



SERVICES FOR
INTERNATIONAL
EDUCATION
MARKETING

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Objectives

Brief Regional Overview

Market update on Nepal, Sri Lanka, India, Pakistan and Bangladesh

Focus on some of the latest opportunities and initiatives in the above markets

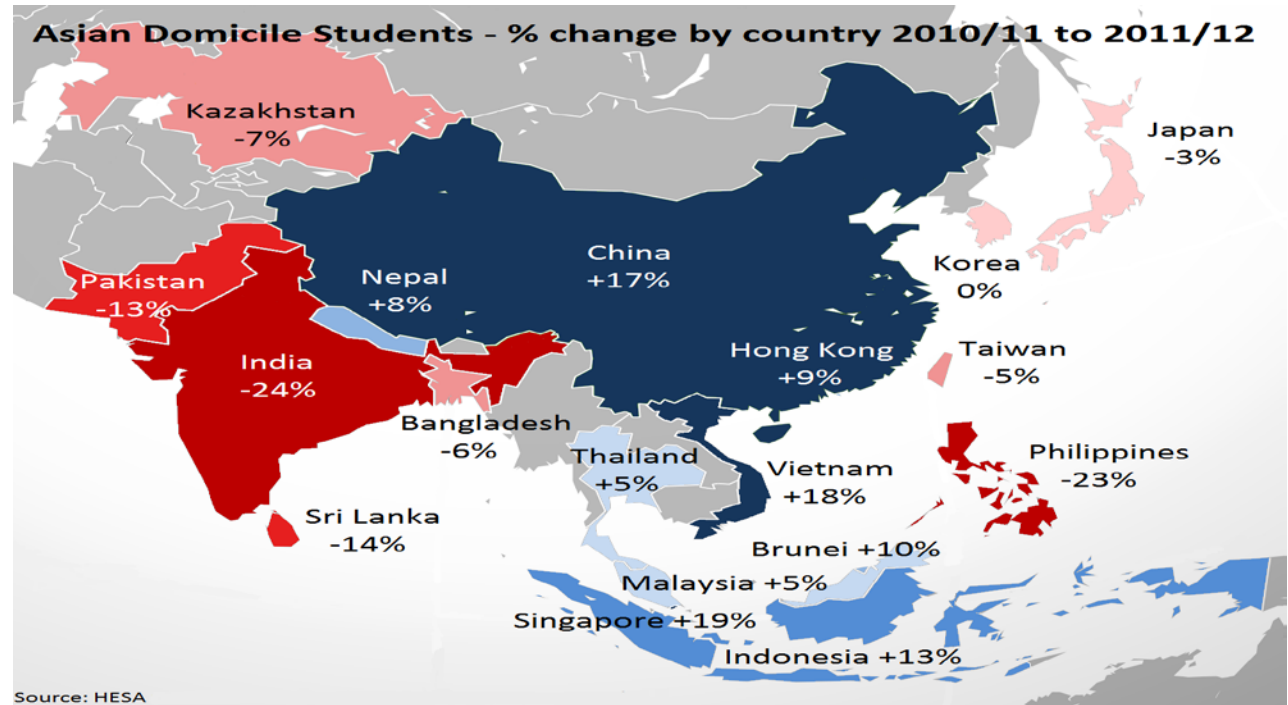
Networking and opportunity to feedback and feed into our plans for the next 12-24 months

South Asia – A challenging region

Accounts for 25% of the world's population

70% rural population

Vulnerable to natural disasters and political instability



South Asia – Huge opportunities

- 2 million people of South Asian heritage live in the UK – a powerful Diaspora
- Youthful population (30% aged under 15) and growing middle class with rising demand for HE which is not being met
- Access Issues – (underprivileged groups, rural populations and women)
- Millennium Development Goals place priority on Primary and Secondary – opportunity to impact on development of FE&HE
- 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 continues to hamper progress in some markets
- Limited Postgraduate opportunities (outside India's elite Universities)
- Only 6 Universities (5 from India, 1 from Pakistan) in top 500QS rankings

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.



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The Regional Team – working with you

www.britishcouncil.org/siem

SIEM – South Asia – Who we are

South Asia – Ottolie Wekezer				
India	Bangladesh	Sri Lanka	Pakistan	Nepal
Suchita Gokarn	Jahir Uddin	Niroshi Siriwanasa	Nadia Kamran	Jovan Ilic
Shruti Khanna Maria Monterio Sunit Kioli Rupal Parikh Moneesha Gupta Sonu Hemanii Nim Bahadur Indranil Ghosh Aatreyee GuhaThakurta	Mirja Shahjamal Shajeda Khatun Shafiqul Ajam Sheufta Ahmed	Inoka Jayasundera Noyalganth Rajkumar	Maliha Hassan Maharoop Sheri Farrah Aziz Noorullah Khan	Bickram Shrestha

What we've done in the last year

Managed over 150 student facing events pre-departures, student seminars, interview sessions

Communicated with tens of thousands of students via our email database, social media and website to promote universities through our direct marketing services

Hosted over 30 senior University and Trade delegations

Delivered around 30 exhibitions across South Asia (including schools missions, UK in city, emerging markets campaigns as well as the larger Education UK events

Delivered 5 large consultancies supporting university strategy and a large number of smaller consultancy pieces to support and drive your work in the region

2013-14 Overview of Key Initiatives and Opportunities

- India - UK Education is GREAT Campaign & Packages – supporting your strategic aims
- Nepal joins the team – TNE Opportunities
- Pakistan – supporting your students with their future career
- Sri Lanka – could it be your Regional Education Hub?
- Bangladesh – returning to business as usual

Regional Initiatives

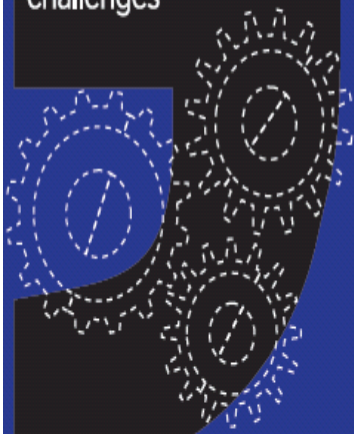
South Asia Newsletter – to keep you informed and highlight opportunities

South Asia Working Group – A platform to meet colleagues from the sector and British council to discuss the latest challenges and opportunities and help shape the work of the British Council SIEM team

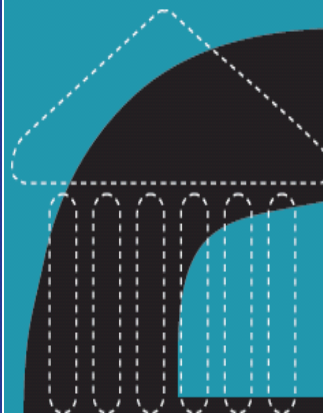
South Asia Policy Dialogues

THE QUEST FOR EXCELLENCE

The Skills Revolution in the UK and South Asia perspectives and challenges



23-24 September 2013
London, UK



21ST CENTURY UNIVERSITIES

The future of Higher Education in South Asia

8-9 October 2013
Dubai

HIGHER EDUCATION AND EMPLOYABILITY:

A new paradigm, a new challenge – South Asia and UK perspectives



9-10 January 2014
Mumbai, India

DANGEROUS DEMOGRAPHICS

Women, Leadership and the Looming Crisis in Higher Education

22-23 February 2014
Dhaka, Bangladesh

RESEARCH AND RELEVANCE

Research networks, talent management and the quest for international relevance



6-7 May 2014
Lahore, Pakistan

Events Calendar

South Asia Exhibitions/Missions

Event	Country	City	Date
School Visits	Sri Lanka	Colombo, Kandy & Jaffna (Virtual)	9-14 September 2013
Emerging Markets Campaign	Pakistan	Faisalabad, Multan, Bahawalpur, and Sialkot	9-23 September 2013
School Visits	Bangladesh	Dhaka	1-2 October 2013
School Visits	Sri Lanka	Colombo, Kandy & Jaffna (Virtual)	7-12 October 2013
Education UK Virtual Fair	Pakistan	Virtual Fair	24 October – 2 November 2013
School Visits	Nepal	Katmandu	21 – 22 November 2013
UG/PG Mission	India	Jaipur	18-20 November 2013

South Asia Exhibitions/Missions

Event	Country	City	Date
Education UK Exhibition	India	Mumbai	26 November 2013
		Bangalore	27 November 2013
		Kolkata	29 November 2013
		Delhi	30 November 2013
School Visits	India	Ahmedabad & Vadodara	2-4 December 2013
Education UK Exhibition	India	Chennai	3 February 2014
		Hyderabad	4 February 2014
		Kochi/Lucknow	6 February 2014
		Pune	8 February 2014
PG Mission	India	Ahmedabad	10-12 February 2014
Education UK Exhibition	Bangladesh	Dhaka	13 – 14 February 2014
		Chittagong	16 February 2014
		Sylhet	19 February 2014
Education UK Exhibition	Sri Lanka	Colombo	21 – 22 February 2014
Education UK Exhibition	Nepal	Kathmandu	25 – 26 February 2014
		Pokhara	28 February 2014

Thank You

Any questions?

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