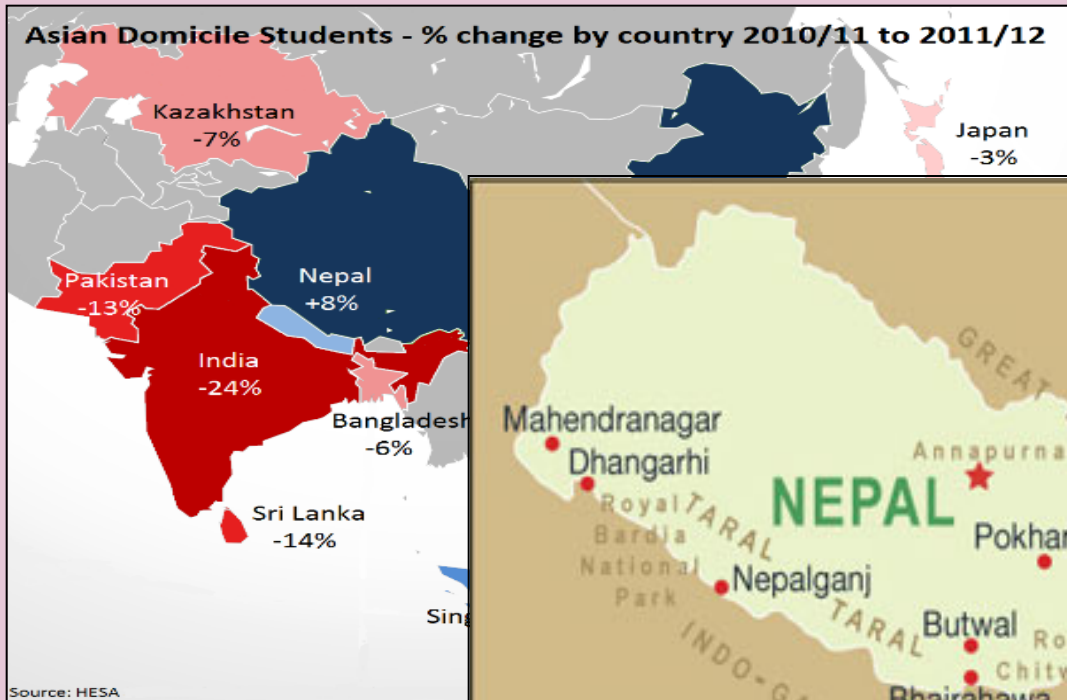


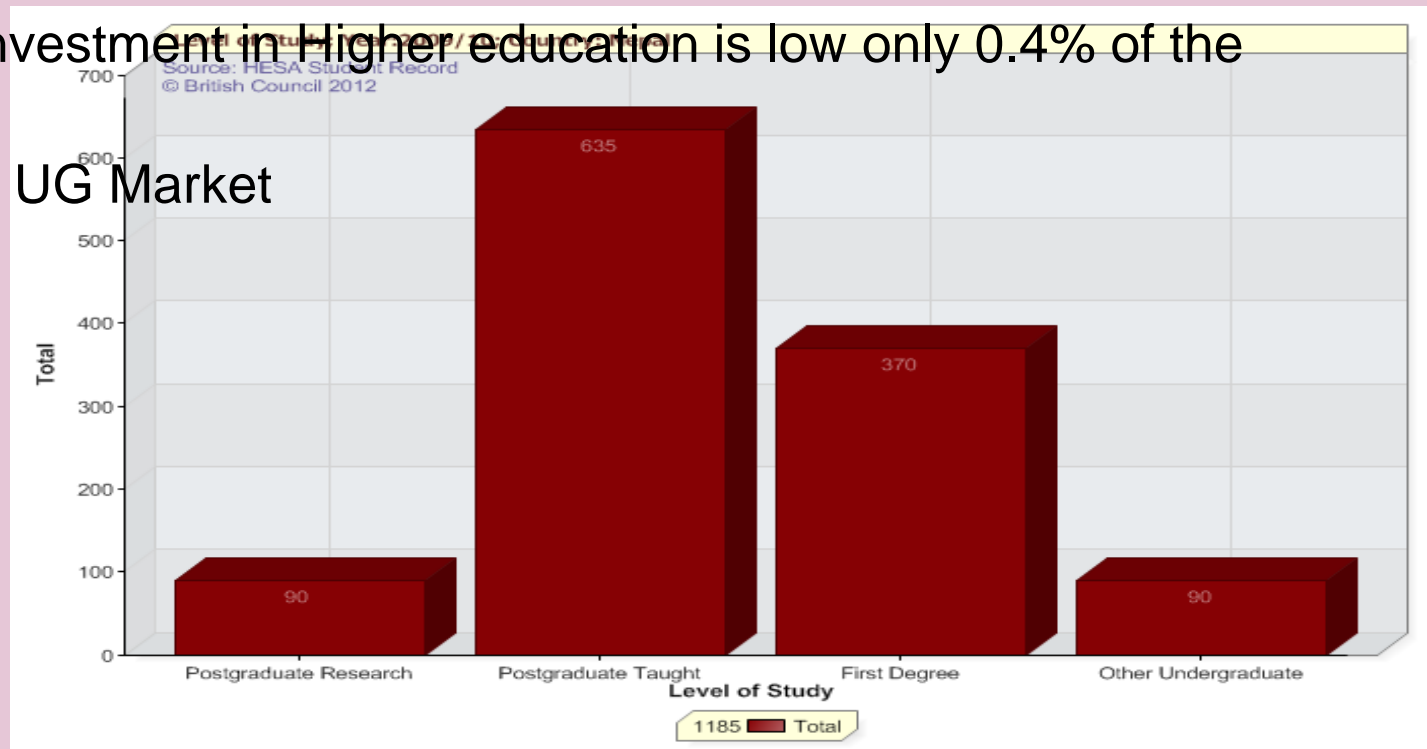
Market Opportunities in Nepal

SIEM Welcomes Nepal



Quick facts

- Population – 28 Million 55% under 24
- The Constituent Assembly abolished the monarchy in May - Country's current president is Dr Ram Baran Yadav
- Per capita Income: \$540, GDP growth rate for 2013 is 3.8%
- Nepal's investment in Higher education is low only 0.4% of the GDP
- 60/30 PG UG Market



Education Landscape

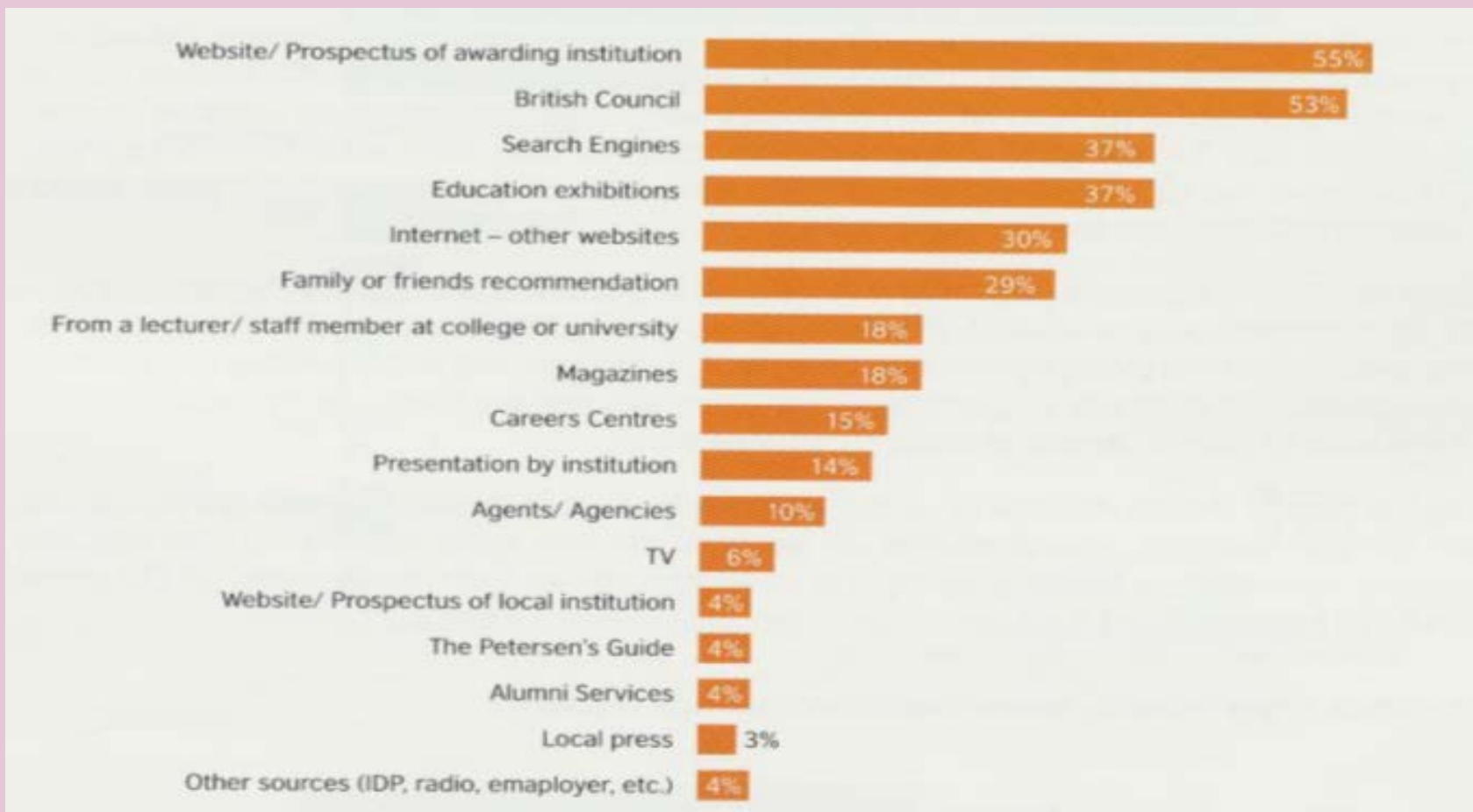
- Ministry of education (MOE) and University Grants Commission (UGC) monitors all HE activities in Nepal
- Education system
 - A' Levels - There are **33 active A level schools** in Nepal
 - 10+2 Local secondary Qualifications
 - CTEVT (Vocational qualifications)
 - Undergrad and Postgrad - There are **nine universities** with several affiliated education institutes
- Nepal has 2 accreditations, Edexcel and NCC for top up degree linking to a number of UK universities

Market Trend for abroad

- UK Independent schools market - Low demand due to cost
 - Foundation or Access programme - Essential
 - Undergraduate – Trend is positive due to lack of quality education providers in country.
 - Entry to UK PGT programmes is via a 1 year top up in UK – Increasing numbers
 - Market size - 12912 Nepalese students applied to 53 different countries
 - Male 8153
 - Female 3759
- UK, USA, Canada, Australia
Europe specially, Norway,
Finland and Germany

Why BC SIEM ?

- Source of Information for potential students (2011)



BC SIEM Services

- Education UK Exhibition
- Direct Marketing
- TNE services

Education UK Exhibition

- Largest event of education UK in Nepal
- Greatest opportunity to reach target group
- Make contact with local agencies for future promotion
- 3600 footfalls were recorded in 2013 and market is quickly growing for education UK

2014 Katmandu and Pokhara

25-26 and 28 February

- Residence of British Ghurkha's family (UK affiliation)
- Second most popular city in Nepal (comparatively high living standards)
- 3 large A level schools – Good Undergraduate market

Direct Marketing

- British Council Venue is popular and preferred
- Direct marketing to target groups
- Student Database – email
- IELTS candidates – SMS
- Counselling student – call
- Facebook
- Newsletter
- Corporate Website

We recorded several university recruitment visits (including: Bath Spa, Greenwich, Bournemouth, Sheffield Hallam, Nottingham, London Met) in first quarter of 2013


TNE opportunities in Nepal

- TNE market is rapidly growing in Nepal
- Demand subjects: Business administration, ICT and Engineering.
- There more than 87 foreign affiliations – mostly top up and Franchise agreements
- MOE Approved affiliations in Nepal
 - 38 A levels Cambridge affiliations
 - 15 Indian affiliations
 - 5 UK affiliations (London Met, University of West of England, NCC Education, EDI International Qualifications, Leeds Met - awaiting approval)
 - 4 USA affiliations

Working with us on TNE development

British Council has been in communication to verify the above Universities

we can provide additional support through SIEM to try to progress these partnerships



Government of Nepal
MINISTRY OF FOREIGN AFFAIRS
Kathmandu, Nepal

Ref. EA/30/GBR/672

The Ministry of Foreign Affairs presents its compliments to the British Embassy in Kathmandu and has the honor to request them for the verification of the authenticity of the Universities listed below that are said to be based in the United Kingdom. The Ministry would like to further notify the British Embassy that the objective of the verification is to ascertain the authenticity of the said universities because of the fact that certain private colleges here in Nepal have been established and some are on the process of being established with the affiliations of the Universities which are listed below.


List of Universities requested for verification of their authenticity:

1. Edexcel University
2. Queen Margaret University
3. University of Northampton
4. London School of Marketing and Anglia Ruskin University
5. Coventry University
6. University of Wolverhampton
7. Sheffield University

The Ministry of Foreign Affairs would highly appreciate the embassy's kind attention into the matter to expedite the needful at the earliest.

The Ministry of Foreign Affairs, Government of Nepal avails itself of this opportunity to renew to the British Embassy the assurances of its highest consideration.

Kathmandu, Nepal 2013



Embassy of Britain
Kathmandu

Pitfalls and Process for TNE Establishment

1. UGC undertakes all the responsibility to check both local and partner institutes for TNE establishment.
2. UGC recommends MOE for TNE establishment after ensuring both parties validity.
3. MOE approves the request after re-checking the institutes.
4. MOE and UGC may take long time to approve affiliation because of direct approach as
5. MOE and UGC seeks information from British Embassy, British Council and UKBA for verification

If TNE agreements are progressed directly through the British Council then step 4&5 can be avoided to save time

Why use the BC SIEM TNE service in Nepal?

- BC is reputed organization who has direct links with UGC and MOE in Nepal

The British Council SIEM team can provide you a range of bespoke TNE services or a complete package to help you successfully establish TNE programmes in Nepal. We can provide:

- Local college/university background check
- Consultancy services – meeting with all parties including MOE, UGC and local university/college for affiliation
- Local market briefings to extensive Market research report