



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

Ottolie Wekezer

Regional Director , SIEM - South Asia

www.britishcouncil.org/siem

South Asia Regional Overview

- Accounts for 25% of the world's population
- 30% aged under 15
- 70% rural population
- Vulnerable to natural disasters and political instability
- 2 million people of South Asian heritage live in the UK – a powerful Diaspora

Higher Education Landscape

- Youthful population and growing middle class with rising demand for HE which is not being met (India <40Million HE places by 2030)
- Access Issues – (underprivileged groups, rural populations and women) – Role of digital..
- Millennium Development Goals place priority (investment) on Primary and Secondary
- Graduate attributes/qualifications don't always meet the needs of local employers – industry/employers will need to play a role in course development
- Huge opportunities for collaboration with foreign providers but red tape hampers progress
- Limited Postgraduate opportunities in country (outside India's elite Universities) Role for the UK HE sector?...
- Only 6 Universities (5 from India, 1 from Pakistan) in top 500QS rankings. FICCI Report – Aims 6 Indian Unis in top 200 by 2030

Quality still an issue

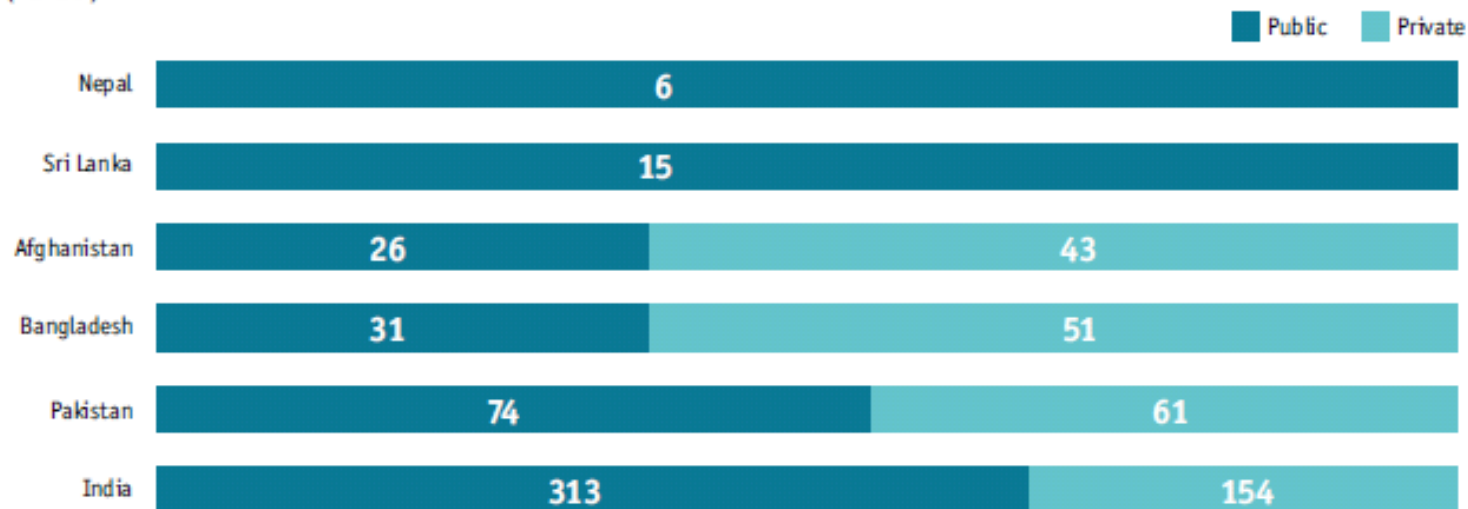
Globally ranked universities from South Asia, 2012-13

Indian Institute of Technology Kharagpur	<ul style="list-style-type: none">• Times Higher Education World University Rankings; 226-250
Indian Institute of Technology Bombay	<ul style="list-style-type: none">• Times Higher Education World University Rankings; 251-275• QS World University Rankings; 227
Indian Institute of Technology Roorkee	<ul style="list-style-type: none">• Times Higher Education World University Rankings; 351-400• QS World University Rankings; 401-450
Indian Institute of Technology Delhi (IITD)	<ul style="list-style-type: none">• QS World University Rankings; 212
Indian Institute of Technology Kanpur (IITK)	<ul style="list-style-type: none">• QS World University Rankings; 278
University of Delhi	<ul style="list-style-type: none">• QS World University Rankings; 401-450
National University of Sciences and Technology (NUST) Islamabad	<ul style="list-style-type: none">• QS World University Rankings; 401-450

Source: Times Higher Education World University Rankings, QS World University Rankings.

Private sector moving in (new financing models and a move away from government funding)

Numbers of universities, public and private
(number)



Note. To best effort, universities, rather than colleges or vocational institutions have been accounted for in the data. Inconsistency in definitions across national sources means figures between countries may not be directly comparable.

Source: National higher education agencies.

Top tips for Recruiting students from the region

The quality and reputation of a UK degree is still a strong pull factor for students in the region and the UK is still the first choice destination for some of our markets but we need to do more:

Consider ROI messaging – Employability of students is key:

- Working with employers/industry to provide placements
- Work placements/sandwich degrees in the UK
- Using alumni to promote your brand through strong employability stories

Immigration and visa policy:

- Be familiar with the various work routes available during/after study
- Provide welcoming messages – use South Asian student voice
- Encourage you're agents to gain BC training (Foundation & Advanced)

Continued Presence

- Remote marketing through digital/BC offices is cost effective and maintains brand awareness in the market
- PR coverage – increasingly important to counteract any negativity and to build perpetual UK awareness in the market
- Make stronger use of visiting academics and engage them in subject marketing

SIEM South Asia – Working with us



New Regional Brochure

South Asia Working Group

SIEM Conference & South Asia Forum (UK)

Regional Newsletter

SIEM Website

Contact us directly

New Activities for 2015 in the Region

India:

- Careers Fairs in January (Mumbai 19th and Delhi 31st)
- Sponsorship of wider British Council Events (Arts work)
- Great Talks – We need your Great (Indian) Alumni!
- Virtual Seminar Series

Bangladesh:

Remote Marketing Campaigns (Next one Chittagong 14th December)

Pakistan:

- 2nd Tier/Emerging markets UG/PG Tours (Feb/March 2015)
- Oil & Gas Industrial Visit to UK Universities`

Nepal:

Inaugural Schools Mission – Pokhara 15th &16th December

Agent Training Starting 1st December

Sri Lanka:

Schools Mission Male, Maldives (March)