



SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2012

Sector Needs Workshop

Current and future needs of the wider FE sector

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Highlights from Skills Sector International Activity

(AoC/British Council research 2012)

- Teaching international students in the UK is currently most popular international activity for UK skills sector
- India, EU, China and Pakistan are the most important locations
- Majority of activity at levels 3, 4 and higher technical
- Most popular partners in UK are Universities/HEIs
- International activity is still quite small in financial terms
- 81% expect the importance of international activity to increase
- Main reasons for not doing any/more international activity include lack of resources, experienced staff and knowledge

Points for discussion

- What are the future international activities and priorities for UK FE sector?
- What are the challenges facing the sector in growing its international commercial activity?
- What future support and services could help the sector?
- Which existing British Council international education marketing services are most/least appropriate for the sector?