

Postgraduate market

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# Wider Europe region

7 October 2020

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# Introductions

**Richard Everitt**

**Regional Director, Education and Society**

**Nilgün Yalçın Felchner**

**Regional International Education Services Lead**

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# Agenda

 Education market situation

 Scholarships & Partnerships

 Your focus

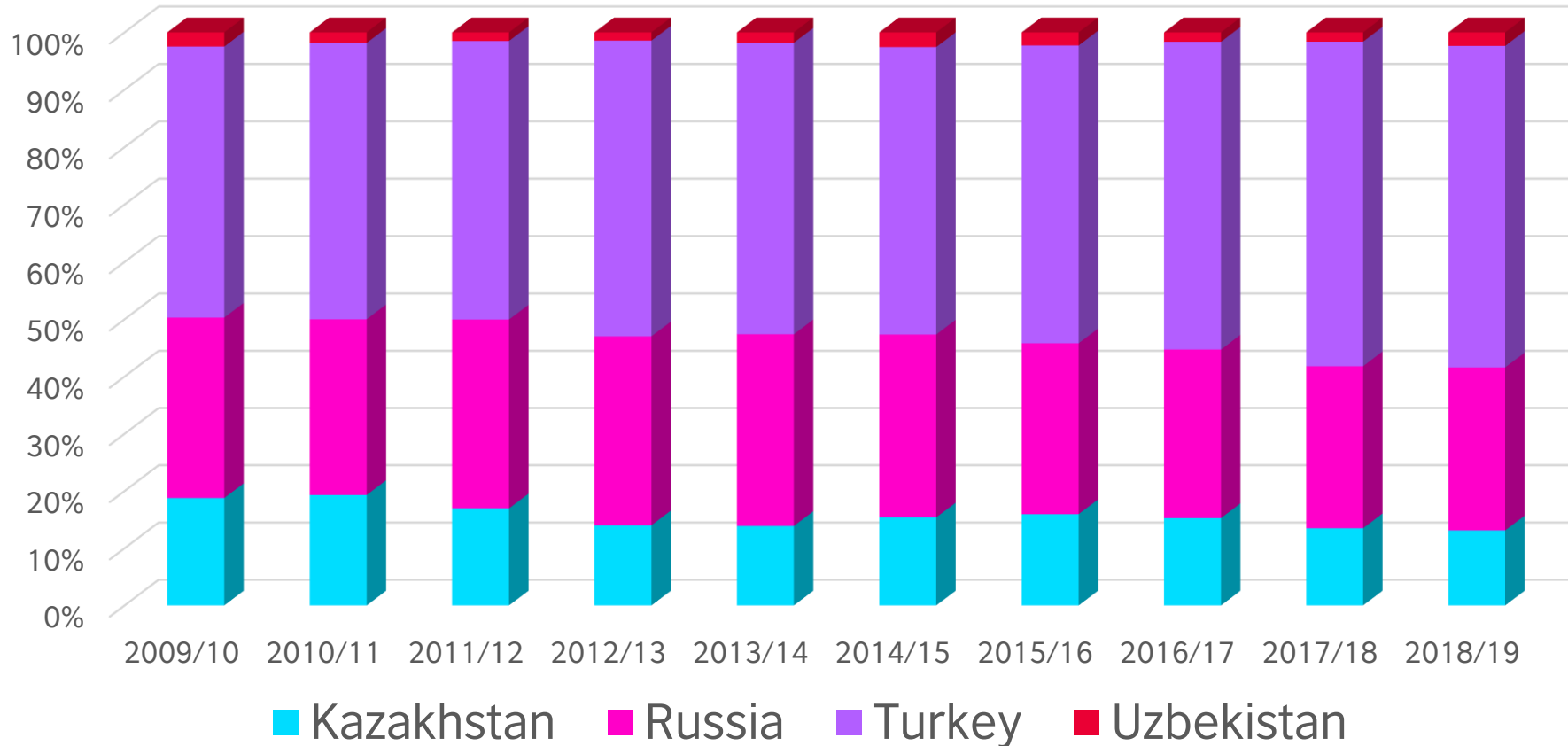
 Our teams' advice

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# Market highlights

- **UK position:** well placed with Education Reform
- **Competition dynamics:** shift from US to UK and Canada
- **TNE opportunities:** local providers moving into online and hybrid delivery of education
- **Loyalty:** Plans to study in the UK remain. Only 10% C-19 deferral rate
- **Digital marketing:** double audience reach

# Key markets



- **Total: 4.500 PG students/year to the UK.**
- **Total: 50.000 PG students last decade.**

# Scholarships – over 2,500 every year

Chevening Scholarships

WE Region:  
70/year

Ministry of National Education  
Scholarship

Turkey:  
1000/year

Bolashak Presidential Scholarship

Kazakhstan:  
550/year

El-Yurt Umidi Presidential Scholarship

Uzbekistan:  
1000/year

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# Focus points

Graduate  
Route

Scholarships

Graduate  
outcomes

Covid-19:  
wellbeing

Turkey postgraduate market

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# Wider Europe / Turkey

7 October 2020



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# Meet the team

**Nilgün Yalcin Felchner**

**Regional International Education  
Services Lead**

**Semra Yalcin Dogan**

**Education Services Manager**

## Agenda

- **Market highlights**
- **Labour market trends**
- **PG subject trends**
- **Scholarships**
- **How to reach students?**
- **Opportunities**

# Market highlights

- The world's 18<sup>th</sup> largest economy
- 50% are between the age of 25-29
- Covid-19: online and hybrid education
- 400K out of 8m PG students in Turkey
- 2/3 study PG in the UK (HESA:4,130)
- Studying abroad is still a trend



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# Market highlights

- **Poor quality of teaching**
- **Brain drain**
- **Unemployment rate: 13.4%**
- **Devaluation of undergraduate degree and Master's degree has become industry standard**
- **Increase in earning potential**
- **Need to upskill/reskill**
- **Popular job areas:** engineering, computer science, robotics
- **Future's popular jobs:** engineering, informatics, data analyst, renewable energy, cyber security, robotics, nano technology

# Labour market trends

## Graduates of universities finding jobs easiest

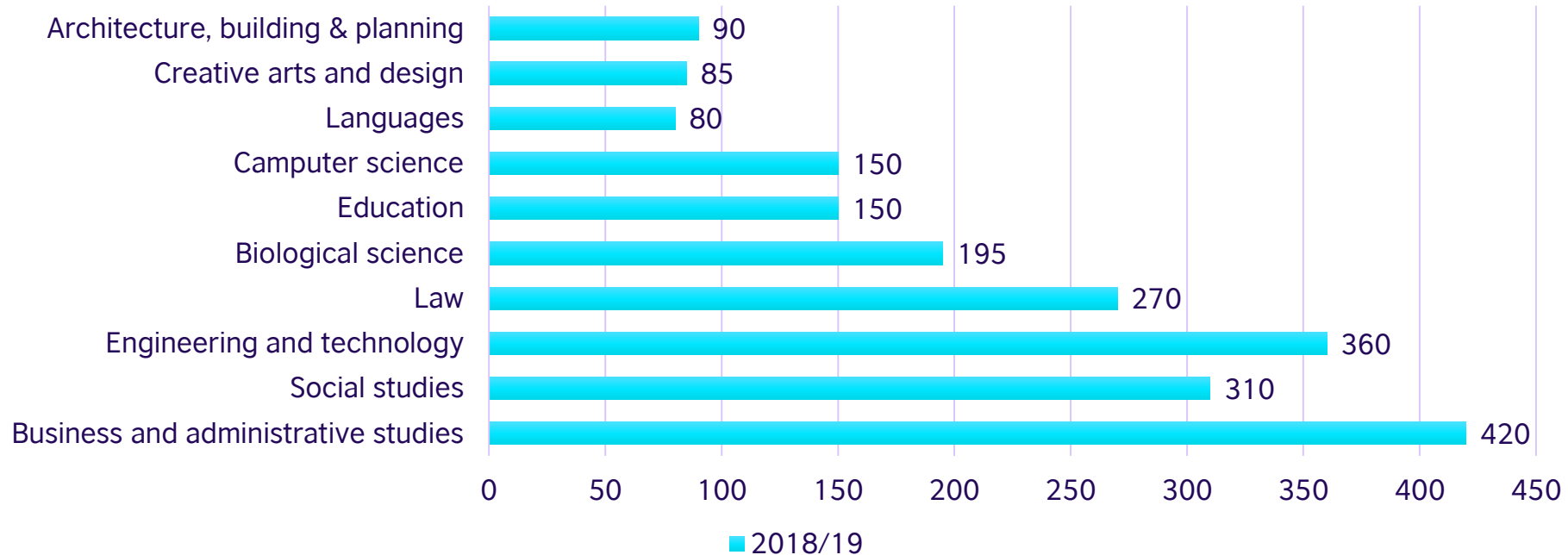
University	Employer index
Galatasaray University	88,3
Sabancı University	86,5
Koç University	80,7
Boğaziçi University	79,8
İstanbul Teknik University (İTÜ)	76,9
Yıldız Teknik University (YTÜ)	68,9
Özyeğin University	62,9
Orta Doğu Teknik University (ODTÜ)	61,5
Gebze Teknik University	61,3
Türk-Alman University	60,0

## Subject areas finding jobs easiest

University	Employer index
Business Administration (German)	74,3
Business Informatics	64,9
Economics and Management	64,5
Control and Automation Engineering	63,4
Engineering Industrial Systems	59,7
Computer Engineering	59,6
Communications	59,1
Industrial Engineering	58,6
Business Administration (German)	74,3
Business Informatics	64,9

# PG subject trends

## PG subjects



# Scholarships

Ministry of  
National  
Education  
Scholarships

**~ 1,000 scholarships annually**

Applications ended in September

<http://yyegm.meb.gov.tr/www/2020-ylsy-basvurulari-baslamistir/icerik/487>

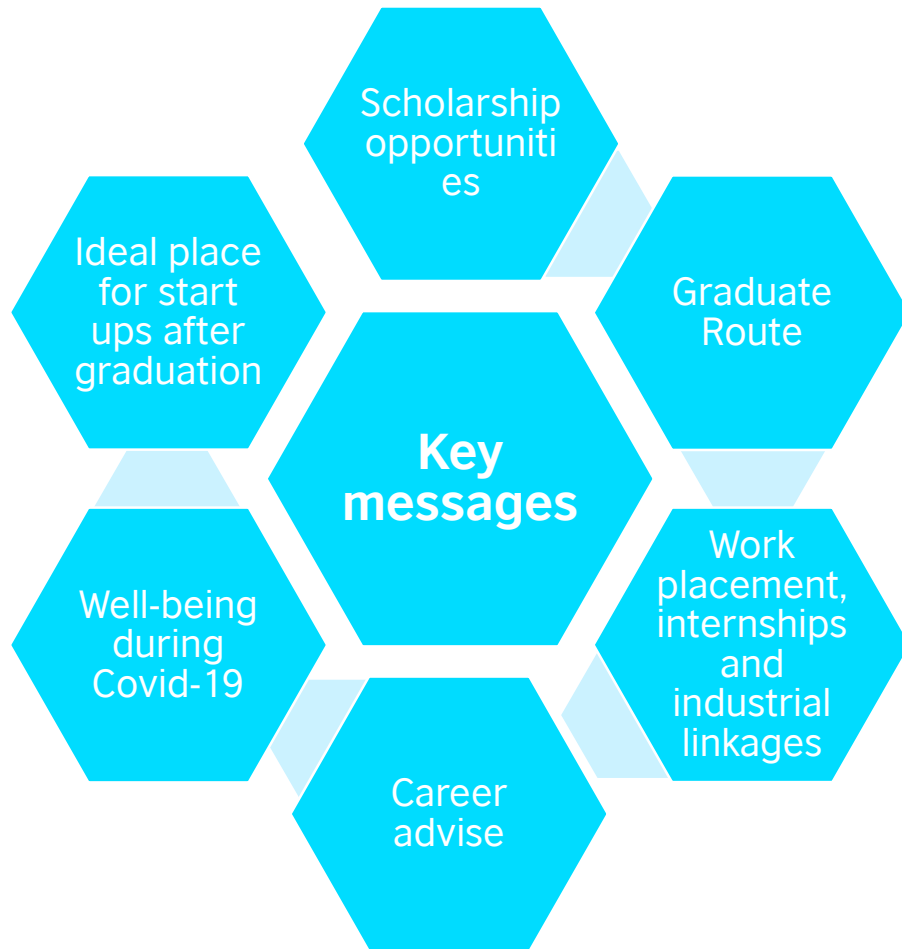
Chevening  
Scholarships

**~ 30 scholarships**

Applications end on 3 November

[www.chevening.org/scholarship/turkey](http://www.chevening.org/scholarship/turkey)

# How to reach students?



Word of mouth



Key influencers: friends, agents and students themselves



Social media and emailing



Google ads

# Opportunities

- Wider Europe Gateway to UK
- HE Digital campaign
- Thematic webinars
- Tester lectures
- Digital packages



# CONTACT

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**Education Services Manager**

**International Education Services**

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**M: +90 533 381 2885**

British Council G20+

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# Wider Europe/ Russia

7 October 2020

# Why to consider Russia for investment

- **One of top outbound mobility countries with 56K students abroad (UNESCO)**
- **UK is a top destination - 4,000 are studying on Tier 4**
- **80% of school-leavers would like to study abroad**
- **40% of 18-24 yo would like to live in another country**
- **Education - the best investment and the best-performing spending category till 2030**
- The rise in discretionary spending power among high-income population
- **UUKi** has called **Russia the hot spot** for recruitment (July 2020).
- Covid-19 also has **NOT** changed plans to study in the UK. Agents report 10% deferrals due to Covid.
- 100% of leading Russian agents surveyed expect the **increase of interest** in studying abroad for 2021/2022

# How many students are studying in the UK?

Level of study	Russia 2016/17	Russia 2017/18	Russia 2018/19	Total For 3 years
Postgraduate Research	390	385	385	1160
Postgraduate Taught	955	925	885	2770
First Degree	2655	2535	2215	7405
Other Undergraduate	160	205	180	550
<b>Total All levels of study</b>	<b>4165</b>	<b>4050</b>	<b>3665</b>	<b>11880</b>

- **50% per PG interest**
- **Main competitors are US, Germany and Czech Republic**

# Students by subject 2018/2019

UG + PG	Total
Mathematical sciences	375
Architecture, building & planning	375
Physical sciences	385
Mass communications	390
Historical and philosophical studies	410
Law	465
Computer science	545
Biological sciences	550
Languages	600
Engineering & technology	815
Creative arts & design	995
Social studies	1565
Business & administrative studies	3640

PG ONLY	Total
Architecture, building & planning	110
Mass communications	115
Historical and philosophical studies	130
Biological sciences	135
Mathematical sciences	155
Physical sciences	170
<b>Languages</b>	185
Computer science	190
<b>Education</b>	190
Law	220
Creative arts & design	225
Engineering & technology	310
Social studies	395
Business & administrative studies	1255

# Labour market trends and potential for studying abroad

## What stimulates education abroad?

- Skills gap & mismatch
- Demand for niche sectors and interdisciplinary programmes
- Start-ups
- Demand for high-quality labs
- Changing labour markets due to Gen Z
- Internationalisation of Gen Z
- “Brain drain”

## Newly emerging areas that will be in demand in future:

1. Medicine and genetic engineering
2. Synthetic biology, climate engineering and alternative energy sources
3. 3D printing and Nanotechnology and Robotics
4. IT, Big data, Data analysis and cyber security
5. Design and Virtual reality
6. Education & psychology in a new reality

# The important messages to communicate

- High-quality of teaching
- Industry-focus (real cases and academics are from the industry)
- Interdisciplinary subjects that don't have any analogues in Russia
- Modern labs and facilities and practical approach
- Internships in famous companies
- Opportunity to stay and find a job for 2 years after graduation
- Rankings and reputations
- One-year Masters

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

## Key cites with high potential for recruitment and population over 1 mln:

- Moscow
- St. Petersburg
- Novosibirsk
- Ekaterinburg
- Nizhniy Novgorod
- Kazan
- Krasnoyarsk
- Rostov-on-Don
- Samara
- Ufa
- Perm
- Krasnodar

# Channels to reach PG students

PG students mostly choose on their own

- Alumni and agents influence
- Social media and digital channels (Facebook and Instagram, Telegram and Vkontakte)
- Trusted online media
- Subject-specific and educational partners
- Information in Russian is appreciated
- October-November and February-March is the best time to recruit



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# International student mobility potential is growing

## Strategic education leadership programme:

- 150 Russian universities till 2024
- world rankings
- science indicators
- overseas students

## Opportunities for:

- academic exchange & joint research
- dual-degree programmes
- Students mobility and TNE
- Summer-schools mobility

# Next steps

- One-to-one appointments
- Digital opportunities (free and paid)
- Gateway to UK virtual fair
- Media promotion and meetings with students / partners / universities

## Contact details:

**Elizaveta Utolina**

**[Elizaveta.Utolina@britishcouncil.org](mailto:Elizaveta.Utolina@britishcouncil.org)**

Central Asia: Scholarships & Partnerships

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# Wider Europe/ Kazakhstan + Uzbekistan

8 October 2020

# Welcome to Central Asia!

## Kazakhstan:

Zhanaidar Duzgenbay, International  
Education Services Coordinator

## Uzbekistan:

Shukhrat Amanov, Education Projects  
Manager

 Education market situation

 Scholarships & Partnerships

 Your focus

 Our advice

# Current education market highlights

## Kazakhstan:

- Government restrictions
- Online mode of education
- Large flow of students to local HEIs
- Affordability of overseas education
- Health & safety



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# Scholarships & Partnerships

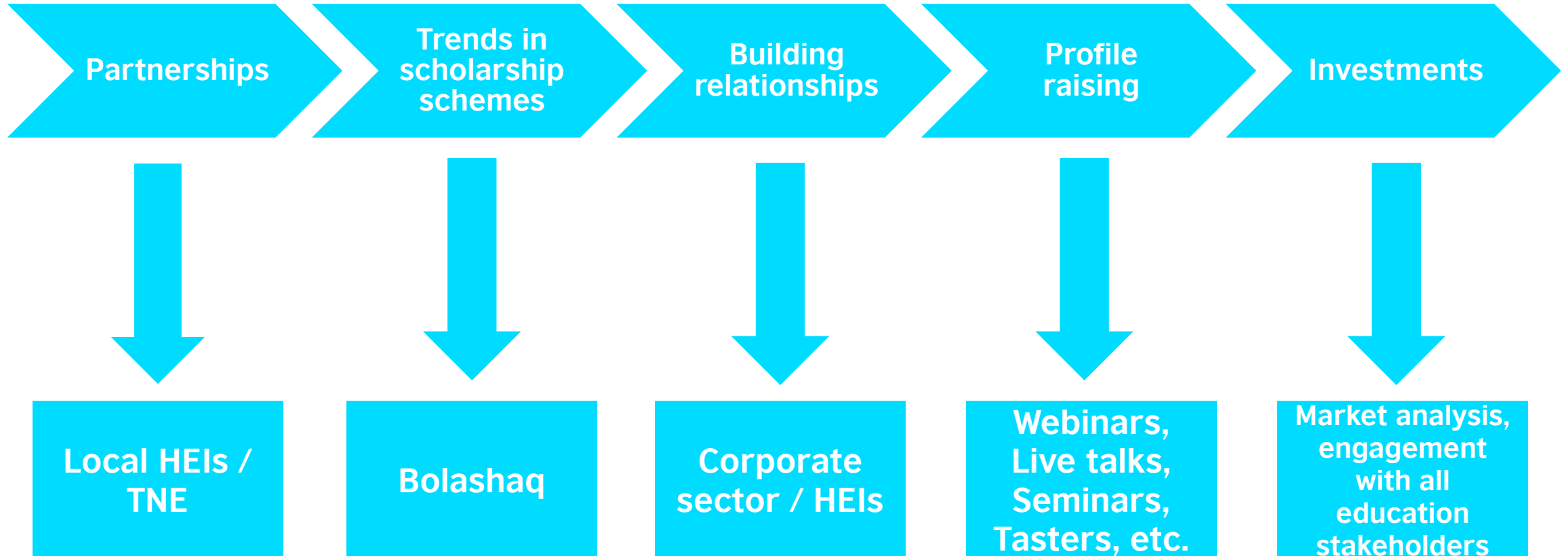
## Bolashaq Presidential Scholarship:

- PG study / Internships
- Annual 550 scholarships
- UK #1 destination
- Other possible ways of cooperation

## Partnerships:

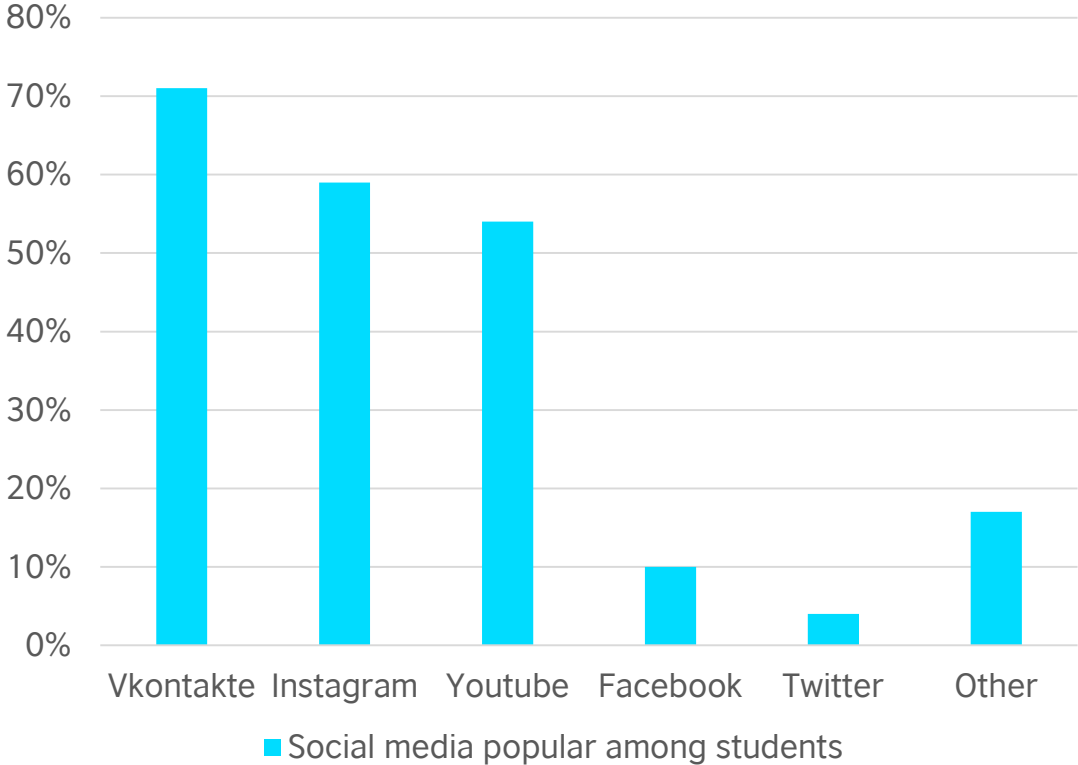
- Favourable local environment
- One of government priorities
- Existing partnership models
- Reach to middle-income students

# What you need to look out for and do?

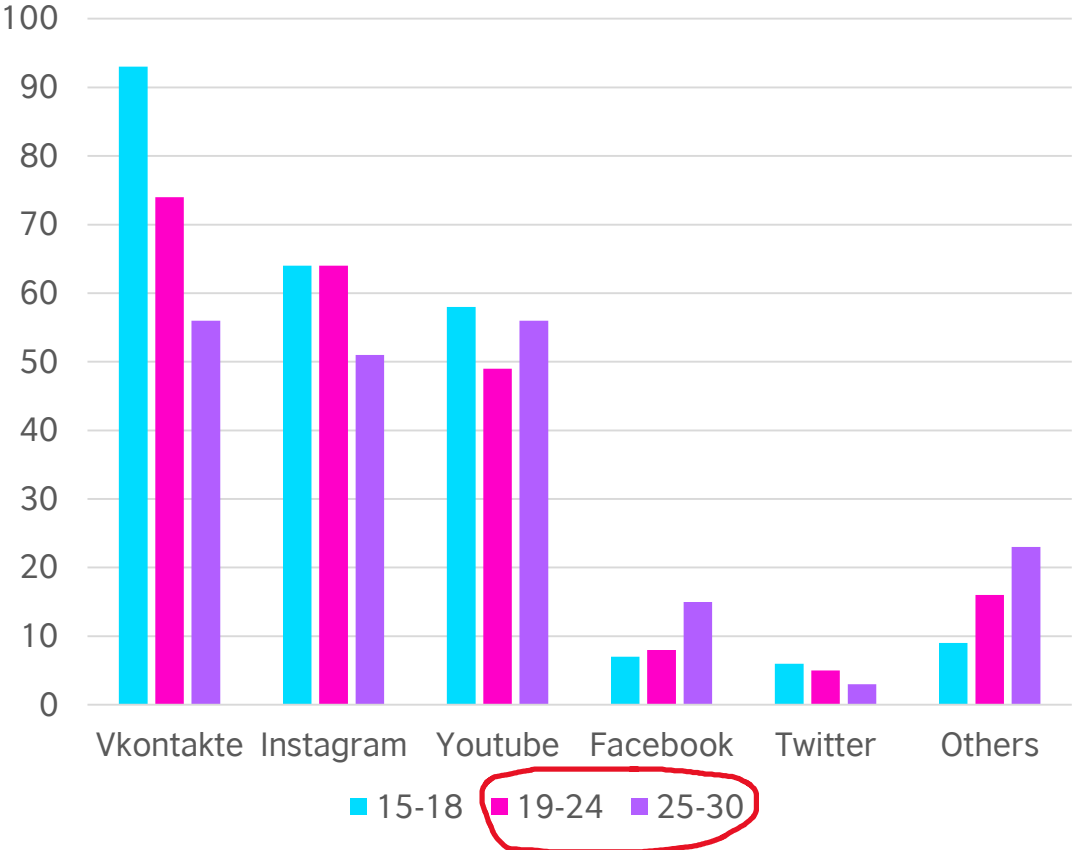


# Going Online: Student Digital Behaviour

Social media popular among students (15-30 years)



Age breakdown





# What we offer?

Be aware of market state and trends



Secure your relationships with our markets



Tell us what you need

Market intelligence

Redesigned virtual events

Building relationships

Direct marketing

Tailor-made services



Flagship and unique event with a reach of 10,000 students



Benefit rich promotion packages



# Current education market highlights

## Uzbekistan:

- Government restrictions
- Online mode of education
- Large flow of students to local HEIs
- New Law on Education
- Health & safety



# Scholarships & Partnerships

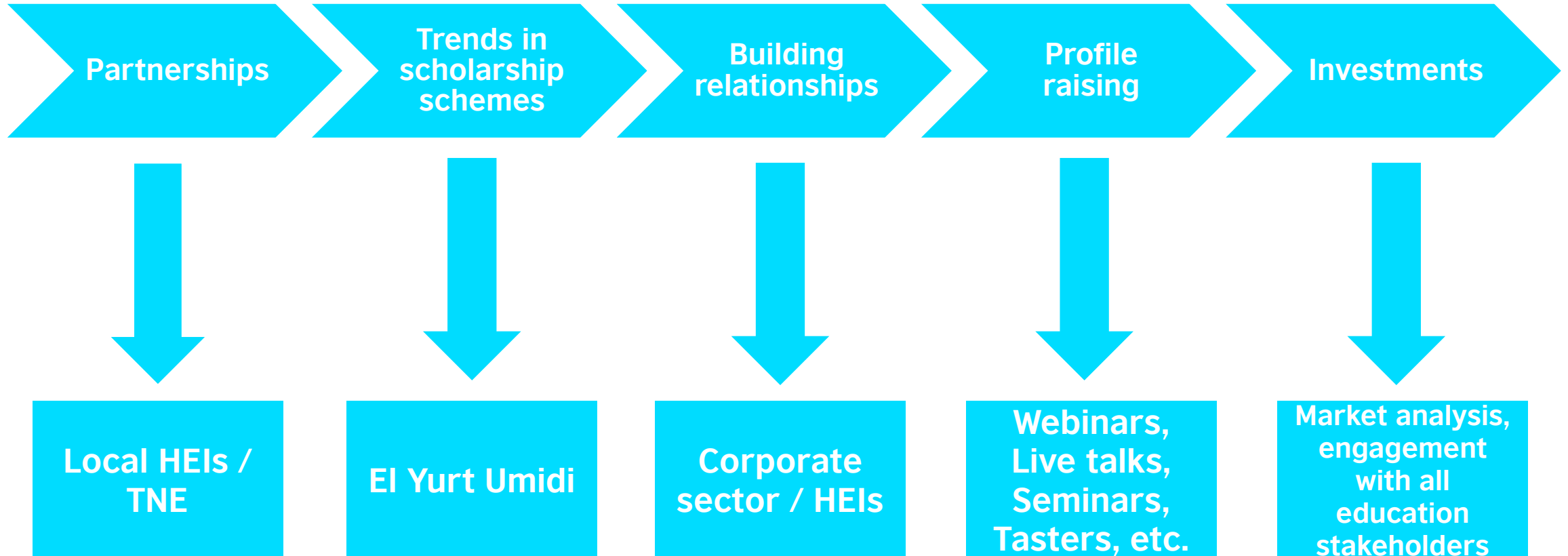
## El Yurt Umidi Presidential Scholarship:

- PG study / CPD
- Annual over 1000 scholarships
- Over 200 to UK in 2019
- Other possible ways of cooperation

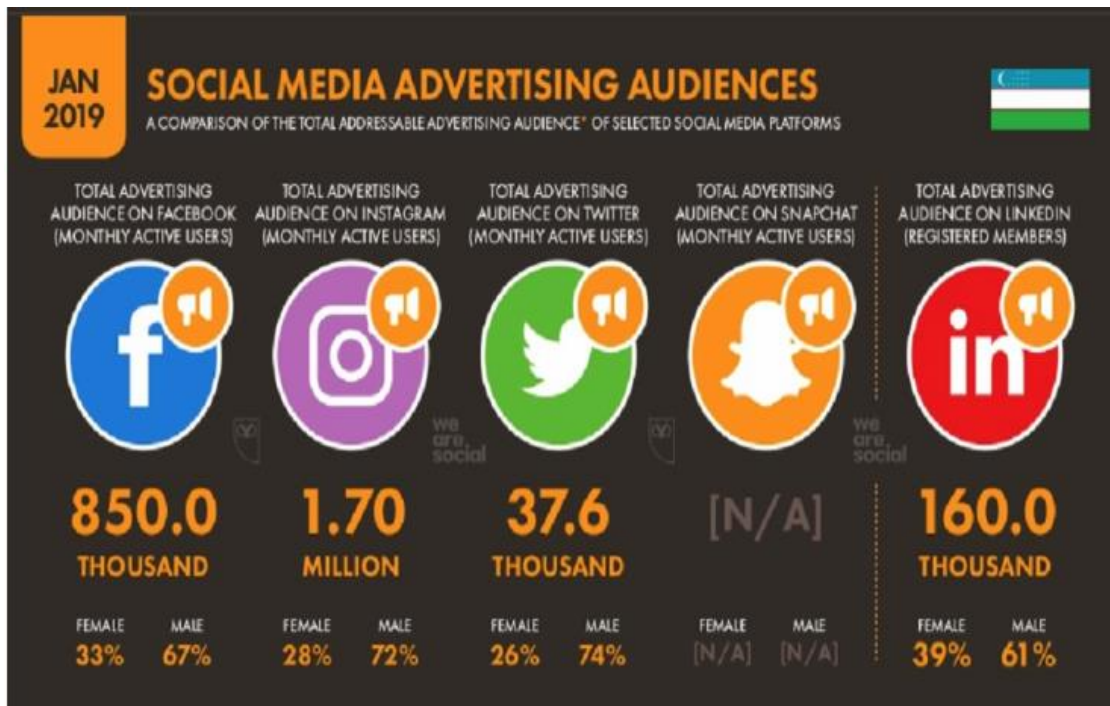
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# Going Online: Student Digital Behaviour



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G20+ Summit Wider Europe Region

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**Thank you for joining,  
this session has now  
ended**

International Education Services