



SERVICES FOR INTERNATIONAL EDUCATION MARKETING

UK briefing series - Focus on Kurdistan

15-17 July 2013

Edinburgh, Manchester, London

Kate Owen, Regional Manager MEA

Kate.owen@ae.britishcouncil.org

www.britishcouncil.org/siem

Focus on Kurdistan



Iraqi Kurdistan economic overview

- Rapid growth and economic development
- 2012 economic growth estimated at 12%
- Expected continued growth at 8%
- GDP tripled since 2006
- Growth driven by oil & gas and construction sectors
- Flexible investment law
- Kurdistan Regional Government (KRG) 2013 budget \$13.1 billion

KR educational landscape

- 2013 – 16% KRG budget allocated to education sector (basic and higher)
- HE – 98,122 undergraduates and 256 postgraduates
- Male:female ratio – 52:48
- Rapid expansion of higher education provision – 11 public universities (6 established after 2009) and 11 private universities (all established after 2004)

Human Capacity Development Programme (HCDP)

- Launched in 2010 allowing postgraduate study in US, Europe, Australia, Asia and MENA
- \$100 million allocated annually from KRG budget
- Aims:
 - Develop human resources to lead restructuring of HE sector
 - Develop leaders of KRG's free market economy
 - Promote excellence in scientific research in Kurdish universities
- 4,351 students placed to date
- 70% placed in UK universities
- 4th round to be announced soon, number of scholarships still undetermined
- 'The List' – top 200 universities globally but flexible

HCDP placement issues

- 2,250 students still awaiting placement (below IELTS 4; going to a non-English speaking country, medical sciences students, PhD students)
- ELT major issue
 - Pilot pre-departure scheme underway: 6 months Kurdistan, 6 months UK
 - 600 award-holders currently in ELT in Kurdistan
 - Next HCDP round, IELTS 5 minimum requirement
- Split-site PhDs

Market environment

Opportunities

- Split-site PhDs and dual degrees
- Research collaboration
- Foundation year partnerships with local universities

Issues

- Increasing competition from US, Australia, Europe
- New system and institutions
- Risks of instability and currency fluctuations

Forthcoming opportunities

Erbil International Trade Fair (23-26 September)

BC wrap-around likely to include:

- Direct marketing prior to event
- Face-to-face briefing at event
- Networking dinner with key HE contacts
- Presentations to HCDP candidates and prospective students at BC

HCED 3rd International Education Exhibition (Baghdad) (27-29 September)

- At present, plans unconfirmed but likely to include face-to-face briefing