

SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

KAZAKHSTAN AS A PROMISING
MARKET FOR UK EDUCATION

*Focus on English language and
Higher Education institutions*

Agenda

- **Country Overview**
- Government priorities
- Education trends

- British Council services
- SIEM activities
- Collaboration mechanisms



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Country overview

Socio-economic indicators

Population: 17 mln people

Territory: 9th largest country in the world
2 major cities, 14 provinces

Upper middle income country

GNI per capita: USD 8,220

GDP growth: 7.5% (2011 est.)

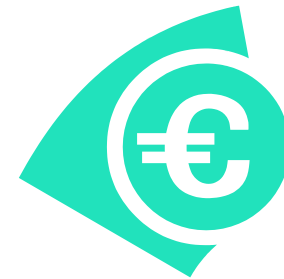
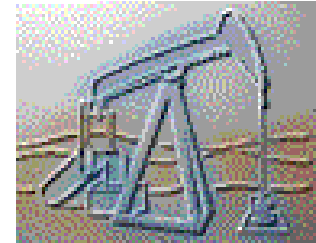
Source: Statistics Agency of the Republic of Kazakhstan

World Bank, Doing Business in Kazakhstan 2013 data
<http://www.doingbusiness.org/data/exploreeconomies/kazakhstan>

From developing to market economy

- Natural resources
- Geographic location
- Capital
- Stability (economic and political)
- Outward-looking
- Role in the broader region

(Central Asia and Commonwealth of Independent States)



Detailed overview

Abundant natural resources (top ten oil exporters)

Favourable geographic location

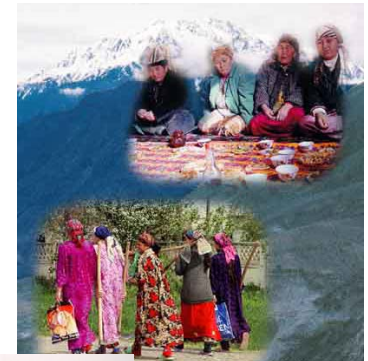
- Borders two major economies – China and Russia
- Located between Europe and Asia

Strong fiscal position of the government

- Ability to galvanise resources for economic development programmes

Relatively cheap and skilled workforce

- Strong science and engineering capability



Doing Business in Kazakhstan

Ease of doing business improved

49th out of 185 economies (2013 est.)

56th place based on 2012 est.

Starting a business – drastically improved

25th out of 185 economies (2013)

55th based on 2012 est.

<http://www.doingbusiness.org/data/exploreeconomies/kazakhstan>

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National strategy

- Kazakhstan Development Strategy until 2050
- National Programme on Education Development for 2011-2020
- Trilingual policy (Kazakh, Russian, English)
 - English to be taught from Grade 1 (September 2013)
- Universities: academic mobility
- Academic freedom (near future)

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Education indicators

- 1st place on the UNESCO Education for All Development Index
- Universal primary education: 99%
- Adult literacy: 99.6%

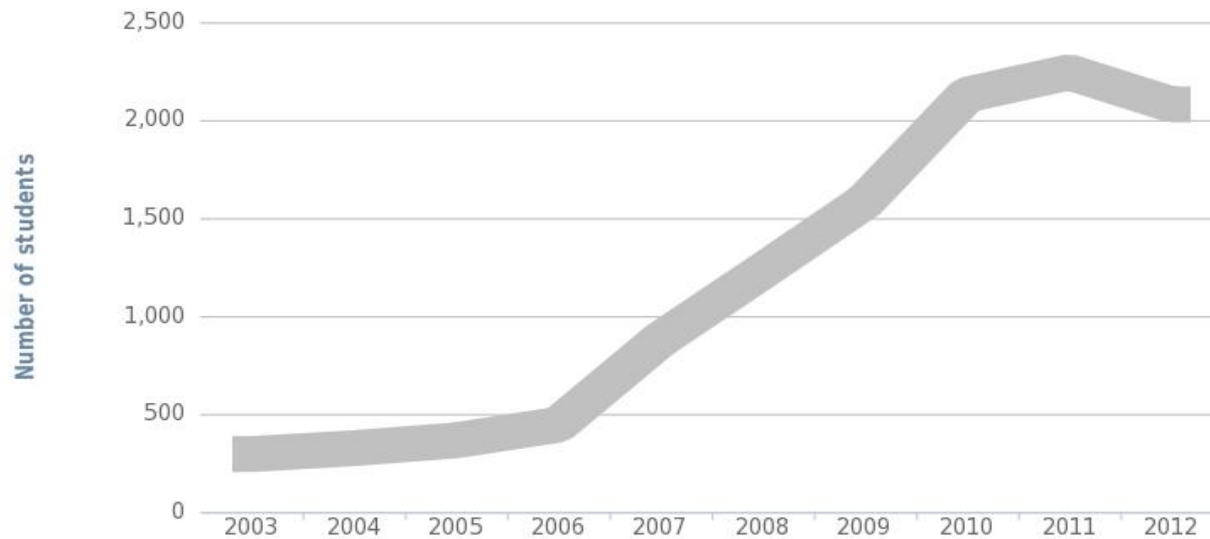
- Public expenditures on education: 3.9% of GDP (2011)
- Free school education (11 years) – transition to a 12 year model
- Universal pre-school education by 2020

Source: World Bank Group – Kazakhstan Partnership Programme Snapshot, April 2013

National Report on current situation and development of education system in the Republic of Kazakhstan, Ministry of Education and Science, 2012

Total number of students in UK HEIs

Number of Students Enrolled in Higher Education Institutions in the UK,
2003-2012 - Kazakhstan



Description:
Number of students from a given country enrolled in tertiary education at an institute of higher education in the UK in a given year, 2003-2012.

Numbers of Kazakhstanis studying in the UK: 2003 – 2011

Level of Study	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/2011
Postgraduate	205	210	235	370	430	595	950	1,045
Undergraduate*	120	155	215	510	795	990	1,180	1,195
Total	325	365	445	880	1,230	1,585	2,130	2,240

NB: Bolashak scholarships for UG courses were cut in 2011

* Includes students on foundation preparation courses

UK as a top country for study: Bolashak scholarship trends 2011-2013

- 1,833 scholars
completed their degree in the UK (January 2013)
- 1,436 scholars
are currently studying in the UK for master's, PhD and fellowship
programmes (not including EL courses)
- More than 50% of Bolashak applicants choose UK for study

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British Council in Kazakhstan

- Operates since 1994
- Offices in Astana and Almaty
- Areas of work
 - English and Exams
 - Education (SIEM, IHE, Skills, Research projects)
 - Arts

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SIEM Kazakhstan 2013/2014

1. Education UK Exhibition
2. Direct marketing
3. Consultancy
4. Face-to-face briefings
5. Services for Agents
6. Transnational education

Education UK Exhibition

Once a year B2C opportunity to promote UK education in Kazakhstan and recruit potential students

- Reaching the audience
- Involving not only individuals, but institutions
- Meeting the agents
- Mass media coverage and interviews
- Networking opportunity
- Cost efficient

2012 exhibition report:[//siem.britishcouncil.org/news/reports/uk-education-remains-top-priority-students-kazakhstan](http://siem.britishcouncil.org/news/reports/uk-education-remains-top-priority-students-kazakhstan)

Education UK Exhibition 2013

- **Strategic partner** - Center for International Programs
- **Language schools** included
- **Alumni** sessions (self-paid, Bolashak and Chevening scholars)
- **Market briefing** (up-to-date, complementary to SIEM country brief)
- **British Council social media** (complimentary)
- Education UK local **website** (October launch)
- **Workshop topics and speakers** to be pre-selected
- Recruitment closes on July, 31

(18 institutions signed up as of 07/06/2013)

Recruitment: April, 17- July, 31

BRITISH COUNCIL Services for international education marketing

HOME NEWS SERVICE CATALOGUE EVENTS PEOPLE WHERE WE ARE

Kazakhstan

Education UK Exhibition Kazakhstan October 2013
26 Oct

open for recruitment

2014

MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR APR

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Direct Marketing (DM)

- Multiple channels to reach the audience
- IELTS candidates
- Partners (database)
- Direct contact with schools and HEIs
- Government and affiliated bodies
- Social media (internal and external promotion)
- Traditional media sources

Consultancy

- Tailor-made programme of meetings (partnerships)
- Market research (2014-2015)
- Webinars delivered jointly with Center for International Programs

Spring webinar series:

6 webinars conducted in February – June 2013

Attendance: 77 people from 54 institutions

June, 25 webinar (last webinar of the Spring series)

Question to a Bolashak expert

Involving key departments and specialists from the CIP

You are welcome to propose topics for the next webinars!

We will select 5 topics for Autumn series in September – December 2013

Face-to-face briefings

In-country intelligence

Market update (March 2013)

Matching offers with local market demand

Proposing the main contacts in the sector

Setting up the agenda for partnerships

Transnational Education (TNE)

Outreach visits will be conducted for the first time to match local universities' needs and unique offers of UK HEIs

Topic: partnership building for UK and Kazakhstani HEIs

Dates: 28 October – Karaganda, 29-30 October – Astana

SIEM recruitment: 24 June – 23 August 2013

Partner: Center for International Programs (CIP)

special 0.5 day session to be conducted with CIP President and staff

- UK HEIs specialising in social sciences (with special emphasis on language, law, international relations, economics); agriculture and veterinary studies; construction, engineering and applied science are encouraged to apply.
- The list of universities and offered specialisations will be available in July 2013



RUSSIA

RUSSIA

PETROPAVLOVSK

KOSTANAY

KOKSHETAU

PAVLODAR

URALSK

ASTANA

UST-KAMENOGORSK

AKTOBE

KARAGANDY

ATYRAU

MONGOLIA

TALDY-KORGAN

AKTAU

KYZYL-ORDA

ALMATY

TARAZ

UZBEKISTAN

SHYMKENT

KYRGYZSTAN

CHINA

AZERBAIJAN

TURKMENISTAN

New opportunities for ELT schools

Familiarisation (Fam) trip

Date: 26-31 August 2013

Institutions: up to 8 EL schools

Recruitment: to be finalised in July 2013

2nd Fam trip is planned in February 2013, covering London and regions

First agents' training in Kazakhstan will be completed in June 2013

Total 16 agents underwent the training from all over Kazakhstan

2012 Education exhibition statistics: Out of 534 visitors in Almaty, 185 chose ELT to study in the UK, and out of 427 in Astana – 143 did the same. This made ELT incl. summer courses the 2nd preference among exhibition visitors.

Given the market demand,

[ELT institutions are specially invited for Education UK Exhibition 2013](#)

- You are welcome to propose the option for a prize draw




2 weeks' Winter/Summer language courses in the UK

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Collaboration mechanisms

- 1. British Council SIEM customised agenda** (market entry and development)  HE, ELT
- 2. Strategic partner – Center for International Programs**
 - MoU on Education collaboration was signed in March 2013
 - Bolashak scholarship (PG, fellowship)  HE, ELT
- 3. Ministry of Education, Academic mobility programme**  HE
 - local HEIs have specially allocated budget
 - inviting lecturers/ visiting professors
 - student exchange
 - potential double degree programmes

New opportunities in 2014-15

FE Colleges

Possible mechanisms:

First contact workshop for UK and Kazakhstani institutions (TBC)

Boutique fair for the sector

Promotion of EL and foundation programmes

Boarding schools

Possible mechanisms:

Market research to identify local needs (situation analysis)

3rd Education UK exhibition

Outreach visits to schools (local and international)

Bolashak academic programmes

- Launched by President Nursultan Nazarbayev in 1993
- 200 universities in 23 countries
- Up to 3,000 students study abroad ever year

- Postgraduate studies
 - Masters
 - PhD
- * UG programmes have been cut as of 2011

Are you on the Bolashak list?

Bolashak fellowship programme

The biggest scholarship in Eurasia with a total budget of USD 100 mln

- Duration: 1 - 12 months
- Target group: teachers, engineers and tech staff, public servants, doctors
- English language courses – 6 months
- Tier 5 Sponsored Researcher status

Potential partners:

- ✓ Industrial, Energy & IT companies
- ✓ Mining & processing corporations
- ✓ Oil & gas companies
- ✓ Engineering & Research Centres
- ✓ Universities & Institutions
- ✓ Schools
- ✓ Hospitals & Clinics

Bolashak list of priority universities

- The priority list for 2014 is to be completed by September
- How to get into the list?
- Criteria
 - International Education Rankings (Times Higher Education, QS World Education Rankings, Shanghai Jiaotong)
 - Bilateral education agreements
 - Recommendation from the government/Ministry
 - The list is only for academic programmes
- 39 UK institutions are on the list
(academic year 2012-13)

Useful links

www.britishcouncil.kz

British Council in Kazakhstan

www.bolashak.gov.kz

Center for International Programs

www.edu.gov.kz

Ministry of Education and Science of the Republic of Kazakhstan

Have you learned more about Kazakhstan? Take a CNN quiz below

<http://edition.cnn.com/2012/07/13/world/asia/eye-on-kazakhstan-quiz/index.html?iref=allsearch>

British Council Education team

Assel Mussagaliyeva

Education Partnerships Development Manager

assel.mussagaliyeva@kz.britishcouncil.org (Astana, Kazakhstan)

Yuliya Pechenkina, SIEM Coordinator

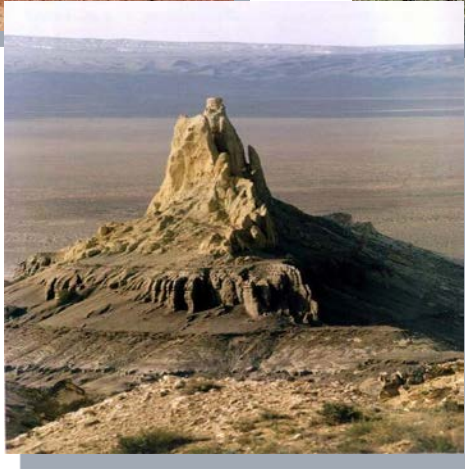
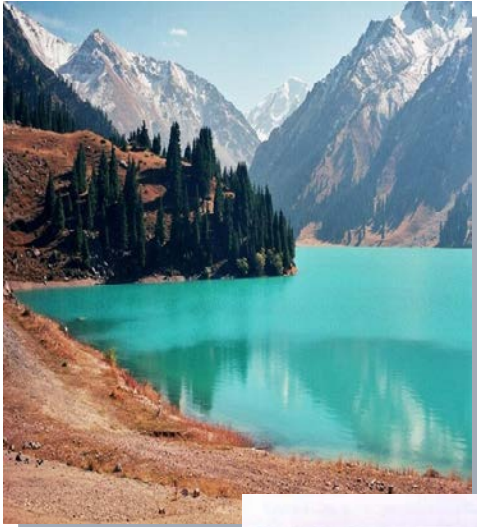
yuliya.pechenkina@kz.britishcouncil.org (Almaty, Kazakhstan)

Dosbol Zharylgassov

Education Projects Coordinator (IHE, Skills, Research)

dosbol.zharylgassov@kz.britishcouncil.org (Almaty, Kazakhstan)

The land of vast opportunities...



THANK YOU!

Q&A

The floor (and the box of chocolates)
is open for the most active participants!



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www.britishcouncil.org/siem

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