

Qatar - Opportunities



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Qatar Market Update - Recruitment

Numbers of Qatar domiciled students in UK increased by 17%
between 2011 and 2012

New scholarships list to be published in September for Sept 2014
entry

Funding for Foundation Programmes will now be available to all UK
institutions with clear progression routes AND to 3rd party providers

Funding now also available for EFL programmes in the UK

Market Characteristics - Recruitment

Opportunities

Expanded scholarship list will open the market to more institutions

UK still considered Gold Standard although strong competition from the US esp at PhD level

Challenges

Agents not allowed in Qatar – restricts opportunities for students

Demographics – small national population

English language levels are often low

TNE – Challenges

Undergraduate market quite crowded, with 8 branch campuses at Qatar Foundation's Hamad bin Khalifa University and one private sector branch campus

- Qatar Foundation

No more branch campuses!

- Government contracts

College of Technology, College of Nursing already set up with overseas operators (both Canadian)

- Private Sector - theoretically possible but in practice very difficult to get license for Higher Education,

TNE – where are the opportunities?

- Qatar Foundation (Hamad bin Khalifa University)

Seeking to grow its postgraduate provision through collaborative provision between incumbent and new partners

HBKU setting up four Schools, and Dean appointments are pending- likely these appointments will drive the priorities and direction

- Qatar University offers some possibilities particularly at postgraduate level, challenged by Arabic language in some programmes and US accreditation for many courses
- Private Sector

Programmes below degree level are possible with private sector operators – but quality issues are a concern

- Progression agreements/cross validation of programmes

Research

Qatar National Research Strategy unveiled in 2012

Long-term vision is for 6000 post doctoral researchers in Qatar

A number of research institutes have been set up by Qatar Foundation (Energy and Environment, Biomedical, Computing)

Expect three or four priority areas to be announced in the autumn :
cybersecurity, water security, diabetes, public health, road safety....

A number of successful bids to QNRF in 2013 (many with Qatar University) and next cycle closes October 2013

Qatar Science leadership programme will be revamped and potential for split-site PhDs

Innovation and entrepreneurship

All Change in Qatar – The Succession

Qatar has new Emir, Sheikh Tamim bin Hamad al-Thani

- Known to fully support the 2030 Vision (building Qatar's Knowledge Economy) and the 2022 World Cup project
- More culturally conservative than his father – return to Arabic language teaching at Qatar University attributed to Tamim
- His position vis a vis Qatar Foundation unknown – but no major changes expected immediately

Keeping a watching brief on the former First Lady Sheikha Moza and her role in the future of Qatar Foundation

Changes to Government

A large number of new Ministers.....

The new Minister of Education and Higher Education

Mr. Mohammed AbdulWahed Ali Al-Hammadi

Appointed a demonstrator at the University of Qatar.

- Dean of Faculty of Engineering.
- Director of Qatar Technical College.
- Director of the Office of Research and Institutional Planning.
- Deputy Rector of the University for Planning and Institutional Development

SIEM Key Dates in Qatar

- Supreme Education Council College Fair November 2013
 - British Council wraparound activities will include market briefings, direct marketing, networking event, Banking and Finance education focus event
- Law study Tour – October 2013
- British Council Edukex Fair in March 2014
 - Details to be announced August 2013 on SIEM Exhibitions webpage

SIEM Team and Services in Qatar

Team

Helen Kidd, Head of Programmes and Partnerships, Qatar

Rawan Khir, SIEM Manager Qatar

Services

Consultancy services

Market briefings

Direct Marketing (BC channels and developing third party campaigns)

Hosting counselling sessions