



UK Inward Mission 2013

for Government Scholarship Schemes
and Education Agents in Vietnam

Call of interest

The British Council Vietnam would like to extend the Call for Expression of Interest to UK institutions to host the UK Inward Mission for Government Scholarship Schemes and Education Agents from Vietnam. Tentative time for the Inward mission will be **from 23 to 30 November 2013**.

I. Objectives of the mission

- To inspire Vietnamese Government Scholarship Schemes and Educational Agents about the excellence of UK education and the inspiration of the UK as a country for international students;
- To provide opportunities for Vietnamese Government Scholarship Schemes and Educational Agents to gain hands-on experiences and knowledge about the UK and UK education;
- To enhance knowledge of Government Scholarship Schemes and Educational Agents about UK institutions with regards to their offers and their market development plans in Vietnam;
- To enhance knowledge of UK institutions about support/services that Vietnamese partners provide and their interest in promoting UK education to Vietnamese students;
- To create opportunities for UK institutions and Vietnamese Government Scholarship Schemes and Educational Agents to explore collaboration possibilities for mutual benefits.

II. Participants from Vietnam

- **Government Scholarship Schemes:** these are government bodies administering scholarship schemes of Hanoi, Ho Chi Minh City, Danang and the Mekong Delta – key markets for UK education, and being responsible for sending Vietnamese students and/or officials to further their higher education overseas (usually Master and PhD programmes) under government funding. Participants will be key decision-makers who are in the right position to discuss partnership opportunities with UK institutions.
- **Education Agents:** Education agents play an important role in providing placement services for students studying overseas. (Over 60% of Vietnamese students studying in the UK use education agents for placement services.) Participants in the Inward Mission will be managers or heads of UK education promotion units who have experience, strong commitment as well as power to discuss collaboration possibilities and to establish relationships with UK institutions;
- **British Council staff:** 2 British Council Marketing staff will accompany the delegation.
- **Total estimated number of participants:** 12

III. Tentative programme

Sat 23 Nov	Depart Vietnam
Sun 24 Nov	Arrival in the UK
Mon 25 Nov	Day fair/networking event
Tue 26 Nov	Visit UK institution(s)
Wed 27 Nov	Visit UK institution(s)
Thu 28 Nov	Visit UK institution(s)
Fri 29 Nov	Visit UK institution(s)
Sat 30-Nov	Depart UK

IV. Hosting UK Institutions

- To help Vietnamese partners gain a good understanding of various types of institutions in the UK, and possible collaboration with different types of institutions, we would like to receive expression of interest from **UK universities, independent colleges, further education colleges and boarding schools.**
- UK institutions can choose to host the Day fair/networking event **or** to attend the Day fair/networking event, **or** to host the whole delegation at their campus.

V. Funding mechanism

The project cost is shared between British Council Vietnam, Education Agents and hosting UK institutions as follows:

1. Contribution from UK institutions:

- UK institutions who choose to host the Day fair/networking event are expected to contribute:
 - Venue for a networking event with possible participation of 25 – 30 people
 - Tea/coffee break
 - Lunch
- UK institutions who choose to attend the Day fair/networking event are required to contribute a fee of GBP250 (not including VAT)
- UK institutions who choose to host the delegation will provide one night accommodation and three meals for all delegates **or** GBP 1,700 (not including VAT) if it is preferable.

2. Contribution from British Council Vietnam:

- The cost of transportation in the UK including airport pick up and travel between institutions;
- Meals and accommodations that are not covered by host institutions, normally at arrival and departure;
- All other related expenses for British Council staff and Government Scholarship Schemes representatives.

3. Contribution from participating agents:



- Return airfares to the UK; Visa fee; Local travel to and from the airport; Insurance; and Personal expenses

VI. Selection criteria:

1. UK institution hosting the Day fair/Networking event

- Location of the UK institution to ensure convenient travelling for participants
- On first-come-first-served basis

2. UK institutions participating in the networking event:

- Equal split between types of institutions
- On first-come-first-served basis
- Maximum 14 UK institutions

3. UK hosting institutions:

- Location of the UK institutions to ensure a convenient travelling plan within designated time;
- Type of UK institutions (college, university, school) to diversify the profile of UK institutions to be visited;
- In case two or more UK institutions share the same criteria as above, the hosting institution will be chosen on first-come-first-served basis.

4. Vietnamese participants:

- Government Scholarship schemes will be directly invited to join the delegation.
- Education agents will need to register, and the selection will base on:
 - o Their experiences and performance in promoting for UK education at least in the last two years, as well as potential for developing UK market in Vietnam in the near future;
 - o Location of the agents or market coverage of agents' services to ensure a reasonable split between agents from Hanoi, Ho Chi Minh City and other cities; and
 - o First-come-first-served basis.
- Profiles of participants will be provided at a later stage

VII. Timeline

- Vietnam partners register to host the delegation by **Thursday 12 September 2013**;
- Finalise list of hosting UK institutions and Vietnamese partners by **26 September 2013**;
- The visit is planned to take place from **23 – 30 November 2013**;

Interested UK Institutions please fill in the registration form, sign/stamp it and return to Phi Phan, Education Marketing Manager, via Phi.Phan@britishcouncil.org.vn by **12 September 2013**.