



INTERNATIONAL  
EDUCATION  
SERVICES

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**Study UK Malaysia Fair – October 2019**  
Market Briefing

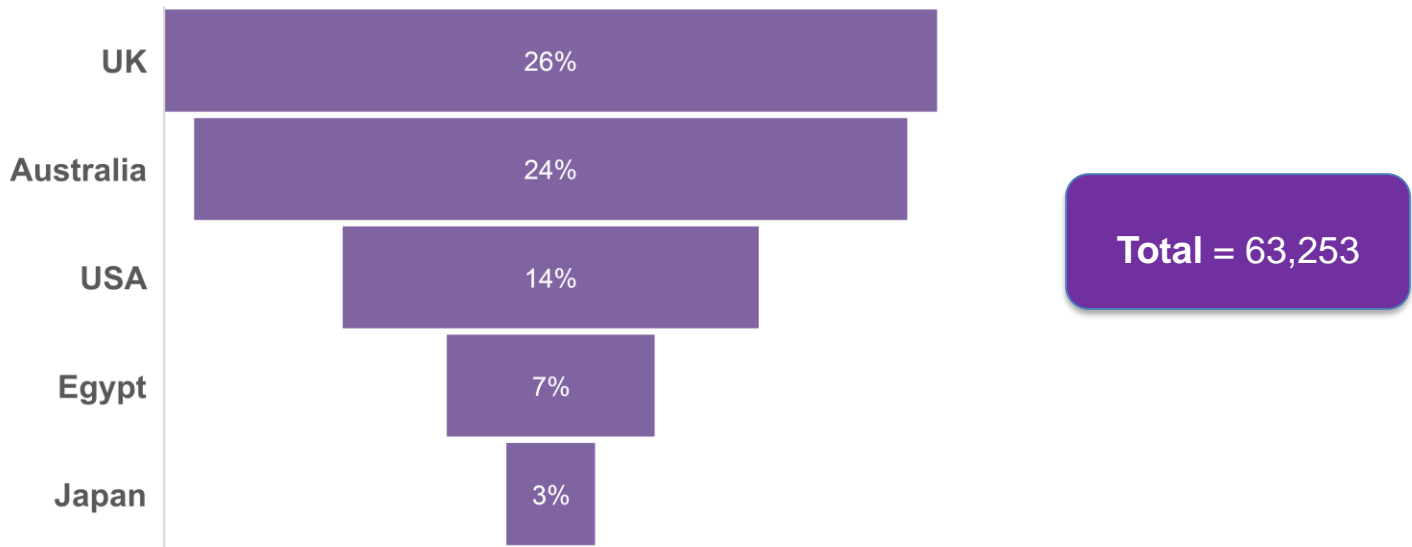
<https://education-services.britishcouncil.org>



# Market Overview

# Market Overview

- **70%** - Undergraduate studies ; **17%** - Postgraduate studies.
- Global Flow of Malaysian Students Undertaking Tertiary Education:



(Source: <http://uis.unesco.org/en/uis-student-flow> )  
<https://education-services.britishcouncil.org>

## Sabah recognises UEC as qualification for tertiary admission, civil service employment




NATION

Sunday, 29 Sep 2019  
10:43 AM MYT



## Sarawak govt to work with Cambridge on affordable international schools

Larissa Lumandan - March 8, 2019 2:58 PM

319 Shares  296  14  14 



MALAYSIA

## BREAKING: Schools Will NOT Have Science and Art Streams Starting 2020

Published 1 day ago on October 11, 2019  
by WORLD OF BUZZ



# Market News

## Market News - Highlights of Malaysia Budget 2020



Overall Education budget increased from RM60 bil to 64.1 bil



MARA Student loans of RM2bil is available



Initiative to increase and train more microdigital entrepreneurs & technologists through MDEC (RM10mil)



Initiative to grow and develop e-Sports (RM20mil)



Increased allocation for TVET programme (RM5.9 Bil)

# Growth in International and Private Schools (2017 - 2019)

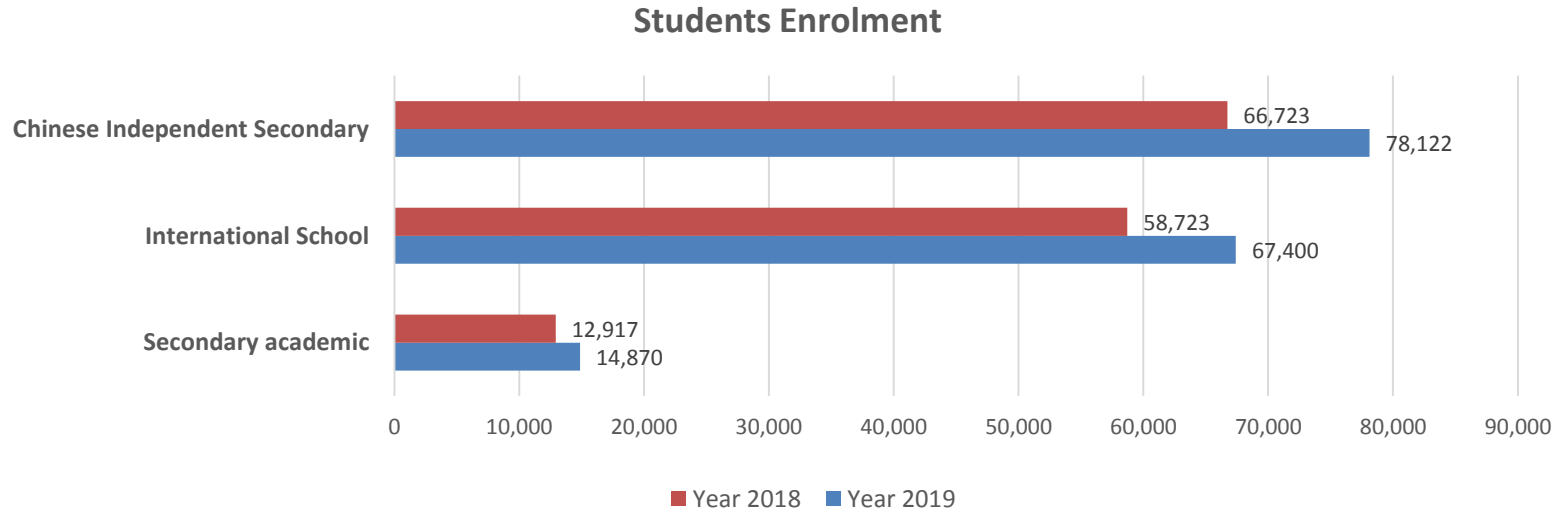
Types of Schools	Year		
	2019	2018	2017
Primary Academic	66	73	64
Secondary academic	65	79	66
International School	153	135	148
Chinese Independent Secondary	60	60	60
Expatriate	15	16	15
Special Education	15	17	15
<b>Total</b>	<b>374</b>	<b>380</b>	<b>368</b>

Source: [www.moe.gov.my](http://www.moe.gov.my)

<https://education-services.britishcouncil.org>

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# Growth in International and Private Schools (2018 - 2019)



Source: [www.moe.gov.my](http://www.moe.gov.my)

# FUTURE TALENT AND WORK LANDSCAPES

• Based on data collected from employment agencies including Robert Walters Malaysia, ManpowerGroup Malaysia, Hays Malaysia, Human Resources Online and WEF, the following sectors in Malaysia are expected to experience the strongest employment growth over the next few years;

- Information Technology
- Sales and Marketing
- Banking and Finance
- Global Shared Services
- E-Commerce
- Supply Chain





# UK's position in Malaysia

# SWOT Analysis of UK Direct Recruitment

## Strengths

1. Favourable GBP-MYR exchange rate
2. Benefit of a one year postgraduate Masters degree
3. Post Study Work Visa updates

## Weaknesses

1. Some UK institutions do not recognise Malaysian s Yr. 12 qualifications for entry – ripple effect
2. Limited financial aid

## Opportunities

1. Postgraduate – sponsorship by the government still ongoing
2. Local Private Chinese Schools – UEC
3. Potential recruitment channel to look for – East Malaysia

## SWOT Analysis

## Threats

1. Increased focus of government to promote Malaysia as an international study destination
2. Increased competition from other countries
3. Growth in TNE provision

## Steps Taken to Improve UK Overall Positioning in Malaysia

- Structured outreach by Study UK and IES team across Malaysia through identification of the potential markets
- Collaborations with potential stakeholders from government & private agencies via various events
- Engagements with student counsellors and education agents through capacity building and knowledge empowerment to better promote UK institutions
- Customized and diverse marketing approaches for the UK institutions (online & offline)

## Upcoming Opportunities by IES Malaysia

- Dedicated, local audience specific marketing campaigns
- Counsellor and agent engagement plans
- Initiatives for Penang & East Malaysia
- Initiatives for Private Chinese Secondary School
- Study UK Fair – with new innovations

A photograph of two women smiling and laughing at an exhibition booth. The woman on the left has blonde hair and is wearing a dark top with a red patterned scarf. The woman on the right has dark hair and is wearing a dark blue cardigan over a floral patterned top, with a red lanyard around her neck. They are holding a small white card. In the background, there is a woman in a black shirt, a table with a white cup and glass, and other people in a brightly lit exhibition space. A semi-transparent white banner with the text "Exhibition Promotion" is overlaid across the middle of the image.

## Exhibition Promotion

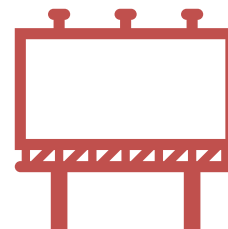
# How Do We Promote Study UK Fair?



## Offline

BFM Radio Commercial

Poster & Flyer distribution to key stakeholders



## Online

Electronic Direct Mailer

Social Media (Event Ads & Carousel Ads)

Google Display Network

Search Engine Marketing & Optimization



**Thank you!**



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