misterioso y lo profundo. Te gusta lo que es intenso.

SAGITARIO
21 NOVIEMBRE - 21 DICIEMBRE
Te gusta lo aventurero y lo libre. Te gusta lo que es nuevo.

Cine

Gran estreno como director

Sandoval presenta su corto.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

El cine colombiano en el mundo.

Reino Unido, tu destino

Education UK, for de estudios superiores en el Reino Unido.

Reino Unido, tu destino

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Reino Unido, tu destino

Reino Unido, tu destino



e. Free Press



◆ Feria de Educación

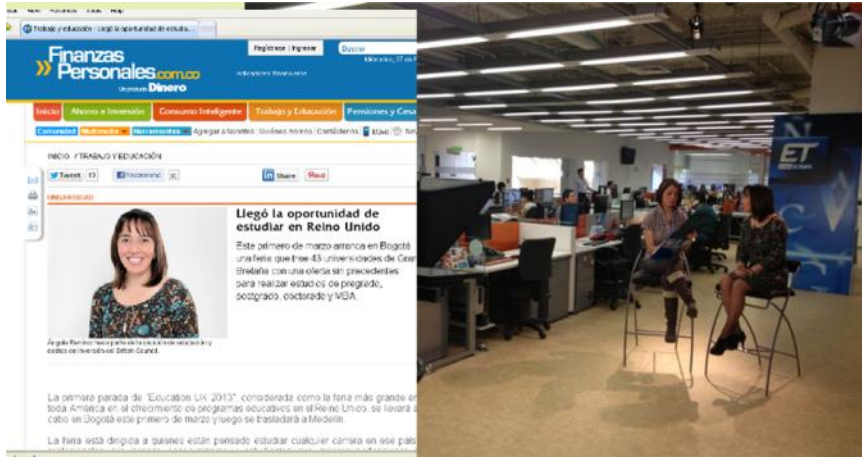
Hoy se llevará a cabo la feria que promueve la educación británica para personas que deseen realizar estudios de pregrado, postgrado, doctorado en el Reino Unido. Este espacio busca asesorar a los estudiantes interesados en vivir esta experiencia por medio de stands de las instituciones en Escocia, Gales, Inglaterra e Irlanda del Norte y permitir el diálogo con las organizaciones locales con las que tienen convenio. San Fernando Plaza. Informes: 301 6313 753.



Feria Education UK
British Council trae a Colombia la feria que promueve la educación británica para personas que deseen realizar estudios de pregrado, postgrado, doctorado y MBAs en el Reino Unido. Este espacio busca asesorar a los estudiantes interesados en vivir esta experiencia por medio de stands de las instituciones en Escocia, Gales, Inglaterra e Irlanda del Norte y permitir el diálogo con las organizaciones locales con las que tienen convenio. Habrá charlas sobre becas, exámenes internacionales y los programas de estudio.
El 4 de marzo en San Fernando Plaza. **Informes : 301 6313 753.**



f. Interviews, radio and TV



g. Web banners on news websites





BRITISH COUNCIL Reino Unido, tu destino Education UK, Feria de estudios superiores en el Reino Unido.

Education UK Llega el libro del doctor Santiago Rojas **SANA MENTE** Léalo por salud

Señal en Vivo **6 AM Hoy por hoy** **CARACOL RADIO**

Colombia, febrero 19 de 2013 Actualizado hace 1 minuto

INGRESAR | REGISTRO GRATUITO | **BUSCAR**

ACTUALIDAD DEPORTES ECONOMÍA JUDICIAL INTERNACIONAL ENTRETENIMIENTO TECNOLOGÍA REGIONAL BOGOTÁ PLANETA CARACOL

ULTIMA HORA 07:22 En la comuna ocho de Medellín buses en paro por otro asesinato

Destacados del día: Venezuela Juan Manuel Santos Ecuador Cali y Valle del Cauca Movilidad Tauromaquia Petróleo, hidrocarburos Iglesia y Religión

Economía
Bancolombia suscribe acuerdo para comprar banco HSBC Panamá
 Bancolombia afirma que espera cerrar la operación a más tardar en el tercer trimestre de este año, cuando se cumplan todos los trámites.

Actualidad
"Negar que hubo desaparecidos, es como negar que en el Palacio de Justicia hubo fuego"

Venezuela está sumida en una profunda crisis económica: Teodoro Petkoff

Pre-regístrate antes del próximo 1 de Marzo de 2013 **www.britishcouncil.org.co**

EL GALLO con Lisa, Pacho, Santiago y Tato Lunes a Viernes 8am - 10am **Bogotá 87.9 fm**

PLANETA ROCK **AL AIRE** **El Gallo** Lisa, Pacho, Santiago y Tato **LUNES A VIERNES: 8 AM a 10 AM**

Buscar: **IR**

Ingresar - Registro gratuito Colombia, 19 de febrero de 2013

Inicio Tu Órbita Música Multimedia Comunidad Contactos **WebCam** **Ayuda**

Rock & Gol PODCAST **Hoy: Medellín** Lo invitamos a cine **Análisis de la fecha** Rock N Gol Podcast **Banda protagonista** Phoenix

Publicidad **Windows 8** **El nuevo HP ENVY x2** El portátil que también es tablet.

http://www.ciudadguru.com.co/guru=cines-bo Guía de Cines de Bogotá: P... X

Tu búsqueda: **Los Juegos Del Destino**
 Tras pasar ocho meses en una institución mental por agredir al amante de su mujer, Pat (Bradley Coop...
 ver trailer

92% Críticos de Cine 66% Público Guru 89% Público USA

Me gusta 0 +1 0 Tweet 0

TaTa Bernal - Opinó: en Los Juegos Del Destino Super!!!!

TARIFAS SIN TARJETA CLIENTE

General	Pr. Clase	Ger
\$8.000	\$10.000	\$8.

Ver el cuadro de tarifas

FUNCIÓN EN: MULTIPLEX
 La función comenzará en **H 03**

Los Juegos Del Destino - Multiplex Ce Avenida Pradilla 900 Este martes, 19 de febrero de 2013- 12:46

BRITISH COUNCIL Reino Unido, tu destino Education UK, Feria de estudios superiores en el Reino Unido.

VALORACIONES DE GURÚS

daniel castillo - Opinó en El Paseo 2 Hace 7 horas
 No lo recomiendo

¿Te gustó esta valoración? **Reportar Abuso**


Paulina Amarilla - Opinó en La Cabaña Del Terror Hace 9 horas
 Me gustó mucho



h. Social Media

facebook Search for people, places and things Edwin Carmo

British Council Colombia Timeline Now Liked



Like · Comment · Share


18 people like this.

Mónica Cárdenas Yo quierooooo
2 hours ago · Like

Write a comment...

British Council Colombia 10 hours ago

En Inglaterra puedes descubrir cómo vivía la clase noble. Es común descubrir castillos y casas solariegas a lo largo de todo su territorio. Aquí, una muestra de ello.
<http://goo.gl/fiQOw>



Unlike · Comment · Share 1

You, Jacky Camelo and 44 others like this.

Diana Patricia Sarmiento Henao hermosa
10 hours ago · Like · 1

Johanna Granados I ❤️ England, I ❤️ England and I ❤️ England... I visited Warwick Castle, Leeds Castle and Blenheim Palace when I was there...

COMCEL 3G 3G 3:32 p.m. 52%

Status Photo Check In Sort

British Council Colombia 1 hour ago

Estudia en Escocia. Universidades de Edinburgh, Glasgow y Glasgow Caledonian. Un representante te contará acerca del sistema escocés de educación superior.
Hora: 16:30 – 17:00
Bogotá, sábado 2 de marzo



COMCEL 3G 3G 3:33 p.m. 51%

British Council Colombia Yesterday at 5:30pm

La Montfort University (DMU) acoge a más de 2.000 estudiantes internacionales de más de 135 países y es una de las más creativas del Reino Unido ¡Conócela! <http://www.dmu.ac.uk/>



Like · Comment 7



Universidades en el Reino Unido (5 fotos)

Estas son algunas Universidades del Reino Unido que vendrán a la Feria Estudiantil ¡Conócelas!

Más adelante más campus de Universidades en UK.



Me gusta · Comentar · Compartir 1

A Leydy Osorio, Dylan Jaramillo Ortiz, Pedro Alejandro Paramo Guayara y 79 personas más les gusta esto.

Ver 7 comentarios más

Christian David Bautista Orjuela Ya me inscribí cuando es donde y a que hora ??
14 de febrero a la(s) 19:55 a través del celular · Me gusta

Liliana Castellanos Salazar En Bogotá y Medellín. Aquí esta toda la información
<http://www.britishcouncil.org/es/colombia-educacion-feria-de-estudios-en-el-reino-unido-education-uk.htm>

British Council Colombia
11 de febrero



Las mejores Universidades del Reino Unido vendrán exclusivamente a Bogotá. Cuéntanos ¿qué soñarías estudiar allá?



Me gusta · Comentar · Compartir 7

A Fernando Mouthon Mendoza, Noa EdGar, Esperanza Barrera y 83 personas más les gusta esto.

Ver 23 comentarios más

Sandra Ballén Idiomas!!!
2 de marzo a la(s) 21:39 · Me gusta

Diana Quiroga Cine
Ver traducción



The most successful way of advertising the event proved to be by social media.

Surprisingly, over 2,175 new friends were estimated to have been acquired to the British Council fan page engaging in topic discussions 4 weeks prior the event.



- Me gusta.

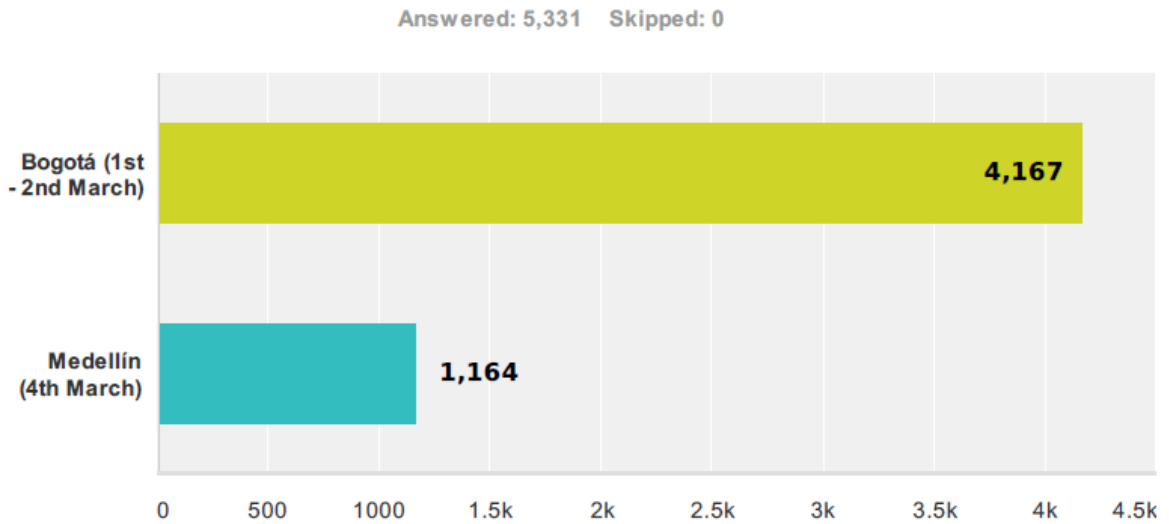




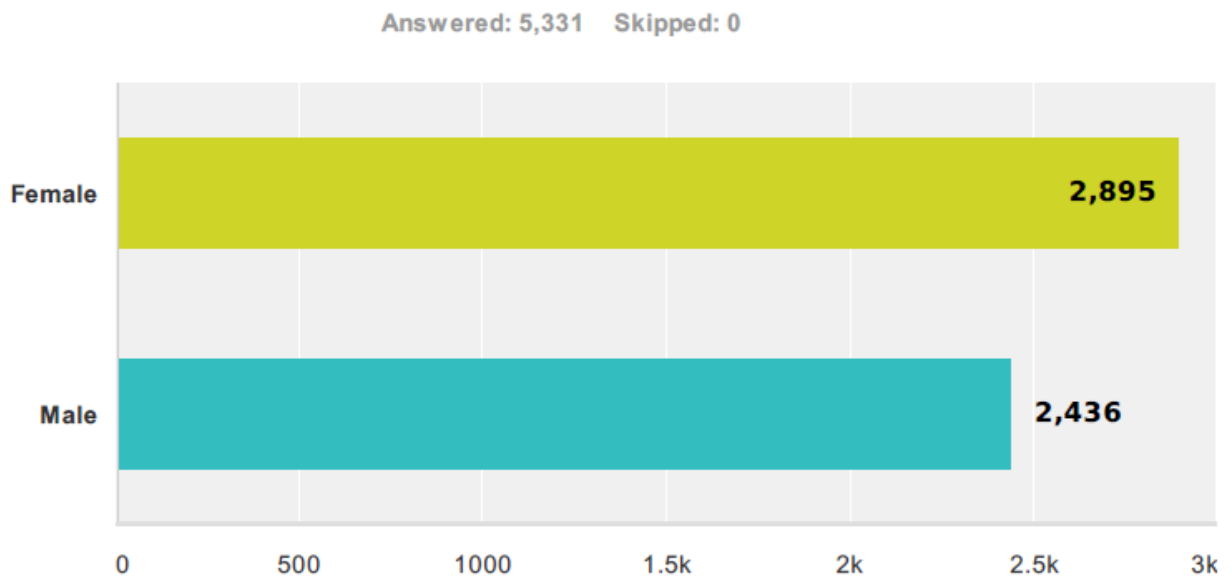
6. Key Statistics – Pre-registration

As a result of the promotion prior to the event, 5,331 people registered to attend, providing useful potential visitor profile information, needs and expectations.

a. City of registration

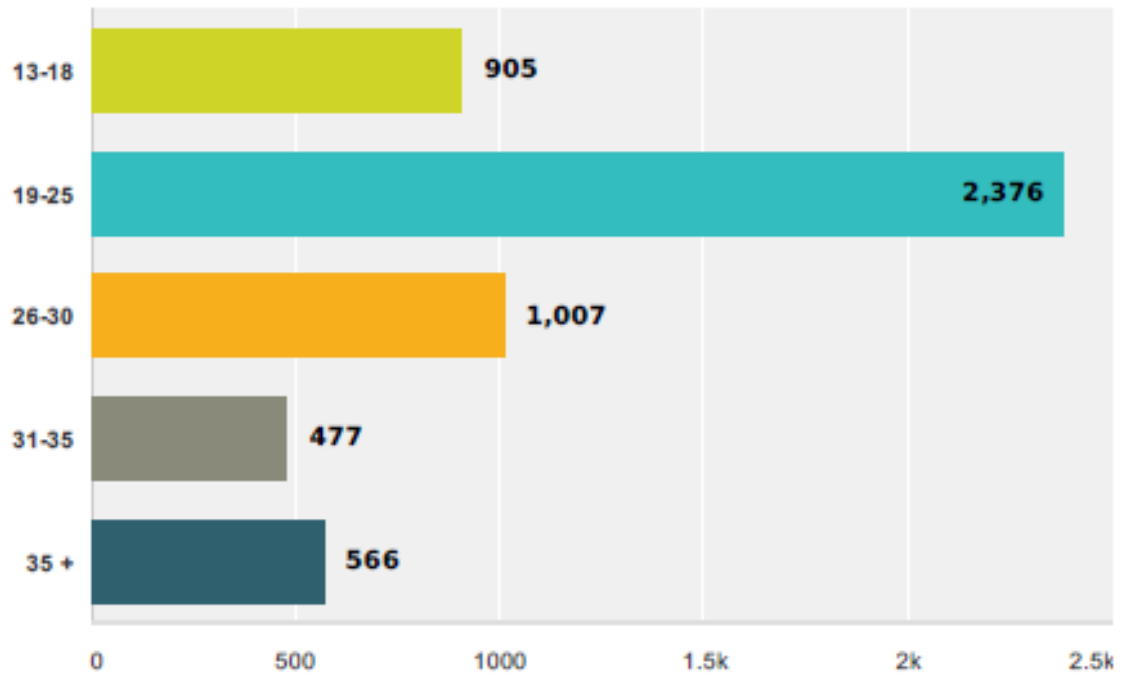


b. Gender

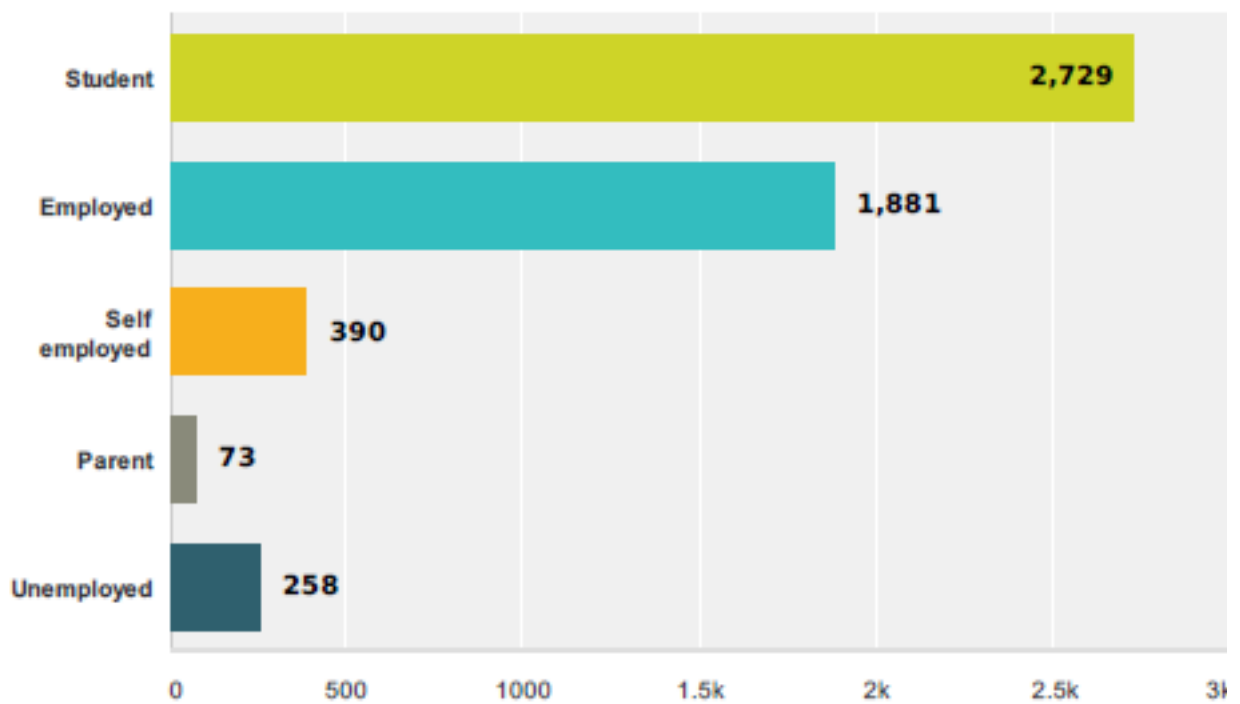




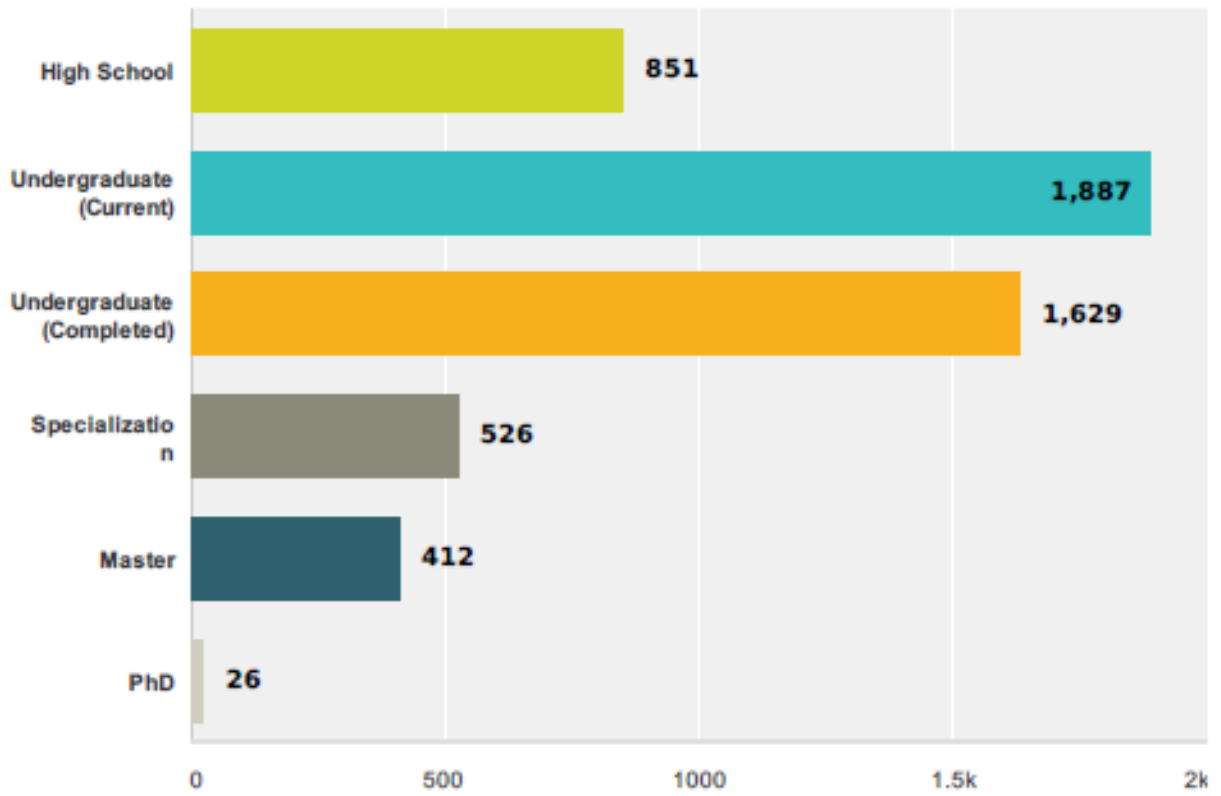
c. Age



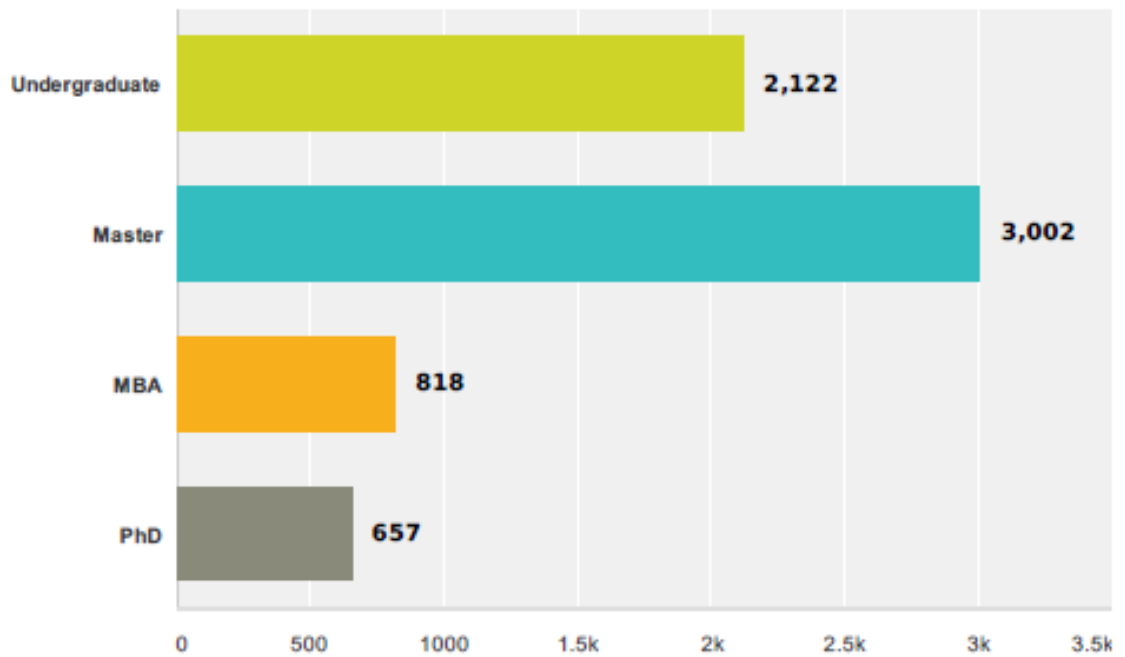
d. Occupation



e. Education level

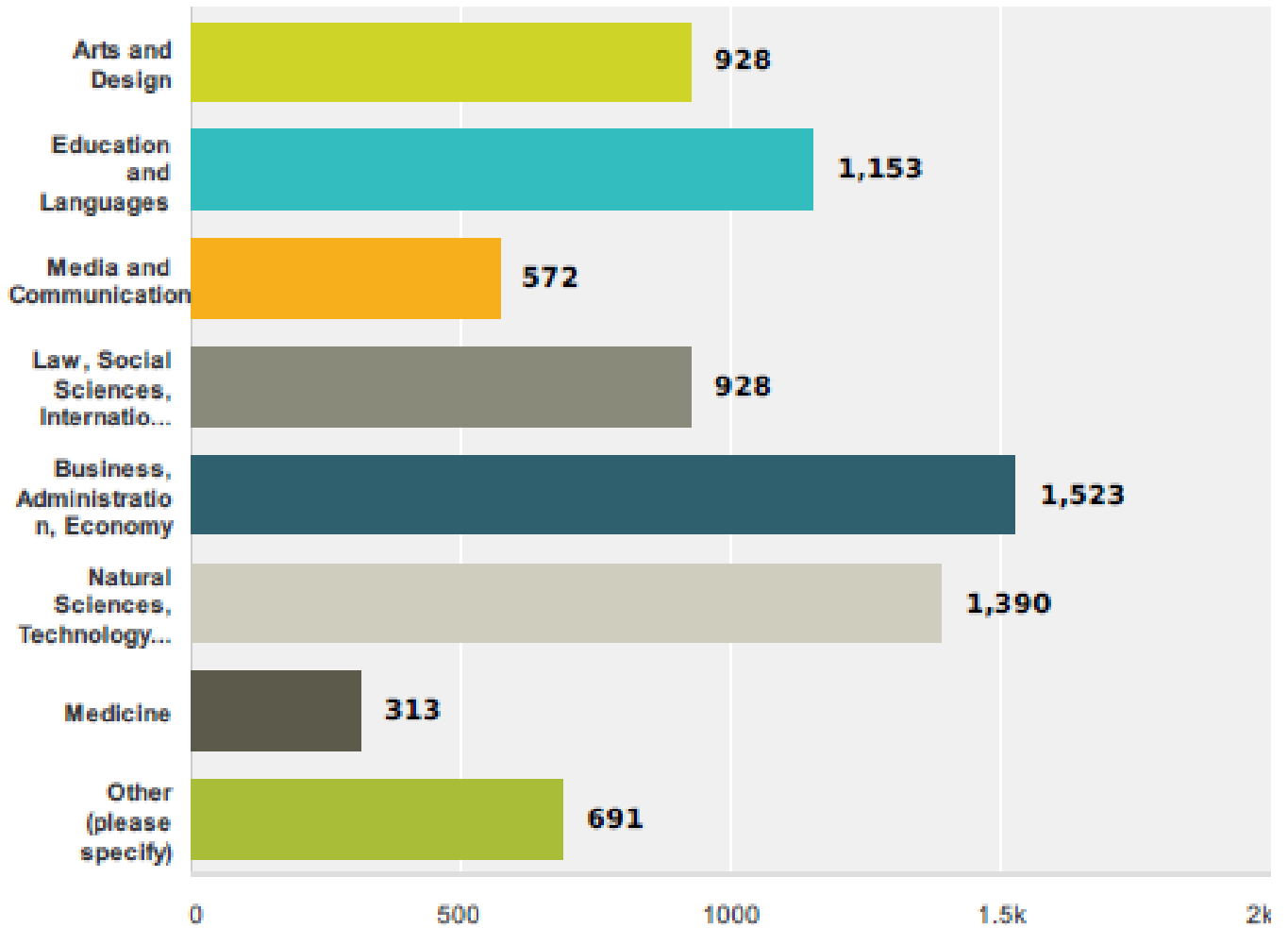


f. What type of course are you interested in?

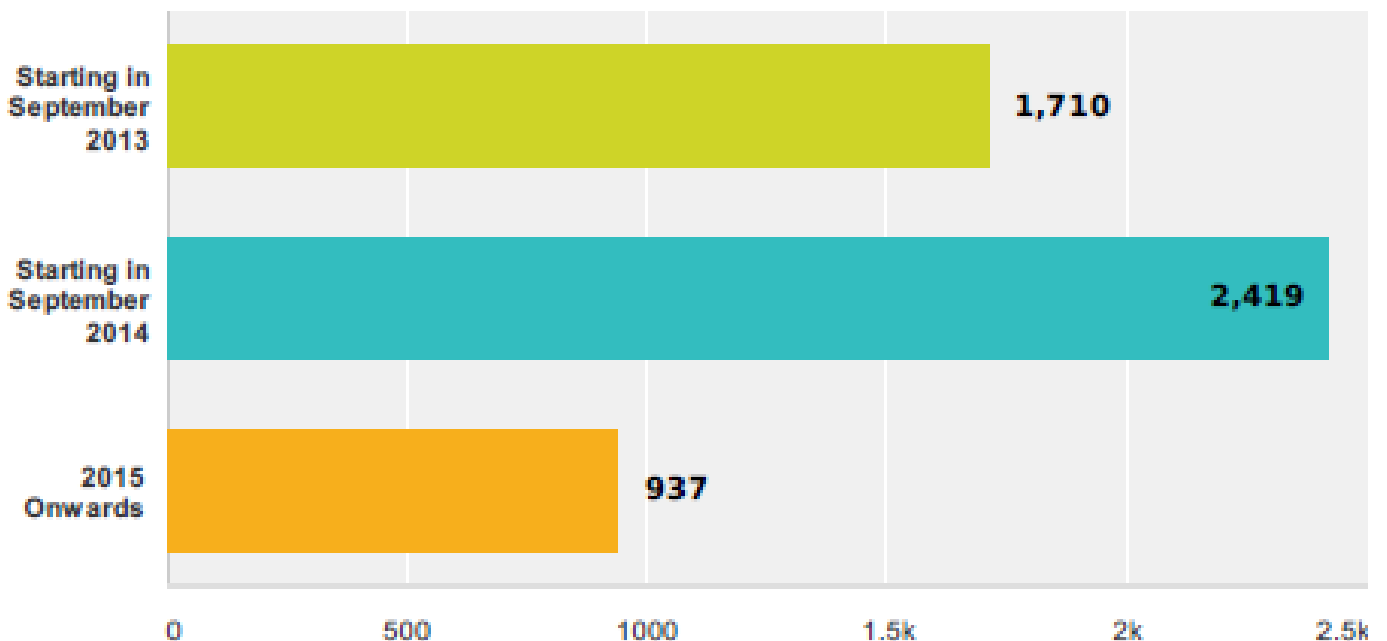




g. What is your area of interest

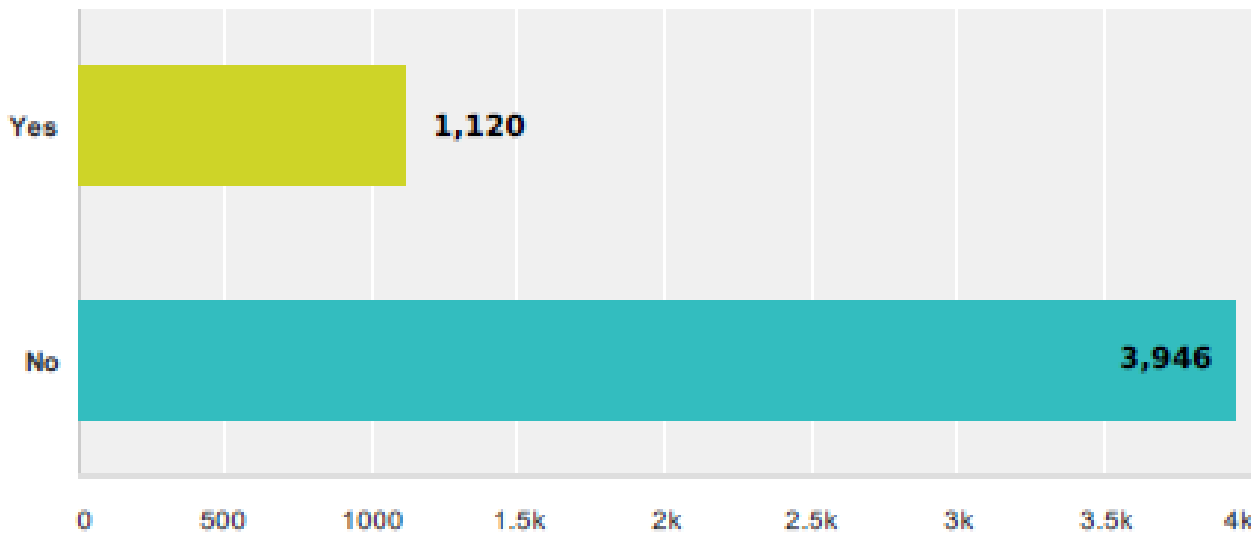


h. When are you planning to study in the UK?





i. Are you interested in a particular university in the UK?



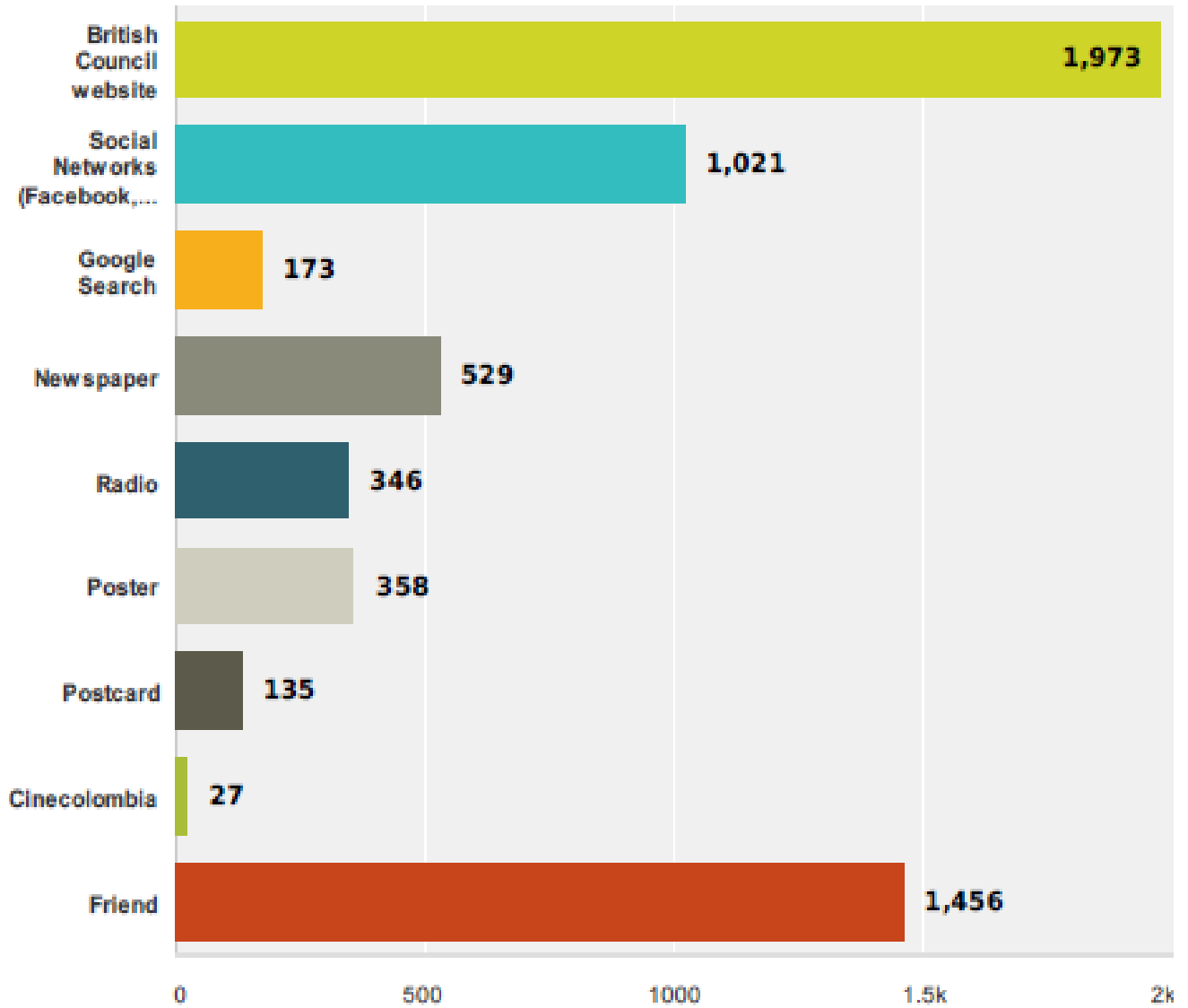
If yes, which one?

Most repeated words and phrases:

Anglia Ruskin University Bournemouth University Bristol Brunel
University Cambridge Imperial College King's
College London LSE Newcastle
University Nottingham Oxford Royal UCL University
of Edinburgh University of Glasgow University of
Leeds University of Leicester University of
Manchester University of Southampton University of
Sussex University of Westminster University of York Warwick



j. How did you learn about the event?





7. The event and visitors

This has been the largest Education UK Exhibition ever in Colombia.

The events in both cities were busy from beginning to end. **2367** people managed to enter the exhibition in Bogotá during the two days, while we had to liaise with hotel security and logistic operators to ensure the crowd waiting outside the hotel to enjoy the event smoothly.

Medellin did not stay behind. **767** people attended the event, which was presented with the same quality standards as in Bogotá.

A total of **3,134** visitors in 3 days and 2 cities exceeded not just our expectations in terms of quantity but quality.

Heather McKeever, Regional Manager Americas from the University of Reading provided the following piece of feedback: **"I found the exhibition one of the best I have attended. The students had prepared well, and knew what the subjects they wanted to follow."** She also added: **"the event has exceeded my expectations. The reception facilitated connections with stakeholders, which will enable us to fulfil our research aspirations with Colombia."**



When referring to the Education UK Exhibition, the Minister said: "It shows the importance of strengthening academic integration and internationalization in both academic and research scenarios in higher education between Colombia and the UK"

The Governor of Antioquia, on the other hand stated that: "People's talent can make extraordinary human beings. Scientists and people who can make a difference in Antioquia" He added that "this is the best way to establish the basis for an exchange of science and education between the two countries."

Over 200 key stakeholders and partners attended the opening which in Bogotá included a welcome by the Minister of Education and HM Ambassador and the Governor of Antioquia and Local Education Authorities in Medellín.





8. Some photos and videos

Two videos were made to register the activities:

In Bogotá: <http://www.youtube.com/watch?v=iO7d8NzPvmo>

In Medellín: http://www.youtube.com/watch?v=W-S_DXzS6pk





9. Participating UK Institutions

Anglia Ruskin University
Bangor University
Bath Spa University
Birmingham City University
Bournemouth University
IELTS
Brunel University
City University London
Coventry University
David Game College (University Foundation Programme)
De Montfort University
Edinburgh Napier University
Glasgow Caledonian University
Hult International Business School, London
INTO University Partnerships
Keele University
Leeds Metropolitan University
Middlesex University
Newcastle University
Nottingham Trent University
Royal Holloway, University of London
Swansea University
The University of Edinburgh
The University of Northampton
University College London
University of Birmingham
University of Central Lancashire
University of East Anglia
University of East London
University of Exeter



University of Glamorgan
University of Glasgow
University of Leeds
University of Leicester
University of Portsmouth
University of Reading
University of Southampton
University of Surrey
University of Sussex ISC
University of the Arts London
University of the West of England Bristol
University of Wales, Newport
University of Warwick



10. The programme

a. Bogotá

25-28 February 2013	Delegates arrive in Bogotá
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Thursday, 28 February 2013	
17.45	Bus departs from Hotel Hilton to HMA's residence.
18.00–20.00	Reception with stakeholders hosted by HM Ambassador Lindsay Croisdale-Appleby

Friday, 1 March 2013	
08.00–09.00	Registration of exhibitors – Hotel Hilton, meeting rooms A & B
09.00–09.15	Welcome Christopher Rawlings, Director British Council Colombia
09.15–09.45	Stakeholders briefing Aída Salamanca, Education & Training Services Director, British Council
09.45–10.15	Think Colombia – A Serious Emerging Power Peter Bainbridge, Prosperity Officer, British Embassy
10.15–10.30	Registration and Exhibition remarks Edwin Carmona, Projects Manager, British Council
10.30–11.00	Coffee break
11.00–11.45	Colombia, a Great Place to Study and Research Maximiliano Gomez, Director of Promotion, Ministry of Education
11.45–12.15	Colombia Challenge Your Knowledge CCYK Jeannette Vélez, Director CCYK
12.15–13.00	Internationalization of Science, Technology and Innovation of Colombia Sara Araújo, Head of International Office, COLCIENCIAS
13.00–14.00	Lunch
14.00–14.30	ICETEX



14.30–15.00	COLFUTURO
15.00–15.30	Education market opportunities in Ecuador Mónica Ingarevalo, UKTI Officer, British Embassy in Ecuador
16.00–16.30	Official opening ceremony HM Ambassador Lindsay Croisdale-Appleby Maria Fernanda Campo, Minister of Education (tbc) Chris Rawlings, Director British Council
16.00–21.00	Education UK Exhibition
21.00	Free

Saturday, 2 March 2013	
10.00–18.00	Education UK Exhibition
18.00–18.30	Exhibition closes
18.30	Free

Sunday, 3 March 2013	
Departures	
Some delegates travel to Medellin	

b. Medellín

Date and opening times of the Education UK Exhibition	
Medellin	
Hotel San Fernando Plaza, Carrera 42A 1-15	
4 March 2013	15.00-21.00

Medellin	
Sunday, 3 March	
AM / PM	Delegates arrive in Medellin



Monday, 4 March 2013	
11.30– 12.15	<p>Medellin Education Strategies</p> <p>Maribel Díaz, Director Higher Education Local Education Authority, Medellin</p>
12.15– 13.00	<p>Antioquia Education Strategies</p> <p>Alonso Hoyos, Director Higher Education Antioquia Education Authority</p>
13.00– 14.00	<p>Lunch</p>
14.00– 15.00	<p>Networking reception</p> <p>Science and Innovation stakeholders (Guests include International Officers from Universities, agents and government officials/ agencies, journalists) <i>at hotel San Fernando Plaza, 8th floor</i></p>
15.00– 21.00	<p>Official opening ceremony</p> <p>HM Ambassador Lindsay Croisdale-Appleby Sergio Fajardo, Governor of Antioquia Chris Rawlings, Director British Council Colombia</p>
15.00– 21.00	<p>Education UK Exhibition</p>
21.00	<p>Exhibition closes</p>

11. Parallel seminars

a. Bogotá Day 1

Friday, 1 March 2013	16.00–21.00
18.00–18.30	<p><i>Undergraduate Study in the UK</i> - Kate Whiston, Keele University.</p> <p>If you are planning to study your degree in the UK, Kate will show you the way. She will tell you what courses are available, how to apply, how to write a great S.O.P. and what to expect when you arrive including a quick review of the UK's geography and other key- information to make the best of your experience there.</p>



18.45–19.15	<p>Why study Consumer Psychology? <i>The intersection of psychology, marketing and business</i> - Lisa Paxman, Bangor University.</p> <p>Are you interested in what subconscious factors drive our purchasing decisions? Why certain advertisements prove more memorable than others? Find out more about the increasingly popular subject area of consumer psychology, a subject which combines experimental psychology and consumer research. Learn about the state-of-the-art scientific tools, theories, and technologies used to study how products and services impact on consumers' behaviour, emotions, and cognition.</p>
19.30–20.00	<p>PhD opportunities in the UK and choosing a research university for PhD studies - Emma Heathcote, University of Birmingham</p> <p>Emma will give you an overview of research opportunities available in the UK. She will offer guidance on selecting a research-intensive university for PhD study, particularly in identifying and investigating research strengths and areas of expertise, and matching these with student direction and research objectives. Emma will also offer advice on identifying funding, identifying and communicating with a potential supervisor, and developing and targeting a research proposal among other important considerations.</p>
20.15–20.45	<p>Life and Education in Birmingham Gabriel Ceballos, Birmingham City University.</p> <p>Learn what Birmingham represents in terms of the UK's economy and development and how innovation, creativity and a special focus on the environment have contributed to a great transformation of this city's old industrial areas and public spaces. You will also learn how the second largest city in student population after London, shines because of its multicultural environment, tradition and quality of its educational providers which make it an ideal place to visit and study.</p>
21.00	<p>Exhibition hall closes</p>

b. Bogotá Day 2

Saturday, 2 March 2013	
AM / PM	Delegates arrive in Medellin



Bogotá - Saturday, 2 March 2013		10.00–18.00
11.00–11.30	<p>Chevening Scholarships, British Foreign and Commonwealth Office.</p> <p>Do you see yourself as ambitious, an opinion-former and your strengths include decision-making? The Chevening scheme aims to attract talented professionals who will go on to be future leaders in Colombia. A representative from the British Embassy will tell you what the scholarship is, what it covers, what qualifications and characteristics applicants should have and the subject areas in which they are granted.</p>	
11.45–12.15	<p>IELTS - British Council</p> <p>A representative from the British Council will give you an overview of the importance of international English language certificates with a summary of the benefits of taking the IELTS exam. The talk will include a brief explanation of the structure of the exam, session dates and how to register as well as how to prepare for IELTS and opportunities that come with certification.</p>	
12.30–13.00	<p>International Programmes Portfolio for Colombian Students and Professionals – ICETEX. A representative of this important Government body will tell you about the current scholarships on offer, what they are about, what they cover, where to find out about them and how to apply.</p>	
13.15–13.45	<p>Choosing the Right UK University for You - Annie Brunt, University of Warwick</p> <p>Annie will tell you about the types of UK universities differentiating between campus, city, rural, Russell Group, old and new universities and will break down the differing terminology. The seminar will have a short focus on searching for the right course and how to make an informed decision.</p>	
14.00–14.30	<p>Funding your Postgraduate course in the UK - COLFUTURO</p> <p>Colfuturo invites you to learn about the services they provide free of charge for Colombians who wish to do their postgraduate studies overseas. During this presentation, they will tell you about the integral support they can offer during the university application and prospectus process, which includes academic counselling, access to high level English programmes abroad, financial support for master's and PhD studies in any subject area anywhere in the world and the work placement service on your return to Colombia.</p>	
14.45–15.15	<p>Art & Design in the UK - Andrew Plant, Nottingham Trent University</p> <p>Andrew will tell you how to build a winning creative portfolio, what to expect from UK Art schools, what sets the UK apart as a creative capital, qualifying as an architect in the UK, graduate jobs and the creative industries. He will also provide information about entry requirements, fees, funding and scholarships.</p>	



15.30–16.15	<p>General Student Visa (Tier-4) - British Embassy</p> <p>A representative from the Embassy will explain how to apply for this visa, what the requirements are, how much it costs, how it works and how long the process can take.</p>
16.30– 17.00	<p>Study In Scotland - Representatives from the Universities of Edinburgh, Glasgow and Glasgow Caledonian will give you an introduction to the Scottish Higher Education system.</p> <p>The focus will be on the huge range of postgraduate taught and research courses as well as Scotland's flexible four-year undergraduate degree, the only one of its kind in the United Kingdom. The session will be hosted by three of Scotland's leading universities and will also feature information and advice on student life, scholarships and accommodation.</p>

c. Medellín

Medellin – Monday, 4 March 2013	15.00–21.00
15.30–16.00	<p>International Programs Portfolio for Colombian Students and Professionals</p> <p>– ICETEX</p>
16.15–16.45	<p>General Student Visa (Tier 4) - British Embassy</p> <p>A representative from the Embassy will explain how to apply for this visa, what the requirements are, how much it costs, how it works and how long the process can take.</p>
17.00–17.30	<p>Choosing the Right UK University for You - Annie Brunt, University of Warwick</p> <p>Annie will tell you about the types of UK universities differentiating between campus, city, rural, Russell Group, old and new universities and will break down the differing terminology. The seminar will have a short focus on searching for the right course and how to make an informed decision.</p>
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19.15–19.45	<p>Funding your Postgraduate course in the UK - COLFUTURO</p> <p>Colfuturo invites you to learn about the services they provide free of charge for Colombians who wish to do their postgraduate studies overseas. During this presentation, they will tell you about the integral support they can offer during the university application and prospectus process, which includes academic counselling, access to high level English programmes abroad, financial support for master's and PhD studies in any subject area anywhere in the world and the <u>work placement service on your return to Colombia</u></p>
20.00–20.30	<p>Studying Outside London: Cambridge and Chelmsford - Alejandra Vicencio, Anglia Ruskin University</p> <p>Alejandra will tell you about the pros and cons of studying outside of London. She will also provide a review of the UK's geography, its four countries and the most important cities beyond the capital city, travelling times and interesting destinations as well as give you specific information on Cambridge and Chelmsford. Alejandra would like you to have the best experience possible in the UK giving you information in advance of what to expect in terms of cost of living, job opportunities, internships, tourism and information relevant to each city.</p>