



SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING

**Post-event report for**  
**International Study Uzbekistan Expo-2016**  
**3-5 November 2016**  
**Youth Creativity Palace, Tashkent**

## Introduction

British Council Uzbekistan in partnership with ITE Uzbekistan organised the International Study Uzbekistan Expo – ISUE 2016 exhibition held on November 3-5 2016.

The exhibition was officially supported by

- Ministry of higher and secondary specialized education of the Republic of Uzbekistan
- Ministry of foreign economic relations, investment and trade of the Republic of Uzbekistan
- Chamber of Commerce of the Republic of Uzbekistan
- “Kamolot” Youth Movement

Thank you for your participation at the Education UK exhibition in **Uzbekistan** in November 3-5, **2016** at the **Youth Creativity Palace** in Tashkent.

The purpose of this report is to provide you with a summary of the event, including visitor and exhibitor feedback as well as other useful information. We trust that this report will enable you to report return on investment and assist with future decision making.

The event, targeted at the HE/FE/Schools market, hosted representatives from 6 UK institutions (Listed below), that positively engaged with prospective students/visitors/partners, providing the audience with information on educational opportunities/subject choices etc.

The event attracted over 4652 visitors thanks in part to the media interest and marketing campaign. Alongside the main exhibition, a series of seminars were also held, with topics covered including Chevening scholarship etc.

At British Council we highly appreciate your support, and hope that we can continue to provide valuable marketing services in terms of both our exhibitions and also our range of other targeted activities during the year. We hope to see you again at our next exhibition.

Regards,

**Shukhrat Amanov** | Education Manager, Uzbekistan

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## Highlights

International Study Uzbekistan Expo-2016 has been organized for the first time.

- We had over 4 652 registered and 5700 physical visitors at the Exhibition
- We had 5 seminars by UK Universities on the 3<sup>rd</sup> day of the exhibition which was attended by more than 300 people.
- Over 400 people downloaded our Education UK mobile App during the event.

## THE OPENING CEREMONY OF THE EXHIBITION:

Ceremony of the Official Opening of the Exhibition was opened by the first officials of the Diplomatic Missions in the Republic of Uzbekistan and the Ministry of Secondary and Higher Specialized Education of the Republic of Uzbekistan:

- The Rector of the Westminster International University in Tashkent – Mr. Komiljon Karimov
- The HM Ambassador British Embassy Tashkent – HE Mr. Chris Allan
- The Ambassador of Malaysia in the Republic of Uzbekistan – HE Mrs. Dato' Nor'Aini Abd Hamid
- The Ambassador of the People's Republic of Bangladesh in the Republic of Uzbekistan – HE Mr. Mosud Mannan
- The Ambassador of French Republic in the Republic of Uzbekistan – HE Mrs. Violaine de Villemeur

This exhibition was held at the following venue/time/date...

<b>Venue(s)</b>	Youth Creativity Place, Tashkent – 3-5 November 2016
<b>Opening hours</b>	10:00-18:00
<b>Stand costs</b>	£1,850

A number of successful seminars were held, covering such topics as...

- Funding your study in the UK
- Fast track your career in accountancy
- Chevening scholarship programme
- Planning your career and professional development
- Experiencing the UK Teaching Style through interactive challenge

## Media reporting coverage

The event was covered by different Media channels like:

5 TV channels

16 Radio channels

3 Newspapers

16 Internet Agencies

### EXHIBITION MEDIA SUPPORT:

Websites: Karyera.uz, Terra-Expo.com, Abiturient Info, « Kto est Kto v obrazovanii I v nauke», SOS – Abiturient , Azernews, Selfmade Trip , Ziyonet, Kun.uz , Darakchi.uz , Uznews.uz , Uza.uz , Anons.uz , Nuz.uz , Narodnoe slovo , Kultura.uz.

- [http://kultura.uz/view\\_2\\_r\\_8212.html](http://kultura.uz/view_2_r_8212.html)
- <https://www.uzdaily.uz/articles-id-30369.htm>
- <https://www.gazeta.uz/ru/2016/11/03/study/>
- [https://daryo.uz/2016/11/03/toshkentda-xalqaro-talim-korgazmasi-boshlandi/?utm\\_source=FB](https://daryo.uz/2016/11/03/toshkentda-xalqaro-talim-korgazmasi-boshlandi/?utm_source=FB)
- <http://review.uz/index.php/novosti-main/item/9881-universitety-velikobritanii-vpervye-primut-uchastie-v-vystavke-v-tashkente>
- <http://nuz.uz/fotoreportazh/17689-pervaya-mini-vystavka-mezhdunarodnogo-obrazovaniya-issue-2016.html>
- <http://naesmi.uz/ru/site/page.html?id=26282>
- <http://uza.uz/ru/education/vystavka-mezhdunarodnogo-obrazovaniya-03-11-2016>
- <http://anxor.uz/news/s-3-po-5-noyabrya-v-tashkente-proydet-vystavka-vuzov-velikobritanii>
- <http://sotma.uz/news/uzbekistanskaya-mejdunarodnaya-v%D1%8Bstavka-obrazovaniya-issue.html>
- <http://urokru.uz/2016/11/06/vo-dvorce-tvorchestva-molodezhi-nachalas-vystavka-mezhdunarodnogo-obrazovaniya-international-study-uzbekistan-expo-2016/>
- <http://uzspic.uz/ru>
- <http://www.afisha.uz/exhibitions/2016/09/13/issue-uzbekistan-v2016/>

## Visitors' profile

The exhibition visitor`s consisted of **58.5%** student, **29.7%** Pupil of college, lyceum, school, **5.9%** Specialist Services, about **1.1%** teachers and entrepreneurs.

The visitor`s percentages coming from various regions of Uzbekistan.

Uzbekistan consists of 12 regions and Karakapakistan Republic.

<b>%</b>	<b>Regions</b>
<b>0.3%</b>	Andijan region
<b>0.1%</b>	Bukhara region
<b>0.1%</b>	Djizak region
<b>0.0%</b>	Karakalpakstan region
<b>0.1%</b>	Kashkadarya Republic
<b>0.1%</b>	Navoi region
<b>0.0%</b>	Namangan region
<b>0.2%</b>	Samarkand region
<b>0.0%</b>	Surhandarya region
<b>0.3%</b>	Sirdarya region
<b>96.9%</b>	Tashkent city
<b>1.5%</b>	Tashkent region
<b>0.3%</b>	Fergana region
<b>0.0%</b>	Horezm region

Marketing

International Study Uzbekistan Expo-2016 was covered by all national TV channels and radio during the event. 2 separate interviews from Coventry University and University of Leicester aired on a national TV. For the first time we have separate 1.5 hour programme on Radio devoted to our exhibition where UK Ambassador, representative of University of East Anglia and BC talked about Education in the UK and exhibition.

Our marketing reached an estimated audience of **20 Million people**

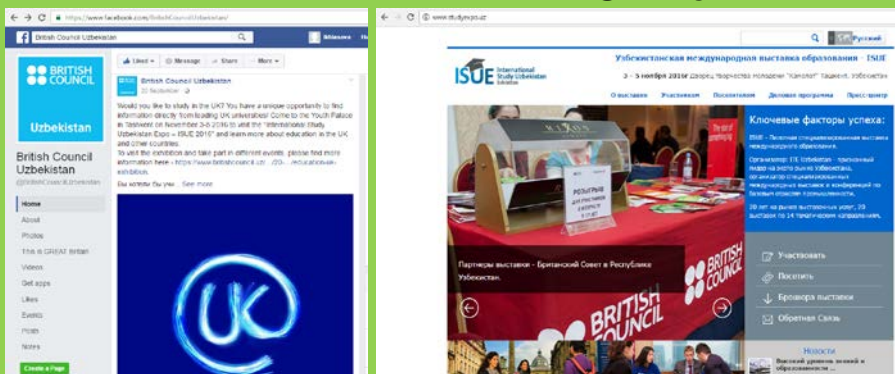
Print:



Outdoor:



Online



## Visitor's Feedback

The feedbacks from the visitors were collected from Facebook, Education UK mobile application and surveys.

### **Alisher Djabbarov – Parent**

We came with my son to choose a college in UK. Here is represented enough number of schools and he wants to continue his education abroad. I am sure that we will find a suitable institution.

### **Some examples of quotes from Visitors following the exhibition:**

- It was really great thank you a lot!!!
- exhibition was very interesting and useful for me
- I expected to see more British universities. Unfortunately it was not as I expected.
- There were the representatives of the universities, who had all necessary information
- There were enough information about education
- I liked that there were some great universities and they gave great information. There were some competitions for visitors in order to interest them.
- at some places there were representatives from the university who provided feedback about living in particular country
- The representatives of the universities are active.

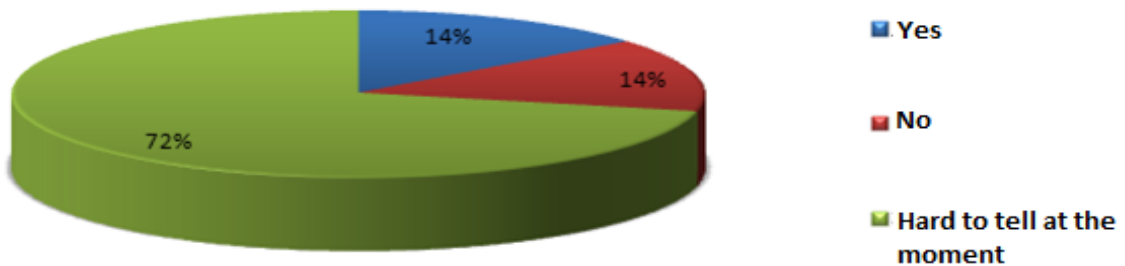
### **Key Recommendations for the British Council include:**

- I wanted there would much more universities.
- More representatives of the UK universities
- Few universities with MBA programmes

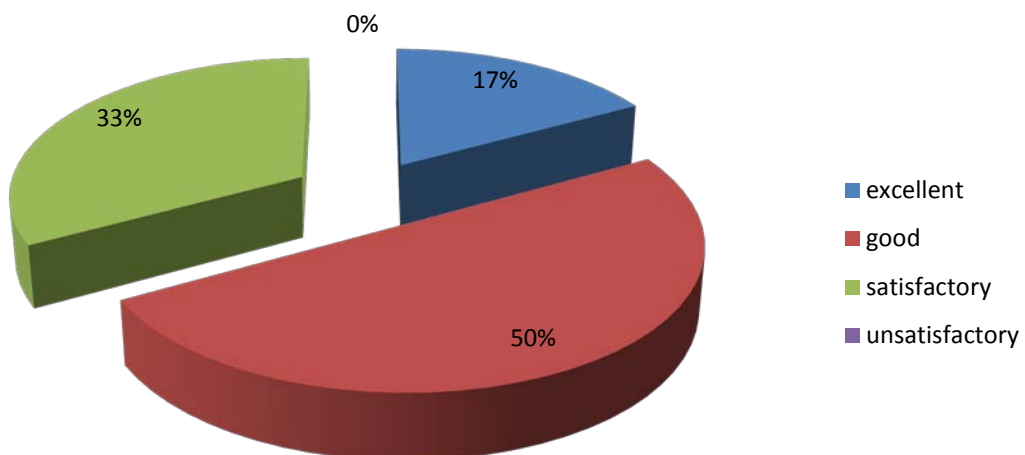
Exhibitor's Feedback

At the exhibition there were 6 unique exhibitors from UK HEIs and representatives from Chevening Scholarship and IELTS;

When exhibitors were asked "Will you be attending a similar exhibition next year?"



When exhibitors were asked "overall how satisfied were you with the exhibition?"





## Testimonials

### Coventry University:

The thing that was successful about this exhibition is the fact that the first time it was ever held. There were a lot of students and there is a lot of potential here. For us particularly we have applications even for January. Many of them are looking for scholarship, but there are some serious students within the big volume that we had. What is an interesting that we had to print about over 5 hundred factsheets and they flew. Talking about Uzbek Market, there is a lot of demand for masters and top up courses here and Uzbek market is quite sensitive. If we have very expensive programs, it is not likely to be recruited wrong to the Uzbek Market.

### Southampton University:

I was surprised by the number of students visited exhibition and that they know what they want. However, they do not know how to do it, basically because of financial resources. We all know that studying abroad is expensive. I was pleasantly surprised by the level of English. The guys are just great, in particular they approach and I ask them in which language should I speak, young guys answer: "Let's talk in English".

Another fact that surprised me was parents. They were coming with their children, were interested and tried to understand how it all works, what to do, asked about the city, about cooperation. I liked it very much and it means that they support their children, especially girls. As in our countries as we know it is a big problem because in our culture it is not normal when a girl studies abroad. However I see that it changes and it is a big step forward. It is always said "Educated mother is educated family." When I am asked I try to be honest and answer as it is in fact. People ask me: "... is it possible to find a job?" You should be diamond and amazing person to be hired there. Great barrier are visa issues. However, I know guys who could find a job after getting a degree in our university. A big number of students who returned to their countries find a good job with a high salary and perspectives. This, at least, can be predicted.

### BPP University:

I found the fair really good. We saw some really good students. I think for me, I prefer to do the exhibition that is all about for the students wanting to go to the UK. Because there are some really challenges recruiting student to the UK and when also comparing with fees and visas against Malaysia, Canada or Australia. And in generally when it is British Council's only event, they brief students about visas requirements, life requirements and all this things. I was answering a lot of questions like just "how is the UK?", which we don't usually get at the British Council 's fairs. For me it was great to come and see more students. We have worked quite well with Uzbekistan already and it is good to see that we do have recognition particularly around ACCA programmes. It was really nice meeting more students that was my intention to get access to more students. And here I met.

### University of Wolverhampton:

First of all, thank you for organizing this event. I think the students are very talented. As I understand, this is the first time the British Council is organizing this fair. I congratulate them for the great job they have done. We are looking forward to the next events, and hopefully, more the UK universities will be here. Well, I was not expecting to meet this number of students, around 400 people during 3 days, which I think does itself can be considered as an achievement. It is a good branding for the university as well. Hopefully, some of them will join us.

### Some negative quotes from exhibitors:

We would like to participate at the exhibition, where are only UK universities; Wi-Fi is needed

The big number of the visitors is not able to enroll next 2 years.

## Future steps

There are several areas that both British Council and the UK institutions can work on to improve the overall arrangement and outcomes of the exhibition. The main findings and recommended next steps are outlined below:

### **British Council**

- For next year's exhibition, we will announce about the exhibition as early as possible to attract more UK universities.
- Availability of Wi-Fi will be considered next time.
- British Council understands the importance of providing value-added services to the exhibitors, thus we are planning to hold a networking event with local agents, in order to provide a platform for UK institutions and agents to meet up, and identify possible collaboration opportunities.
- Going forward, British Council Uzbekistan will better coordinate our schedule with the region and tie-in our own exhibition with other regional countries' events, to enable exhibitors to maximize their time and budget in a single trip.

### **UK Institutions**

- It is suggested that institutions invite their alumni to attend future exhibitions and share tales of their life in UK with the visitors.
- Institutions should consider aim to provide the BC with a subject matrix prior to the exhibition, to help reduce queues at stalls where institutions don't provide the course.
- Many visitors commented that scholarships opportunities were very low. We recommend institutions to look at ways of providing some sort of scholarship or discount and highlight these during future exhibitions.

The above points, though important, should not detract from what was a successful exhibition. Next year's exhibition will build upon the lessons learned and prove even more popular. We hope to see you there!

Appendix

List of exhibitors (Alphabetical Order)

[BPP University](#)

[Coventry University](#)

[Chevening Scholarship](#)

[IELTS](#)

[University of East Anglia](#)

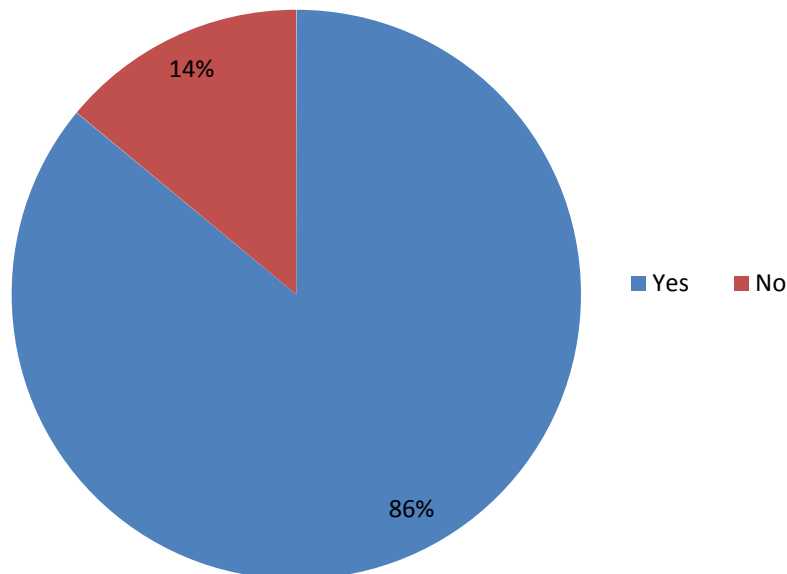
[University of Leicester](#)

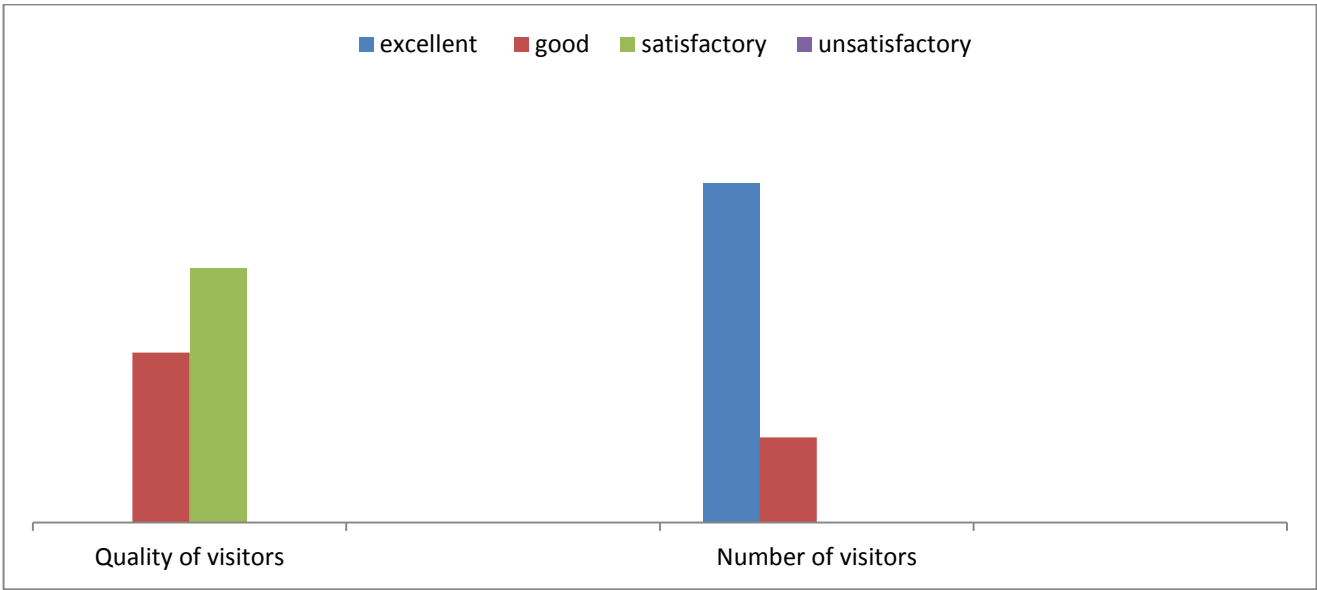
[University of Wolverhampton](#)

[University of Southampton](#)

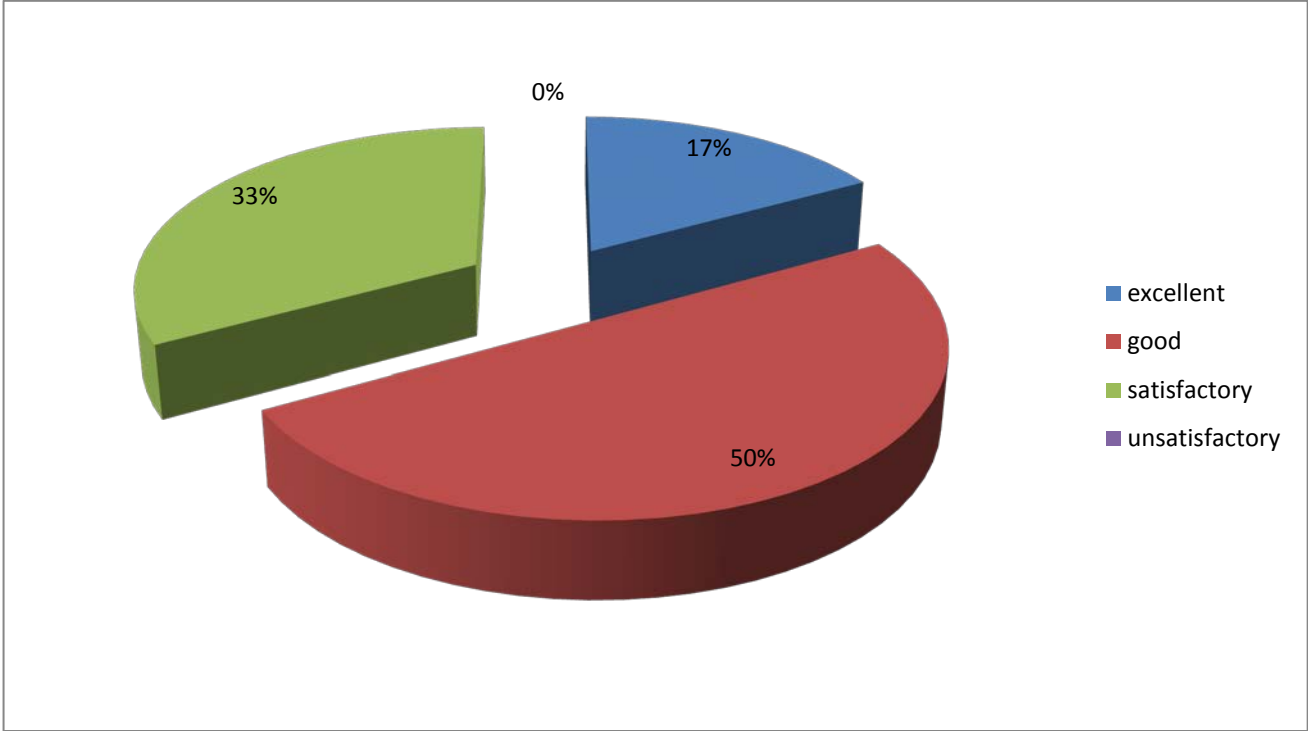
Exhibitor`s feedback

Did you manage to establish new business contacts at the exhibition?

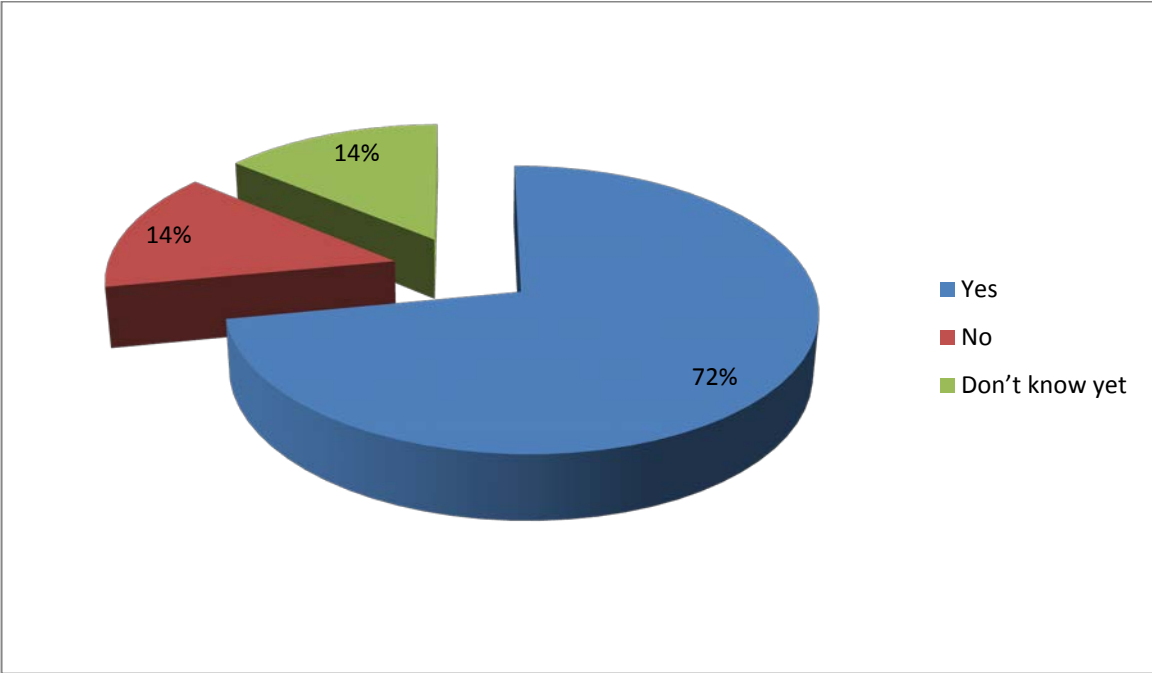




**At what extent are you satisfied with established business contacts?**



Would you recommend the exhibition to your friends, colleagues?



End of Report