



**SERVICES FOR  
INTERNATIONAL  
EDUCATION  
MARKETING**

**Post-event report for  
Education UK exhibition 2014**

**15 - 16 August 2014  
Hong Kong**

# Introduction

The Education UK exhibition was held on August 15th and 16th in order to coincide with UCAS clearing, with around 70 institutions exhibiting.

During the two days over 6,700 visitors attended. Besides universities chasing undergraduate enrolments, seven independent schools and colleges, as well as one further education college reported a steady stream of enquiries both for this year and next.

The event attracted extensive media coverage. It was reported positively in six newspapers and ten online articles. Most of the coverage highlighted the 8% increase in UCAS application this year, and also highlighted some of the benefits of studying in the UK

British Council Hong Kong undertook a review of the fair to identify what went well, what did not go well, and the key 'lessons learnt' to inform future activities. With feedbacks from exhibitors and visitors, together with inputs from British Council colleagues, this post-event report presents the results of that review.

## This report includes:

This **Introduction** which aims to provide an overview of the report.  
Page 2

Key **Highlights** of the event including visitors numbers and profile as well as media exposures.  
Page 3 – 5

Results of the **Exhibitors Feedback** which provide comments and ideas for what went well, what did not go well, and opportunities for improvement.  
Page 6

**Future Steps** which British Council Hong Kong should consider.  
Page 7

Appendix: **List of exhibitors**  
Page 9

# Highlights

There were -

## 66 BOOTHS, 68 INSTITUTIONS 6,710 PARENTS & STUDENTS

attending the exhibition

## 6 media reporting the event

**聯招不留人 自有留人處**

### 赴英升學

**港生申請增8%**

【本報訊】英國文化協會昨日一連兩日舉行「英國教育展」，首日有近2,000名學生及家長到場報名，而今年港生報讀英國延續教育學院及大學的人數，較去年同期上升7.9%，顯示港生「逃出香港」的意欲較大。

共收6753份申請

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英國文化協會區域業務發展經理高士題說，英國的優質教育及融合各國文化的環境，一直讓港生嚮之若鶩，對今年申請人數增加並不感到意外。他又指，在2012至2013年度，港生前往英國國家升學時，逾半數選擇前學英國。

被問到有意申請英國大學學位的港生要留意什麼，高士題表示，學生要在10月20日或之前，向英國大學及院校招生事務處提交赴英升學的申請；學生要在10月22日前，在事務處「最後選擇」階段（Clearing）時選擇學科，但需先聯絡個別院校，查詢學額空缺情況。

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**港生報讀英國學院增7.9%**

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**英教展現場 港生報讀增8%**

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**港生赴英升學增7.9%**

【大公報訊】實習記者林樂華報導：英國教育展於昨起一連兩天舉行，來自英倫各地近70所不同學院的代表，為申請者提供即場面試機會。

主辦展覽的英國文化協會表示，每年出外留學的港生，過半選擇英國，今年報讀人數較去年同期增7.9%。

2014年大學聯招上周放榜，一如以往，今年仍有數千名成績達標的文憑試考生未能升讀本地資助大學。英國教育展昨起一連兩天在九龍灣展覽中心三號展覽廳舉行，今日展覽由下午一時至下午七時止。同場提供多個升學資訊講座，讓學生及家長了解英國教育與香港學制的銜接與出路和獲取個別院校收生及取錄條件的資料。

英國文化協會區域業務發展經理高士題，引述英國大學及院校招生事務處於2014年資料，透露港生報讀英國課程的人數較去年同期增加7.9%。同在英國就讀大學的文憑約及余映暎均表示，選擇英國留學就是喜歡英國文化和英國教育制度口碑好。兩人同獲委任為英國教育大使。

**費用低於澳美 申請人數急增**

### 英教育展 吸港生升學

大學聯招結果塵埃落定，港務考生出找尋升學途徑。有教育機構昨舉辦英國教育展，首日吸引二千學生和家長入場。主辦機構稱，截至六月底申請到英國升學之本港生人數，較去年同期增加百分之八，而近年赴英升學的港生人數不斷增加，相信是因為到英國升學的關係其實低於澳洲和美國及當地教育制度為港人熟悉有關。有家長也認為本地大學學位競爭較理想中激烈，更沒料到女兒會落榜，須重新部署。

英國文化協會昨日一連兩日舉行「英國教育展」，首日有近2,000名學生及家長到場報名，而今年港生報讀英國延續教育學院及大學的人數，較去年同期上升7.9%，顯示港生「逃出香港」的意欲較大。

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**英國教育展 首日2000人取經**

### 港生冀升英大 願蝕3.4萬報名費

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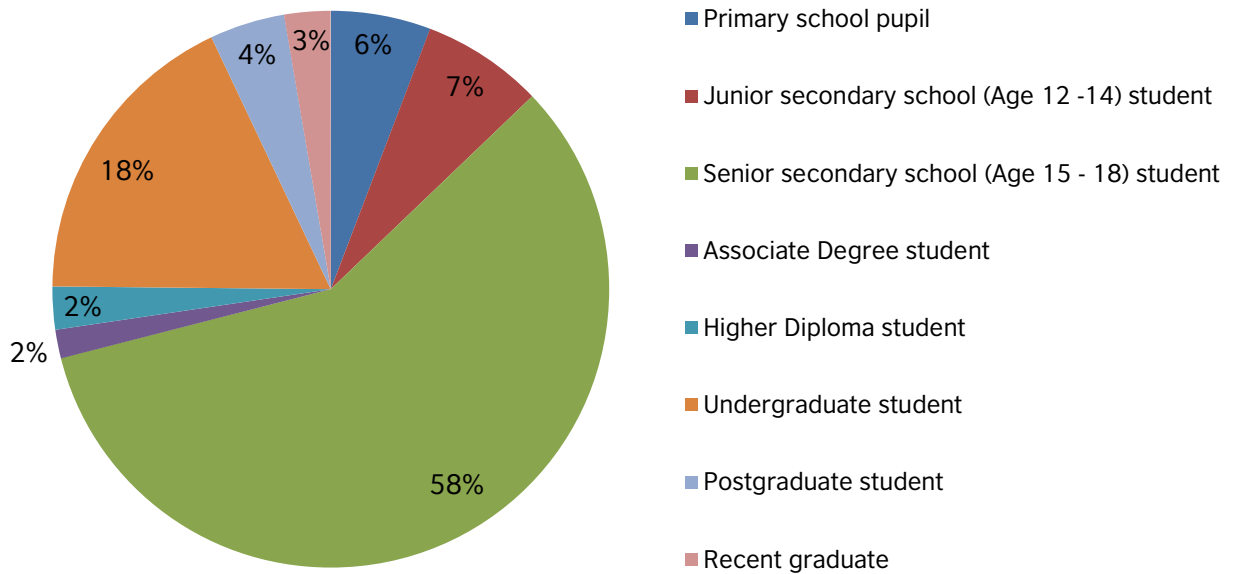
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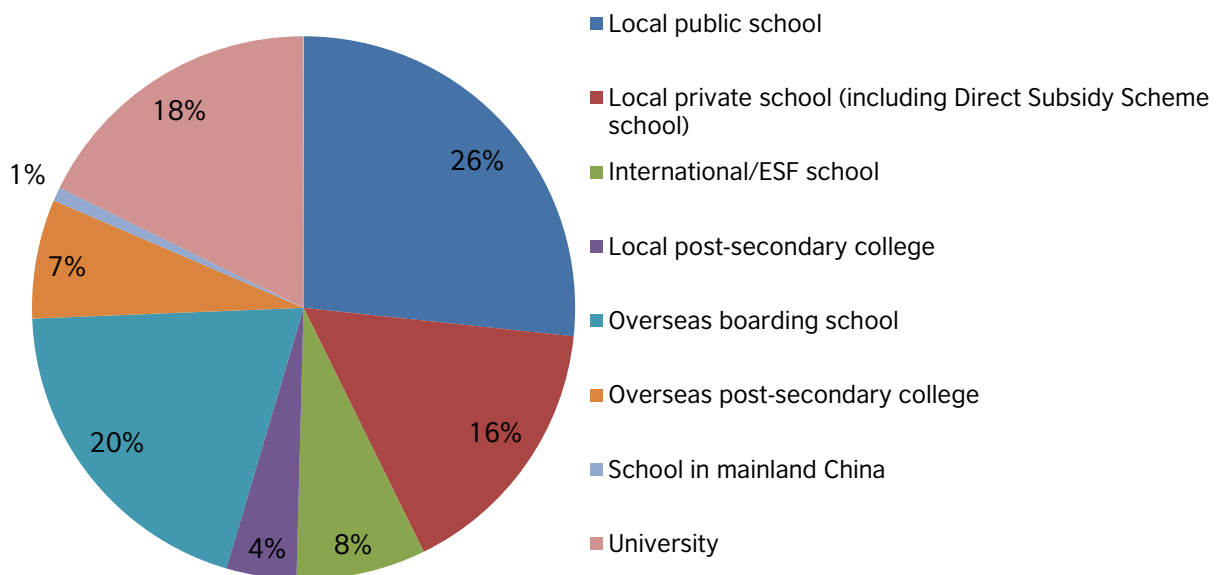
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## Visitors' profile

The visitors or visitors' child were mainly from senior secondary school –



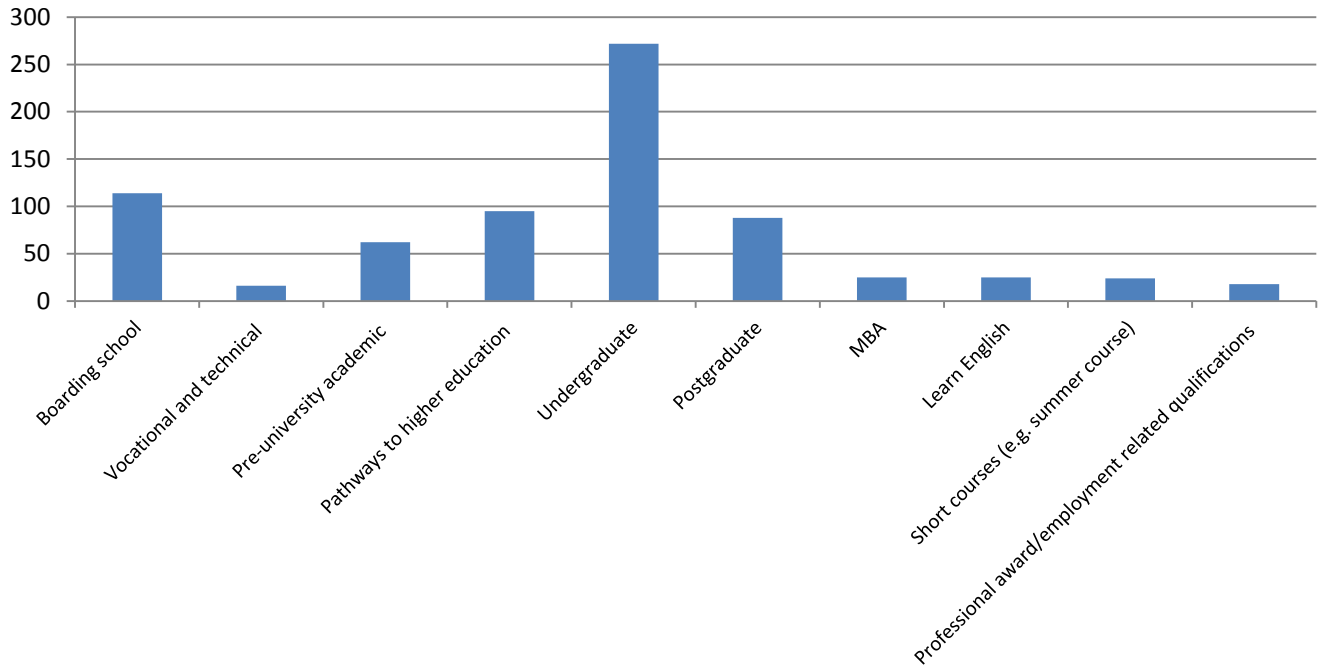
Around 42% of them attend local public school or local private school (including Direct Subsidy Scheme school) now, overseas boarding school is another major source of the visitors as well:



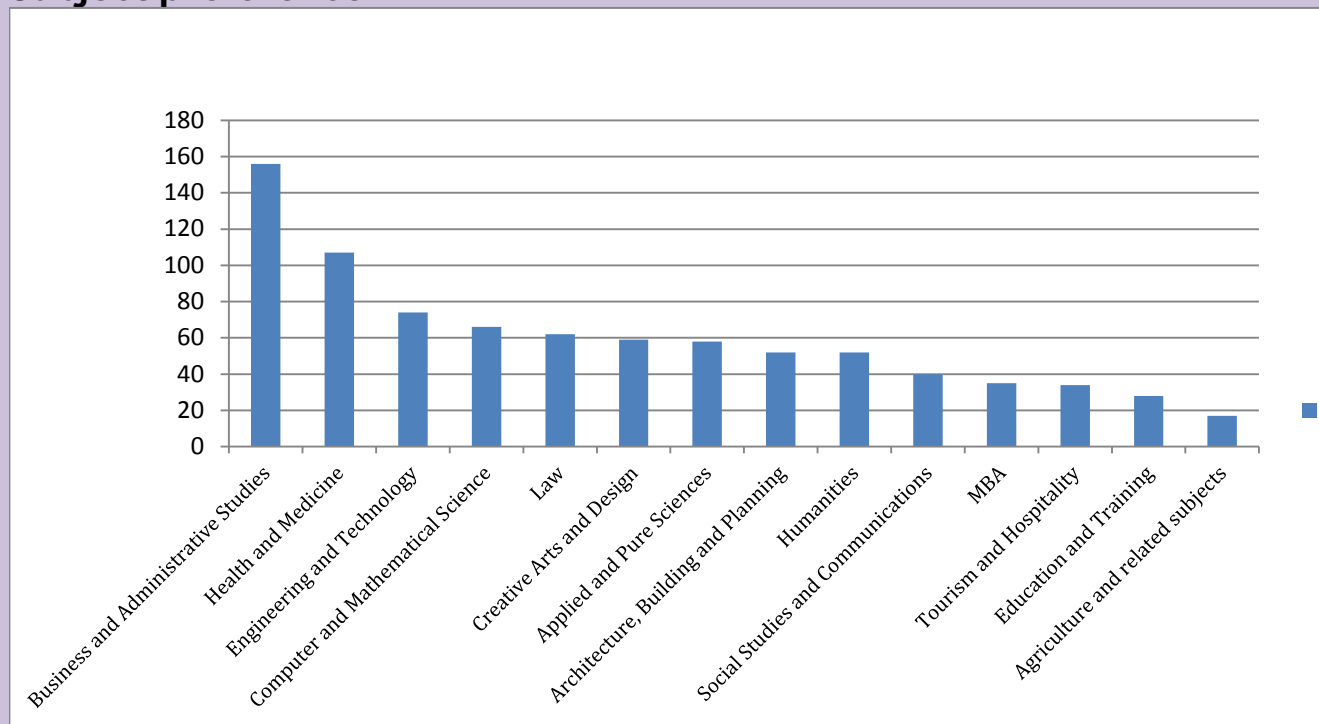
## Visitors' preferences

Most of the visitors were looking for undergraduate programme:

No. of visitors: n = 477 survey responses



## Subject preference



**While business is still the number one subject area of choice, the gap appears to have significantly narrowed to Medicine related subjects and Engineering, with other areas in Law and Creative Arts and Design an increase in enquiries.**

# Exhibitors' feedback

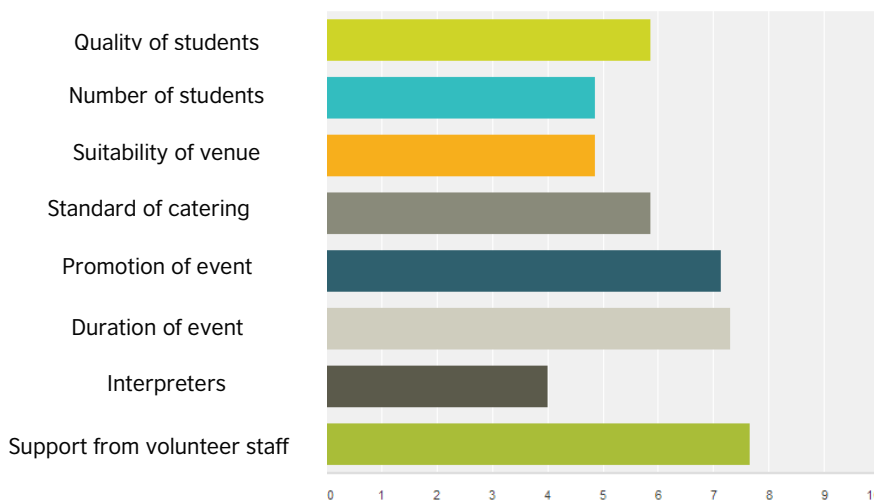
## Main compliments

- The dates were much more suitable for the release of the A-levels compared to previous year
- Overall the British Council provided great service.
- The quality of the students was great as per last year and the stand was busy

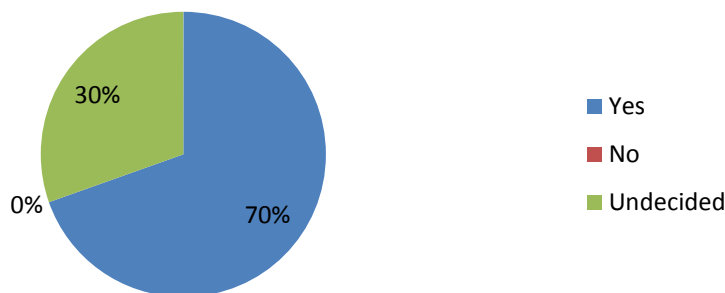
## Main complaints (*responses following page*)

- More central location.
- Need to have more clearing related visitors in future clearing events.
- Review the date of the summer exhibitions

Please rate the following aspects of the Hong Kong exhibition that you recently participated in –



Would you consider coming back to the next British Council exhibition in Hong Kong?



# 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

- Many institutions commented that KITEC is not convenient and it was suggested that the central location at Hong Kong Island would have been better. Unfortunately, HKCEC cannot secure our booking (even in 2018 summer) before they can accommodate all the concurrent events. We tried to book the government owned exhibition venue in Causeway Bay, but unfortunately it has been rejected. It is difficult for us to move our exhibition to hotel ballroom as well because the maximum capacity of the hotel ballroom in Hong Kong is 500 pax at any one time. We have more than 1,000 visitors at one time during the peak hours (2:00 – 4:00p.m.). So, KITEC would be the only option to hold the clearing exhibition.

### **Exhibition visitor numbers 2009 – 2014:**

	2009 (China resources Building, Wanchai)	2010 (China resources Building, Wanchai)	2011 (HKCEC)	2012 (KITEC)	2013 (KITEC)	2014 (KITEC)
<b>Visitors number</b>	<b>6000</b>	<b>5500</b>	<b>7700</b>	<b>*6200</b>	<b>7000</b>	<b>6710</b>

\*Typhoon signal 10 day before event.

- There were some exhibitors suggesting to hold the 2-day exhibition earlier in July. In order to maximize the interest for all UK institutions, we have conducted a survey and found that most of the exhibitors prefer to have the 2-day exhibition one day after GCE A-level result release (14 – 15 August 2015, Friday and Saturday). While we will keep our August Clearing fair to be held on Friday and Sat next year, we are thinking to move our July fair in a larger venue, and it will be held on the first weekend after the HKDSE result release, so that more parents can join the event as well.

## UK institutions

- Hong Kong is a sophisticated market where competition among institutions is fierce. So for those institutions who are newcomers of Hong Kong market are recommended to organise other marketing and promotional activities to raise the institution profile, which can help to generate more traffic and enquiries during the exhibition
- There were 67.3% of the students (year 2014) sat for 4 core subjects + 2 elective subjects at their DSE exams, institutions should consider to adjust their entry requirement accordingly.

## Appendix: List of exhibitors

Booth No.	Institute Name	Geographical Location
<b>Independent schools and colleges</b>		
5	Astrum Colleges	London
8	Bellerbys College	London, South East England
17	CATS College Cambridge, Canterbury and London & Cambridge School of Visual & Performing Arts	Eastern England, London, South East England
21	ISIS Education	Central England, Eastern England, London, Northern England, South East England
25	EF Education First	Central England, Hong Kong, London
32	Kaplan International Colleges	Central England, Eastern England, London, Northern England, Scotland, South West England
58	St Edmund's College	Eastern England, London
<b>Further education colleges</b>		
31	INTO University Partnerships (Foundation / Diploma / Graduate Diploma)	Central England, Eastern England, London, Northern England, Northern Ireland, Scotland, South West England
<b>Higher education institutions</b>		
1	Abertay University	Scotland
2	Aberystwyth University	Wales
3	University of the Arts London	London
4	Aston University	Central England
6	Bangor University	Wales
7	Bath Spa University	South West England
9	Birmingham City University	Central England
10	University College Birmingham	Central England
11	University of Birmingham	Central England
12	BPP University	London
13	University of Brighton	South East England
14	Brunel University London	London
15	Buckinghamshire New University	London
16	Cardiff University	Wales
18	University of Chester	Northern England
19	Coventry University & Foundation on Campus	Central England



20	The University for the Creative Arts	South East England
21	De Montfort University	Central England
22	University of Derby	Central England
23	University of East Anglia	Eastern England
26	University of Essex	South East England
27	UCFB Wembley	London
28	Birkbeck, University of London & Foundation Campus	London
29	Gower College Swansea	Wales
30	University of Hull	Northern England
33	Keele University	Central England
34	University of Kent	South East England
35	Kingston University London	London
36	Lancaster University	Northern England
37	The University of Law	South East England
38	Leeds Metropolitan University	Northern England
39	University of Leeds	Northern England
40	University of Leicester	Central England
41	Liverpool John Moores University	Northern England
42	University of Liverpool	Northern England
43	Loughborough University	Eastern England
44	Manchester Metropolitan University	Northern England
45	The University of Manchester	Northern England
46	Middlesex University, London	London
47	The University of Northampton	Central England
48	Northumbria University Newcastle	Northern England
49	Nottingham Trent University	Central England
50	The University of Nottingham	Central England
51	Plymouth University	South West England
52	Queen's University Belfast	Northern Ireland
53	University of Reading	South East England
54	Regent's University London	London
55	University of Salford	Northern England
56	University of Southampton	South East England
57	University of St Andrews	Scotland
59	St Mary's University	London
60	University of Stirling	Scotland
61	University of Strathclyde, Glasgow	Scotland

62	University of Sunderland	Northern England
63	The University of Surrey	South East England
64	University of Sussex	South East England
65	Swansea University	Wales
66	University of Warwick	Central England
<b>Other organisations</b>		
24	Pearson Qualifications - GCSE, GCE, IAL, BTEC & LCCI	
A	The Bank of East Asia	
B	Marsh (Hong Kong) Limited	
C	Virgin Atlantic Airways	
D	Victoria Hall Limited	
E	IELTS registration / enquiries	
<b>Main counter</b>	UCAS	