

British Council G20+

Middle East and North Africa

Dina Kanan

IES Manager, UAE

6 October 2020

Agenda

MENA students in the UK

Why do students study abroad?

Trends: PG graduate market in the region

Channels to reach them

IELTS

UKVI Update

New Graduate Route

Contact Information

MENA students in the UK

Country	Postgraduate Students
Saudi Arabia	6590
UAE	1675
Bahrain	375
Kuwait	1265
Oman	935
Qatar	710
Egypt	1275
Morocco	320

MENA students in the UK – Subject Area

Business & administrative studies 2755

Engineering & technology 1645

Subjects allied to medicine 1370

Why do students study abroad?

Demand for high-quality education

Demand for niche sectors and interdisciplinary programmes

New businesses and start-ups

Newly emerging areas that will be in demand in future

Trends in the region – Bahrain

Numbers remain steady despite financial challenges

10% are sponsored by their workplace or ministries

National vision is trying to steer students (at both PG and UG levels) towards research, technology, sciences, and creative industries

Due to lack of scholarship and sponsorship opportunities from Bahrain, any significant financial aid or scholarship opportunities from UK Universities would be a strong factor in recruiting in Bahrain.

Trends in the region - Egypt

Egyptians study in the UK for being the closest to Egypt compared to other continents (US, Australia)

Increase in private universities tuition fees makes students consider studying abroad, if it equivalent to studying in country

Government investment in education in 2018-19 is EGP 108 billion to pre-university education, and EGP 51 billion in higher education.

Trends in the region - KSA

More than 196,211 overseas scholarship students (with their companions in 2019)

19,435 internal scholarship students

The UK remains a popular study destination for Saudis (sponsored & self-funding) given its; cost-effectiveness, length of courses, safety, choice of top-ranking universities, and relative geographical proximity.

US and Australia are the UK's main competitors in terms of English-speaking destination

Trends in the region - Kuwait

Kuwait is sponsored market as well as self-funded students.

40% of Kuwait's population is under 24, with another 50% in the 25-54 bracket. That's driving adoptions of trends like online marketing for everything including education especially after Covid-19 pandemic.

Trends in the region - Morocco

With an outward mobility ratio of 5.1 per cent, Morocco is one of the largest countries in Africa and the Middle East for international students

HESA data has shown a 28% increase in the number of postgraduate

The high perceived value of international qualifications and experience among Moroccan employers is an important driver to the growing numbers of Moroccan students abroad

The UK's Graduate Route will likely generate renewed interest of Moroccans in studying in the UK.

Trends in the region - Qatar

Majority of PG students are self-funded followed by government funding and employer.

Management studies continues to be the most popular choice for PG students. With law and engineering studies following lead.

More than half of PG students for 2018-19 intake were males.

Trends in the region - UAE

UK is number one choice

Scholarship providers in the UAE are not looking for the old-fashioned idea of a student having a bachelor's, master's and PhD in the same subject

They are looking for agile and progressive students that can wear many hats

Business and Engineering remain top choices with market demand on Artificial Intelligence

Channels to reach them



Channels to reach them

Social media: Facebook, Instagram and Twitter

Online video-sharing platform

British Council website

Study UK website

Digital marketing – newsletter and e-shots

British Council trained agents and high school counsellors

Alumni network : events and LinkedIn network

Parents, family and friends : personal feedback and experiences in the UK

Channels to reach them

Most popular social media channel in Bahrain is Instagram, followed by Twitter. Numbers on LinkedIn are good, but level of activity and engagement may vary.

In Saudi, social media plays a considerable role in promoting studies overseas through influencers; Twitter is the most popular Social Media platform, followed by Facebook.

Facebook is ranked as the most used social media platform in Kuwait with a total of 3.00 million monthly active users. Instagram is ranked as the second most used social media platform by Internet users in Kuwait with a rate of 1.80 million monthly active users. Twitter comes next as a used social media platform in Kuwait with a total of 1.68 million monthly active users. Snapchat also listed as a used social media platform in Kuwait with a total of 1.65 million monthly active users.

Channels to reach them

Morocco has a young population, especially compared to Europe, with an average age of 29.3 years old. The percentage annual growth in internet use is 10%, and Facebook remains the preferred social media channel with more than 13 million users.

In Qatar, popular social media channels are Instagram, snapchat, twitter as well as WhatsApp for communicative purposes.

In Egypt, most popular media channels for searching for scholarships are Facebook (Namely through Facebook groups where people share experiences) and through LinkedIn

UAE students rely on Facebook, Instagram and Twitter

IELTS

The British Council is offering a range of free online courses, live sessions, counselling services and much more to support test takers in preparing for IELTS

<https://takeielts.britishcouncil.org/take-ielts/prepare>

IELTS is now available in the below MENA countries:

KSA

UAE

Oman

Kuwait

Bahrain

Qatar

Egypt

Morocco

UKVI Update

Country	T4 visas issued between Jul 19-Jun 20	Visas issued increased by x% since last year	Visa Issue Rate
Saudi Arabia	Just under 7,500		98%
UAE	Just under 1,000		98%
Bahrain	Just under 1,000		99%
Kuwait	Just under 4,000	3%	99%
Oman	Just under 2,000		99%
Qatar	Just under 1,500		99%
Egypt	Just under 2,000	8%	99%
Morocco	Over 500	16%	99%

New Graduate Route

From summer 2021, international students who have successfully completed an undergraduate or master's degree will be able to benefit from two years' work experience in the UK upon graduation, through the new Graduate Route. (3 years for students who complete their PhD)

This is available to all new students (and students already in the system who are due to graduate next summer), and even if the student starts the course online/distance, they would still be eligible for this visa providing they are physically in the UK by April 2021.

Country Sessions and 1-2-1 Consultations

Egypt - KSA - United Arab Emirates

Bookable after sessions

Main objectives for HEI recruitment teams during 1-2-1 meetings include:

Recruitment advice from IES British Council staff

Advise on who the prospective post graduate students are

Insights on scholarships, policy, employment trends and skills gaps

Direct Marketing Activities

E-shot and FB regional packages –activity carried out by central team

To run November 2020

Two main price points according to reach

Launch with programme

Contact Details

For more information, please contact Dina Kanan, UAE Manger, International Education Services (dina.kanan@ae.britishcouncil.org)

British Council G20+

MENA / Egypt

Sahar Khamis, Head of Education

October 2020

Agenda

- Country Profile.
- Egypt`s Higher Education Overview.
- Higher Education Policy.
- Regulations relating to the establishment of private universities and IBCs.
- TNE Landscape in Egypt.
- UK Enrolment Trends.
- Scholarship Opportunities.
- Channels to Reach Prospective Students.
- Local Marketing Ecosystem
- Current Market Environment in Egypt
- Student Recruitment Challenges.
- Closing

Introduction

Sahar Khamis, Head of Education, Egypt, MENA



Country Profile

Egypt is the largest country in MENA in terms of population

Total Population Population: 100 million

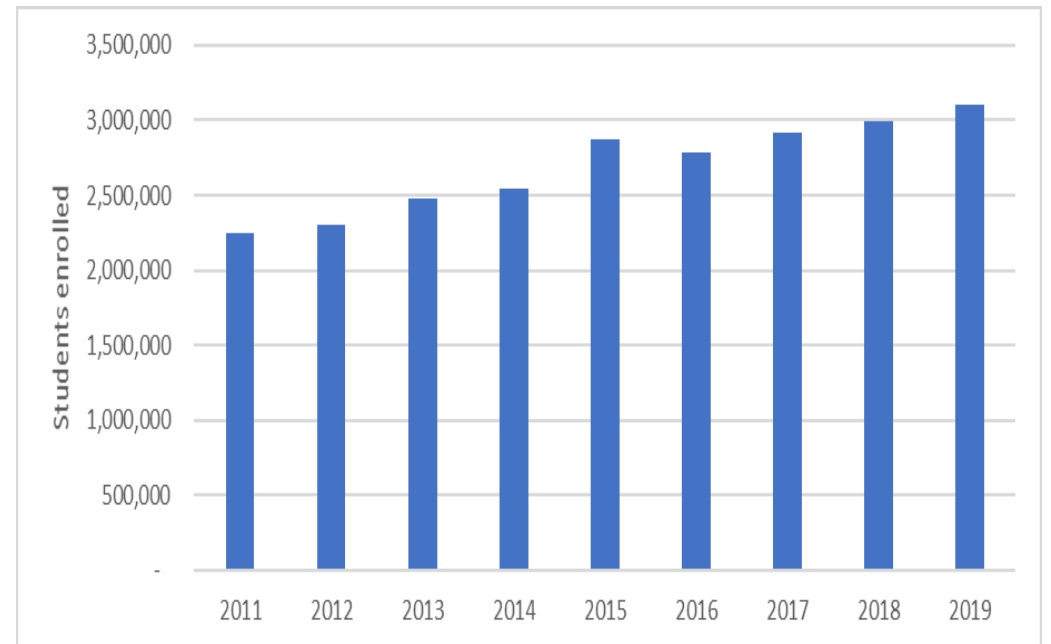
Egypt is the third largest economy in the Arab world

Government investment in education in 2018-19 is EGP 108 billion to pre-university education, and EGP 51 billion to higher education.

Egypt`s Higher Education Overview

- Egypt has the largest education system in the MENA. Enrolment in tertiary level education has increased from 2.2m in 2011 to 3.1m in 2019 and expects enrolment to reach 4.2m by 2030.
- In 1992, Law 101 opened the door to private universities - in addition to the long-established American University in Cairo (AUC). Currently, the ministry lists 27 public universities, 23 private universities.

Enrolment in tertiary education



Higher Education Policy

In 2016, Egypt launched a higher education and scientific research strategy to 2030 promoting science, technology and innovation within higher education institutions and research centers, and to produce industry and market-ready graduates. The strategy is part of the Sustainable Development Strategy: 'Egypt Vision 2030' which includes the following targets for higher education and training:

- Higher education enrolment rate (18-22 years old) to increase from 35 percent in 2020 to 45 percent by 2030.
- To increase the percentage of international students studying in Egyptian Universities from 3 percent in 2020 to 6 percent by 2030.
- Reduce graduate unemployment (currently estimated at 31 percent).

Regulations relating to the establishment of private universities and IBCs

- Law on regulation of private universities (Law no. 101 of 1992)
- Law on regulation of private and national (non-profit) universities (Law no. 12 of 2009)
- Law on establishment and regulation of branches of foreign universities and university institutions in Egypt (Law no. 162 of 2018)

TNE Landscape in Egypt

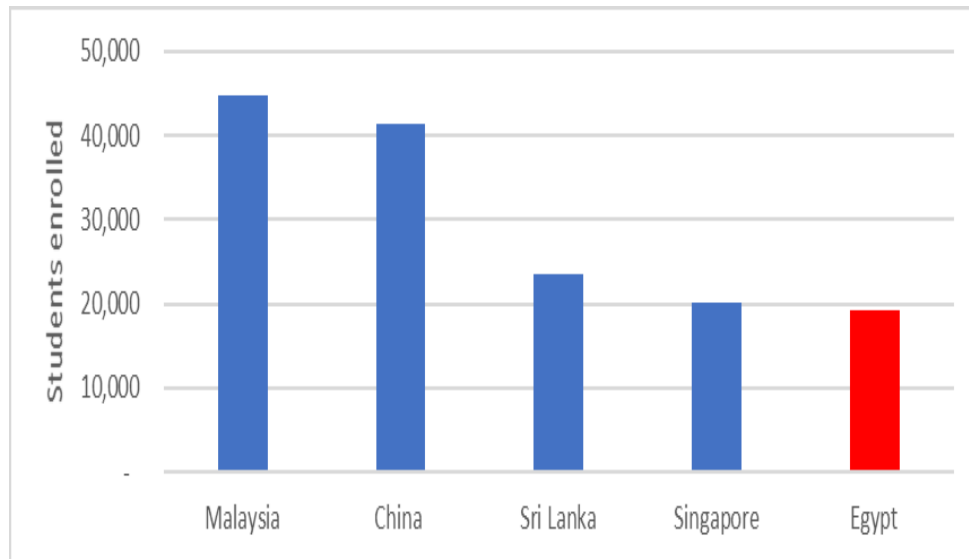
Foreign universities in Egypt have been established under the following laws and initiatives:

1. Bilateral governmental agreements, which provided for the establishment of institutions such as the American University in Cairo and the Egypt-Japan University of Science and Technology.
2. The 1992 Private Universities Law resulted in the establishment of institutions such as the Germany University in Cairo and the British University in Egypt.
- 3- The 2009 (non-profit) Private Universities law resulted in franchising and validation arrangement between foreign and local Egyptian institutions. UK universities active in Egypt under this law include Greenwich University, London South Bank University and Bedfordshire University.
4. The 2018 IBC law has resulted in the following activity so far:
 - Construction of four government funded campus
 - Collaborative partnerships between foreign and local universities.
 - International branch campuses have been established

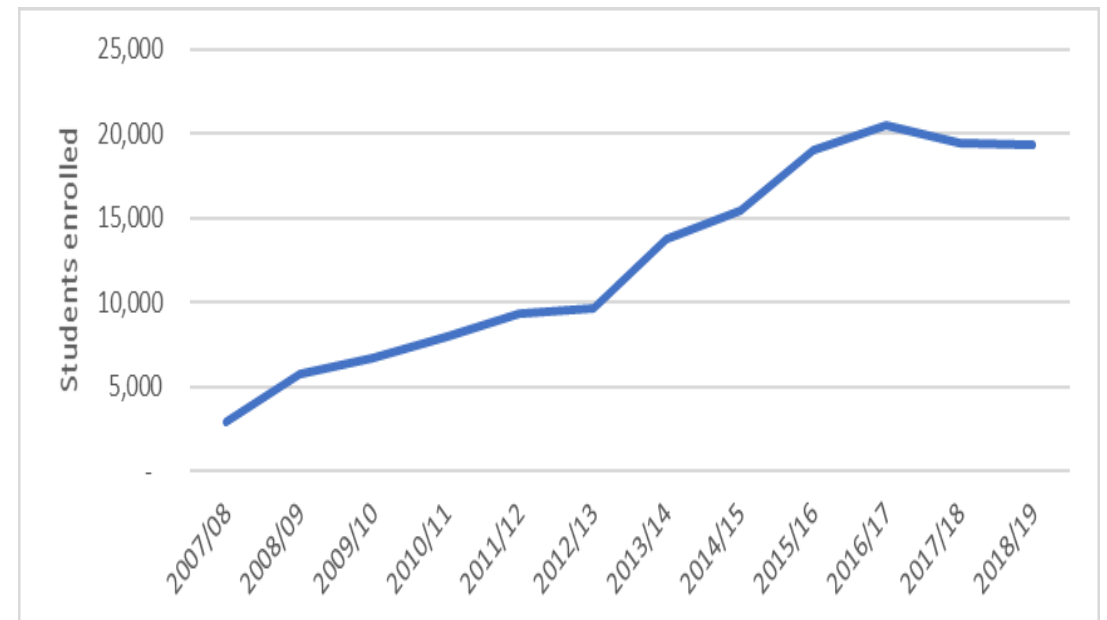
UK Enrolment Trends

In 2018/19, Egypt was the UK's fifth largest TNE market and has likely overtaken Singapore since then based on current trends.

UK's top 5 host countries for TNE, 2018/19



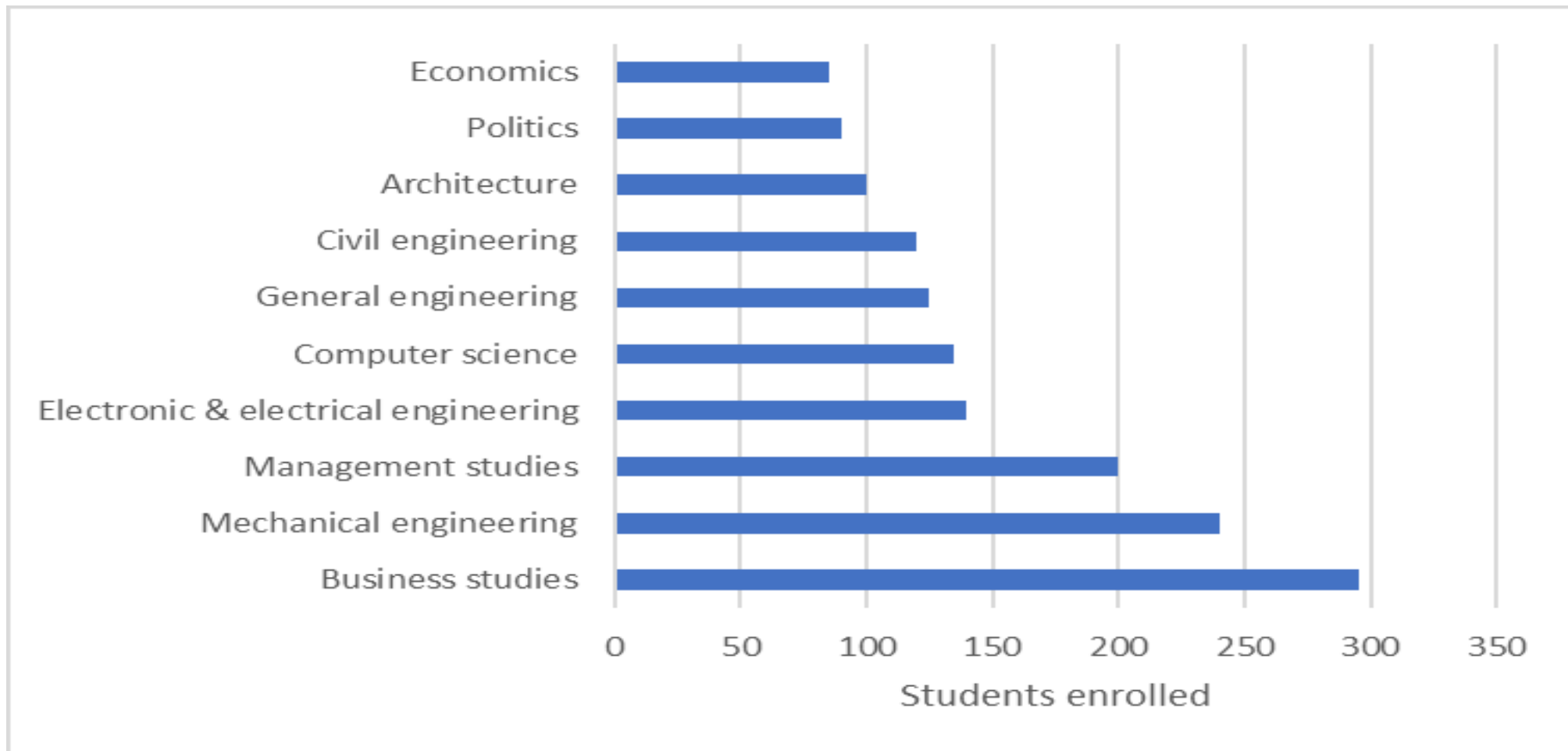
Total UK TNE enrolment in Egypt



Who are the prospective PG students?

- Recent graduates from private universities and public university based on the availability of funding and scholarships.
- TNE Programme Graduates . As Egypt is one of the largest TNE providers in MENA, more than 20,000 students studying UK qualifications in Egypt.
- Business & administrative studies, Engineering & technology and Subjects allied to medicine are the main potential areas in the market.
- Egyptians likely to study in the UK as it is a close destination compared US, Canada, and Australia.
- UK is the fifth destination for the Egyptian students studying abroad (after USA, France, Germany and Canada).

Top 10 HE Subjects Studied by Egyptian Students in the UK, 2018/19



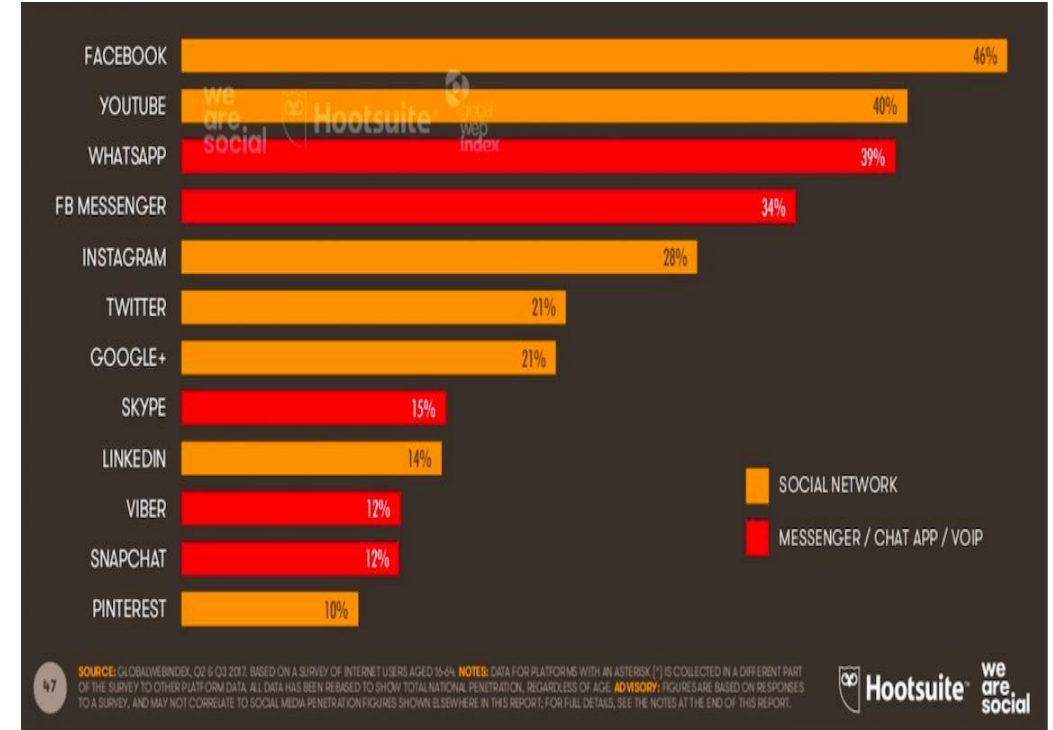
Scholarship Opportunities

- **Newton Mosharafa Fund** (40-50 annually) in partnership with Egyptian Government for Phds
- **Chevening** (40 annually) Masters Degrees
- BP
- **GREAT** Scholarship (newly introduced/8 annually)
- **Governmental Missions Programme** for 250-300 full Phds annually



Channels to Reach Prospective Students

- Social media is the most effective tool to reach targeted students
- Study UK Website .



Most active social media platforms in Egypt

Local Marketing Ecosystem

- Egypt on track to become “breakout nation,” says Morgan Stanley: Egypt’s reform programme, including the currency float and successive rounds of subsidy cuts, coupled with government investment in infrastructure and energy projects, have put Egypt “on track to become a breakout nation,” Morgan Stanley’s head of EMs and Chief Global Strategist Ruchir Sharma said in a report.
- At a time when a secular slowdown in the global economy is lowering the definition of rapid growth... any country at Egypt’s stage of development, with an average income under USD 5k, is doing well if it is growing faster than 5%. And we think Egypt is on track to grow as fast as 6% in coming years.”



Market Information

- EU grants €30m for expanding access to education in Egypt, EU's contribution to programme will help establish 1,200 community schools in “disadvantaged” Egyptian governorates (*Source: Daily News Egypt*)
- In 2015, public expenditure on education was US\$12.2 billion increasing by six per cent compared to the previous year.
- Currently in UK studying at PG level according to HESA 2018/19, we have 1375 students.
- TIER 4 visas between July2019 and June 2020 has increased by 8% reaching approximately 2000 since last year. Visa issue rate is 99%.

Student Recruitment Challenges

- Governmental funding problems
- Aggressive marketing from universities in USA, Canada, Australia and Germany
- Academic standards are relatively weak in public schools
- High cost for UK universities tuition fees comparing to other European/Scandinavian countries and to the average Egyptian income.
- USAID offering 700 scholarships in next 10 years.
- USAID is investing more than \$90m in HE for the next 3 years



Opportunities

- Increase in private universities tuition fees makes students consider studying abroad, if it equivalent to studying in country
- Key influencers: career guidance counsellors in international schools.
- Contacting Egyptian Educational Bureau in the UK to negotiate deals to channel PGs to different UK institutions

Closing

- British Council has a large database for international students, which we can use in DMS campaigns through social media or SMS campaigns.
- One to one session is an option
- **Sahar Khamis, Head of Education**
Sahar.Khamis@britishcouncil.org.eg

Goodbye

Thank you for your time

British Council G20+

Saudi Arabia

6 October 2020

Rizwan Safdar | Education project Manager

Agenda

- **Market Insights**
- **Outward Mobility of Saudi Students**
- **Analysis of Saudi Students in the UK**
- **Postgraduate market in Saudi**
- **Channels to reach them**
- **The Saudi Scholarship Programme**
- **Marketing opportunities for UK HEIs**
- **IELTS & UKVI Update**
- **New Graduate Route**
- **Marketing Activities**
- **1-2-1 Consultations**

Market Insights

Education in Saudi Arabia – Quick Facts

Population

34.2 Million (2020, General Authority of Statistics, KSA)

Languages of Instruction

Arabic in Schools, Arabic and English in Higher Education

Compulsory Education

Completion of Grade 9

Academic Year

September - June



Market Size and Indicators

- **The Ministry of Education** is the ministry responsible for general education at all levels, from kindergarten to higher education.
- There is a total number of 1.8 million secondary school students, out of which 210,000 high school students enrolled at a private secondary school in Saudi Arabia FTY 2019 and this number is expected to grow by 15 % by the year of 2025

Population by Education	
Pre-primary (3-5)	1,802,023
Primary (6-11)	3,366,594
Secondary (12-17)	2,826,033
Tertiary (18-22)	2,381,678

Market Size and Indicators

- There are a total of 30,625 schools in Saudi Arabia, out of which 26,248 (86%) are public and 4,377 (14%) are private.
- **HEIs** in Saudi Arabia has grown tremendously in recent years, as the number of universities has reached about 30 public universities, 14 private universities, numerous colleges, and 25 private institutes.
- This growth has recently helped boost overall tertiary enrollments from 1.36 million in 2013 to in 1.62 million in 2018

Spending on education Sector

- The second largest governmental spending in Saudi Arabia goes for education. Saudi Arabia spends 8.8 % of its gross domestic product on education compared with the global average of 4.6%
- The sector continues to receive the largest share of the annual budget expenditure, which stands at 17.5 percent in 2019
- The government recently allocated SR193 billion from the Kingdom's budget for the education sector due to its important role in meeting the objectives of Saudi Vision 2030.

Vision 2030 and Education

- Vision 2030 was launched in 2016 by Crown Prince Muhammad Bin Salman
- Saudi Vision 2030, intends to internationalize the Saudi economy, boost foreign investment, privatize state-owned assets, create private sector jobs
- Education remains at the forefront of Vision 2030 and is set to be a key priority on the agenda of the G20 Summit which will be hosted by Saudi Arabia in 2020.



COVID-19 Economic impacts

- The Saudi government's revenues will suffer from the low oil prices and reduced religious tourism due to COVID outbreak.
- Saudi Arabia will cut some allocations for Vision 2030, with a total cost of SAR100 billion (US\$26.6 billion).
- The VAT rate is increased to from 5% to 15% effective 1 July 2020.
- It is not yet clear what impact this will have on education sector expenditure and scholarship programs going forward

Outward Mobility of Saudi Students

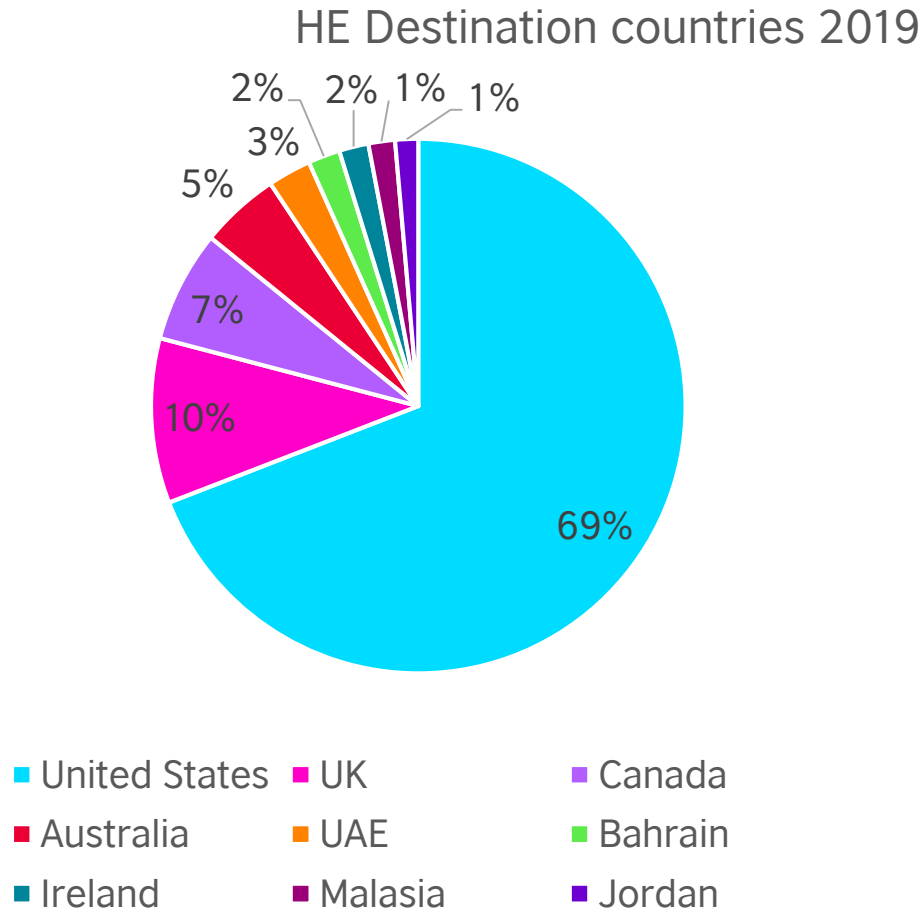
Outward Student Mobility from Saudi Arabia – Overview

- Saudi Arabia was the world's fifth-largest country of origin for those studying abroad and is by far the Middle East's leading student sender.
- Saudi Arabia is among the 10 biggest sending countries of international degree-seeking students worldwide.

Key Indicators	
Total number of mobile students abroad	84,310
(% of total mobile students)	1.6
Outbound mobility ratio	5.0
Gross outbound enrolment ratio	3.5

Source: UNESCO

Saudi Students studying Overseas



Breakdown by Destination Country

- Total – 84,310
- USA – 54,709
- UK – 9,430
- Canada – 5,349
- Australia – 3,808
- UAE – 1,983
- Others – 9031

Saudi Students studying Overseas

Breakdown by Study Level

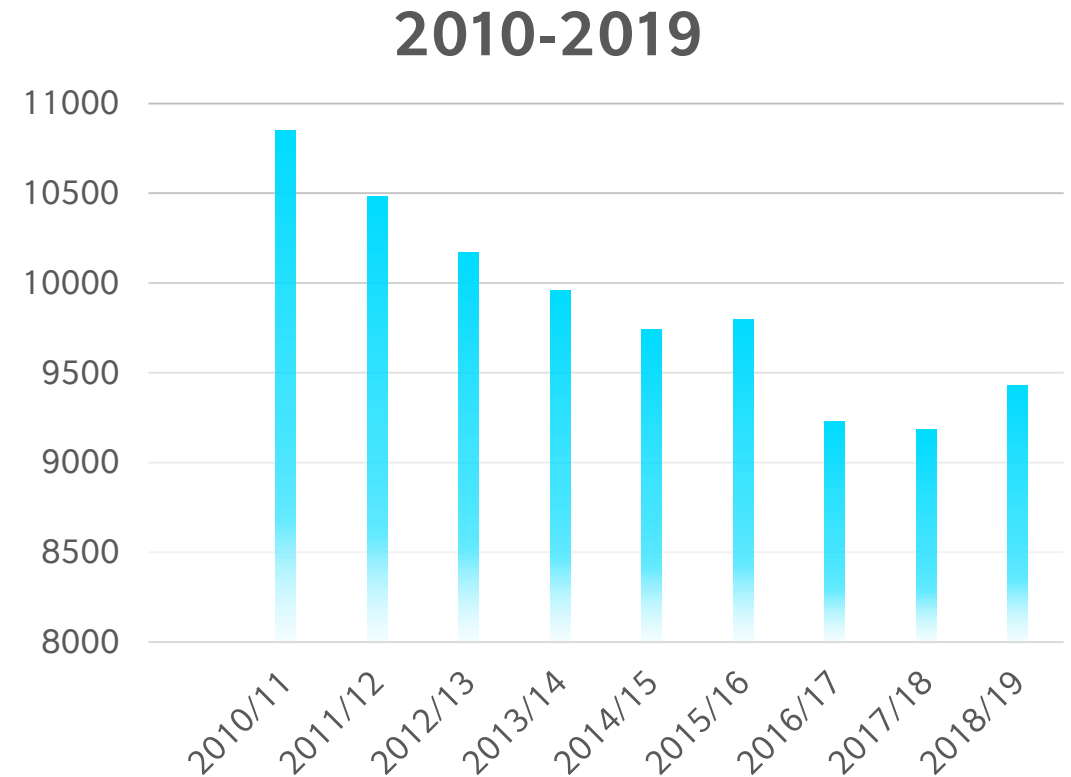
- Bachelor degree – 45,583
- Master degree – 17,220
- PhD – 11,832
- Fellowship – 2593
- Diploma – 2075
- Training – 1817
- Private education – 1606

Breakdown by Field of Study

- Business Admin/Commerce – 21%
- Engineering/ Industrial engineering
- Medicine & Health services – 20%
- Other fields – 13%
- Humanities – 12%
- Life Sciences – 7%
- Computer Science/I.T – 6%

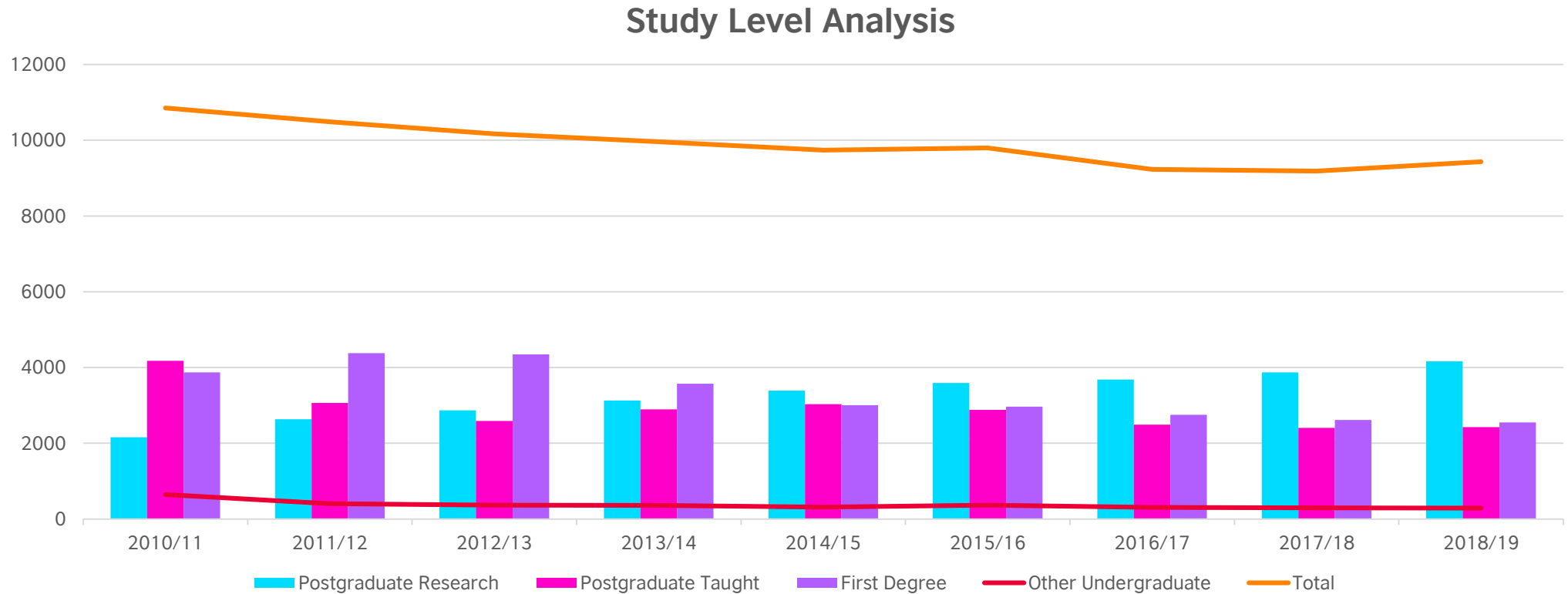
Saudi Students studying in the UK

- The UK is the second most popular international study destination for students from the Saudi Arabia, particularly at the postgraduate level.
- Saudi Student enrolments in the UK have been consistent since 2016 with a rise in PG, despite the Saudi scholarship program's shrinkage.
- The scaling back of the KASP in 2016 caused a significant decrease in Saudi student enrollments in the world, mainly affecting the US.



Breakdown by Study Level in the UK

Postgraduate (taught & Research) enrolments in the UK have shown a consistent increase since 2010



Breakdown by Field of Study in the UK & Popular PG courses

- Computer Science/I.T
- Business/Management/Commerce
- Engineering (Mechanical, electrical, chemical, civil)
- Medicine, Dentistry & Health
- Pharmacy
- Life Sciences
- Arts & Humanities
- Growing interest in STEM subjects, allied health and tourism
- Traditional subjects e.g. medicine, engineering, business administration and management still favoured by Saudi students overseas
- Growing interest in cyber security and AI

Outward Student Mobility– Challenges

- Saudi Arabia is investing considerable resources into its domestic education infrastructure, particularly at the post-secondary level, which may encourage more Saudis to study domestically
- Forecasts from the government organization also indicate the decline of Saudi students studying in the world is expected to continue to decrease, mainly affecting the US enrollments at the UG level
- Any shrinkage of scholarship programs from 2020 onwards would also decrease opportunities
- In recent years, there has been a shift in the market “from mass to quality”

Postgraduate market in Saudi

- Saudi students are choosing to study abroad in more significant numbers specifically at PG Level. The primary assumption is that they anticipate economic rewards through enhanced job prospects when they return.
- With the decline in scholarship numbers in the last few years, there has been a shift in the market with increased self-funding students, UK is popular choice for self-funding students
- Another segment in the Saudi market is Expats living in Saudi Arabia, most of whom self-fund their programs abroad. Interest in studying in the UK is on the rise following the post-study work announcement.

Postgraduate market in Saudi

- **The UK remains a popular study destination for Saudis given its;**
 - Cost-effectiveness
 - length of courses
 - Safety and Well-being
 - Choice of top-ranking universities
 - Relative geographical proximity
 - Flexible entry requirement at PG level



Channels to reach them

- Oversees study influencers
- British Council certified agents
- Oversees Agents network
- Word of mouth (Recommendations highly valued in Saudi society).
- Social media plays a considerable role in promoting studies overseas
- Saudi-UK Alumni network : events and activities
- Parents, family and friends
- Digital marketing – newsletter and e-shots
- British Council & Study UK Website

Social Media in Saudi Arabia

- In- terms of Social media platforms overall, the channels is contributing in more than 35% from the total acquisition model, whereby Twitter followed by snap chat, you tube, and Instagram are the highest channels in terms of new users' acquisition.
- Saudi Arabia is now the largest user of YouTube per capita in the entire world.
- Facebook is the third most visited website in the country.
- It probably goes without saying but social media content that resonates with the Saudis the most is in the Arabic language.

The Saudi Scholarship Programme

The Saudi Scholarship Program

- The most noteworthy aspect of Saudi university students' outward mobility has been the custodian of the Two Holy Mosques Scholarship Program—the largest national scholarship program worldwide.
- The scholarship Program for the year 2021 is opening soon, and official announcement is expected in Sept/OCT.
- The emergence of a new wave of scholarship programs in the Kingdom
- Some of the scholarship activity is directly tied to Saudi Arabia's enormous planned-city development, Neom.

The Saudi Scholarship Program

Scholarship program tracks:

- Your Job and Your Scholarships
- Health scholarships
- Elite scholarships
- MISK fellowships
- Mawhiba scholarships
- International scholarships
- Enrollment of self-funded students into select scholarship program

New Scholarship Schemes

- Ministry of Culture
- Ministry of Tourism
- Ministry of Health

Marketing opportunities for UK HEIs

- The British council Saudi reaches over 7 million prospects annually through out the incentive awareness and conversion campaigns that run throughout the year
- the British council Saudi is looking into launching a couple of initiatives in cooperation with the UK HEIs that would contribute to increase the enrollments in 2021
- The approach would be plugging in “added values” based campaigns ” that can be Offered by the UK universities will be sent out in Feb/ March 2021
- Direct Marketing Activities

IELTS and UKVI Update

- IELTS test is now available across the UAE
- Results for computer delivered IELTS are now released in 3-5 days instead on earlier 5-7 days. Fast-tracking of IELTS results can help students meet application deadlines
- The British Council is offering a range of free online courses, live sessions, counselling services and much more to support test takers in preparing for
- Between July 2019 to June 2020, just under 7,500 Tier 4 student visas were granted to Saudi nationals. 98% of all Tier 4 student visa applications from Saudi nationals were granted. 99% of all visa applications were processed within 15 working days.

New Graduate Route

From summer 2021, international students who have successfully completed an undergraduate or master's degree will be able to benefit from two years' work experience in the UK upon graduation, through the new Graduate Route. (3 years for students who complete their PhD)

This is available to all new students (and students already in the system who are due to graduate next summer), and even if the student starts the course online/distance, they would still be eligible for this visa providing they are physically in the UK by April 2021.

1-2-1 Consultations

- Bookable after this session
- Main objectives for HEI recruitment teams during 1-2-1 meetings include:
- Recruitment advice from IES British Council staff
- Advise on who the prospective post graduate students are in the Saudi
- Insights on scholarships, policy, employment trends and skills gaps in Saudi

Thank you

For more information, please contact Rizwan Safdar, Education Project manager, Saudi Arabia
(Rizwan.Safdar@sa.britishcouncil.org)

British Council G20+

United Arab Emirates

Dina Kanan

IES Manager

6 October 2020

Agenda

Some background

PG graduate market in the UAE

Who are the prospective PG students?

Online Programmes

Channels to reach them

IELTS

UKVI Update

New Graduate Route

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Direct Marketing Activities

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Some background

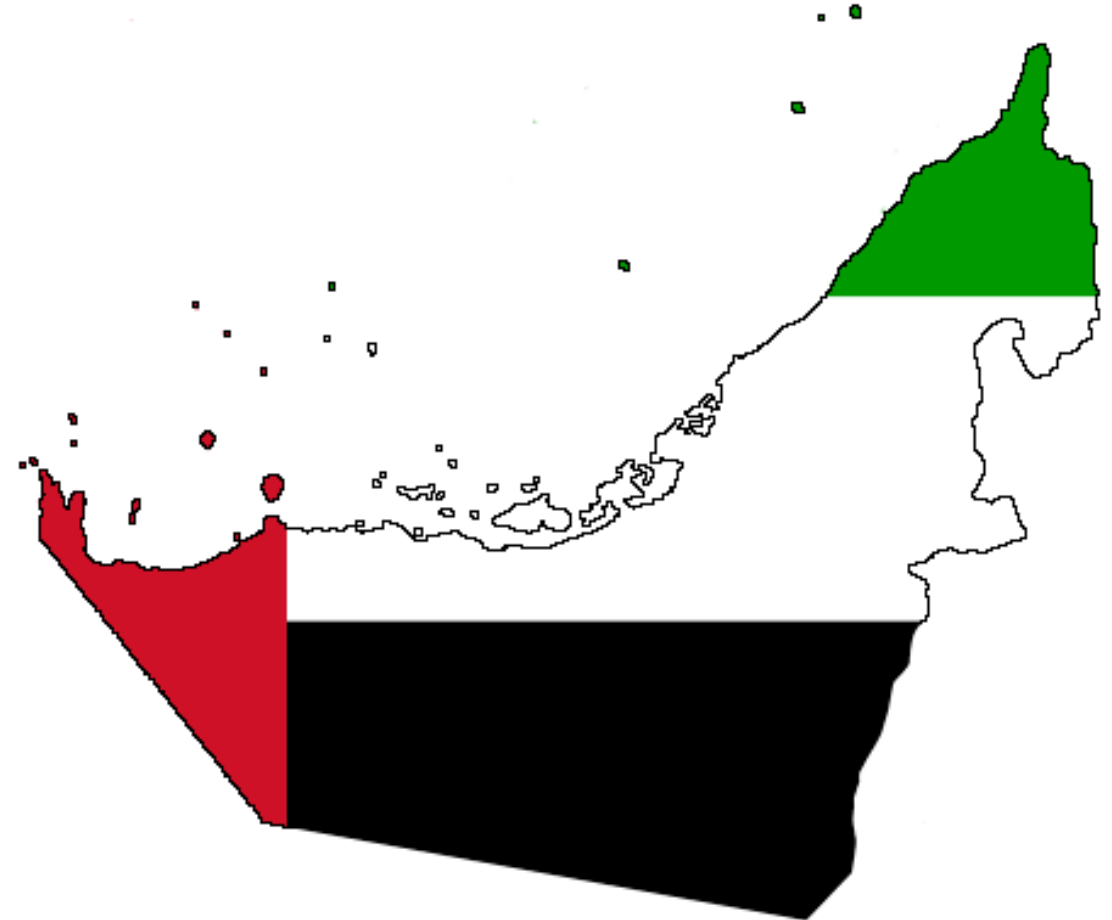
Federation of 7 Emirates, unified in 1971

Population of 9.3 million

Languages: Arabic (official), English, Farsi, Hindi, Urdu

“Liberal” Islamic state

Member of: UN, World Trade Organization, Arab League and GCC.



Annual national spending on education in the UAE

Second highest spenders on a child's education globally – average spend for one child from primary school to undergraduate level is £75,500.

Nearly all (93 per cent) of those polled are considering a university education for their child, and 90 per cent pondering postgraduate studies.

Of those that would consider a university education abroad, just under half would choose the UK, with the US and Australia the second and third choices respectively.

Who pays for Education

UAE Nationals:

Fee Waivers available for Federal HE (UAE and Zayed Universities, HCTs, some semi-private)

Scholarships for international HE – based on merit rather than need

Expatriates:

Self –funded – a recent study reported that one in five expatriate households spend more than 30 per cent of their income on education.

Post-graduate Choices for UAE Nationals

Higher College of Technology (No Fees)

Federal University: UAE University or Zayed University (No Fees)

Private Universities

Overseas Branch Campus

Overseas Study (with or without scholarship)

Scholarship schemes in the UAE

Abu Dhabi Investment Authority

Abu Dhabi National Oil Company

Abu Dhabi Police

Department of Education and Knowledge

Dubai Police

HH Sheikh Hamdan bin Mohammed Scholarship for Veterinary Medicine

Ministry of Education

Ministry of Presidential Affairs

Mohammed bin Zayed Grant

Sheikh Saqr Student Enrichment Program

UAE G.H.Q Armed Forces

Dubai – a hub for education

Dubai – home to the highest number of international branch campuses in the world: 26000 students

67% of IBC students already resident in UAE

30.7% students are pursuing post graduate degree

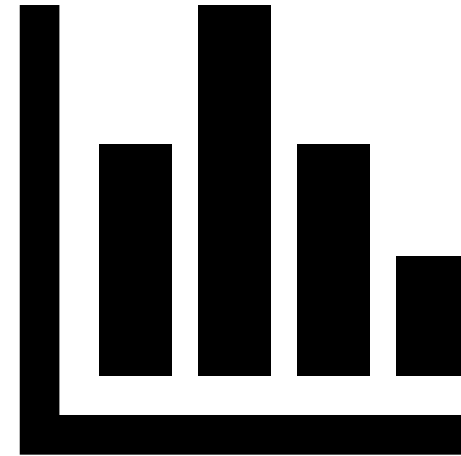
HESA Stats

Increase from 4705 to 5350

1675 are post-graduate students

30% are UAE Nationals

Business and Administrative studies:
560 (most popular choice) followed
by Engineering and Technology and
Social Studies



PG graduate market in the UAE

Top 5 'in-demand' job roles in the UAE

Management accountants

CFOs

Risk managers

Heads of digital / digital transformation

Artificial intelligence (AI) developers

Key markets in the UAE

Scholarship providers in the UAE are not looking for the old-fashioned idea of a student having a bachelor's, master's and PhD in the same subject

They are looking for agile and progressive students that can wear many hats

Business and Engineering remain top choices with market demand in Artificial Intelligence

Why the UK?

Get the skills employers want

High standard of education

Health and Safety

Location

One –year post graduate degrees

Who are the perspective PG students

Recent graduates from local universities and IBCs

Recent graduates from UK and other overseas universities mainly the US

Most students prefer to study on campus (One –year post graduate degrees)

Europe is number one choice – geographical closeness to the UAE

Only a few opt for part-time while working a full-time job

Online programmes still not in high demand because of Ministry of Education recognition and accreditation.

Labour market trends and demands include business, digital and artificial intelligence

Online Programmes

The Ministry believes in the importance of coping with the global changes – especially in the higher education field.

The Ministry has issued the Online Learning Certificates Equivalency Regulation; this regulation helps in providing the students with new opportunities to learn from various fields without making the limits of time or place an impediment to the achievement of their dreams.

Channels to reach them

Social media: Facebook, Instagram and Twitter

British Council UAE website

Study UK website

Digital marketing – newsletter and e-shots

British Council trained agents and high school counsellors

UK UAE Alumni network : events and LinkedIn network

Parents, family and friends : personal feedback and experiences in the UK

IELTS

IELTS test is now available across the UAE

<https://www.britishcouncil.ae/en/exam/ielts/book-test>

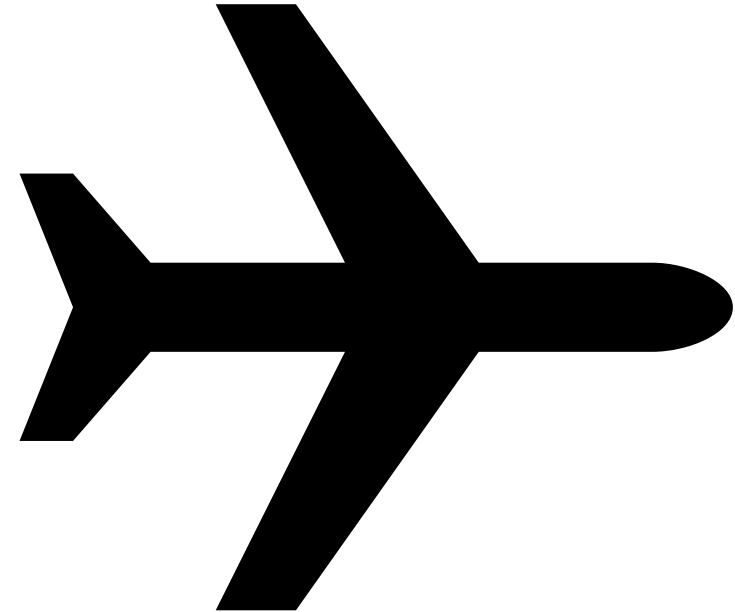
Results for computer delivered IELTS are now released in 3-5 days instead on earlier 5-7 days. Fast-tracking of IELTS results can help students meet application deadlines

The British Council is offering a range of free online courses, live sessions, counselling services and much more to support test takers in preparing for IELTS <https://www.britishcouncil.ae/en/exam/ielts/prepare>

UKVI Update

In the year ending June 2020, just under 900 Tier 4 student visas were granted to Emirati nationals. 98% of all Tier 4 student visa applications from Emiratis were granted. 99% of all visa applications were processed within 15 working days.

Source: UK Visas and Immigration , June 2020



New Graduate Route

From summer 2021, international students who have successfully completed an undergraduate or master's degree will be able to benefit from two years' work experience in the UK upon graduation, through the new Graduate Route. (3 years for students who complete their PhD)

This is available to all new students (and students already in the system who are due to graduate next summer), and even if the student starts the course online/distance, they would still be eligible for this visa providing they are physically in the UK by April 2021.

1-2-1 Consultations

Bookable after this session

Main objectives for HEI recruitment teams during 1-2-1 meetings include:

Recruitment advice from IES British Council staff

Advise on who the prospective post graduate students are in the UAE

Insights on scholarships, policy, employment trends and skills gaps in UAE

Direct Marketing Activities

Launch with programme

E-shot and Facebook regional packages –activity carried out by central team

To run November 2020

Two main price points according to reach

Contact Details

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