

SERVICES FOR INTERNATIONAL EDUCATION MARKETING CONFERENCE 2017

Where next in Africa? Kate Owen Regional Manager, Middle East & Africa

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So where next in Africa?



For each country:

- Demographics
- Economy
- Politics
- Educational landscape

Algeria

Algeria population growth trends to 2040

50 43.33 44 41.6 38 66 38 34.6 32 26 20 -2010 2020 2030 2040 Africapedia Research http://www.africapedia.com/2010/11/21/algeriapopulation-trends/

Algeria population growth trends to 2040 in millions

Algeria's economic outlook

A strong recovery in hydrocarbon production and higher-than-expected public spending kept growth relatively buoyant in 2016 at 3.8%, despite low global oil prices.

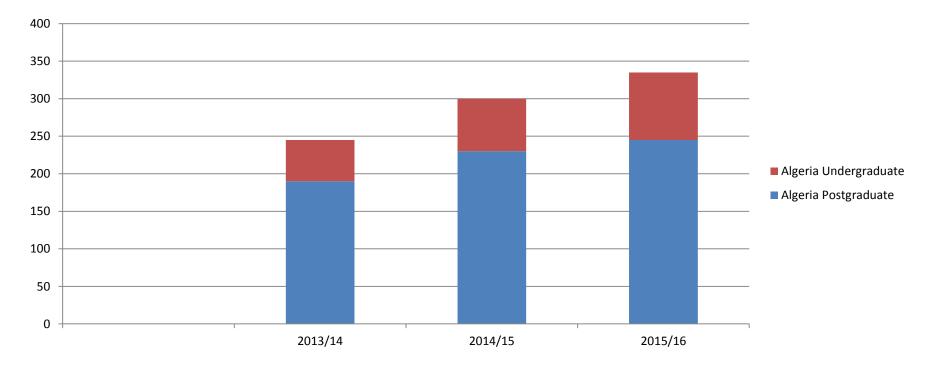
The Algerian economy is expected to slow down in the medium term. Real GDP growth is expected to average 1.2% in 2017-2019.

Source: World Bank (<u>http://www.worldbank.org/en/country/algeria/publication/economic-outlook-april-2017</u>)

Algeria politics

- President: Abdelaziz Bouteflika
- Abdelaziz Bouteflika gained his fourth term of office in elections in 2014, despite doing no personal campaigning and rarely appearing in public after having suffered a stroke in 2013.
- The constitution was amended in 2008 to remove the two-term limit on the presidency, effectively giving the president the option of remaining head of state for life.
- November 2017: Algeria signed new 3 year programme of cooperation with the UK in the field of education, following previous 3 year agreement signed in 2014. Looking to UK for expertise in teacher education, school leadership, quality assurance, distance learning, education research.

UK student numbers (HESA)



Where do Algerian students go to study?

UIS data on destinations of Algerian students 2015

	-
France	16,558
Canada	468
Saudi Arabia	458
United Arab Emirates	374
Malaysia	322
Belgium	263
United Kingdom	233
Spain	181
Turkey	178
India	168

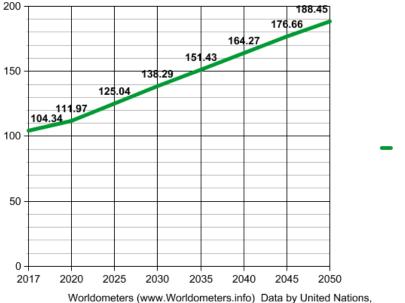
What are the opportunities?

- PhD scholarship scheme
 - ✓ 100 students per year 2014-2019 to earn English-related PhD in the UK
 - ✓ To date 207 Algerian scholars at UK universities
 - ✓ If government doesn't reach target of 500 by 2019, the scheme will be extended
- Areas highlighted in newly-signed programme of cooperation
- Growing demand for English-medium education

Ethiopia

Ethiopia population growth forecast to 2050

Ethiopia population growth forecast in millions



Department of Economic and Social Affairs, Population Division

Ethiopia's economy

The world's fastest growing economies Forecast GDP growth, 2017



Ethiopia 8.3% Uzbekistan 7.6 7.5 Nepal India 7.2 Tanzania 7.2 Djibouti 7 7 Laos Cambodia 6.9 Myanmar 6.9 Philippines 6.9

Source: World Bank

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Ethiopia's politics

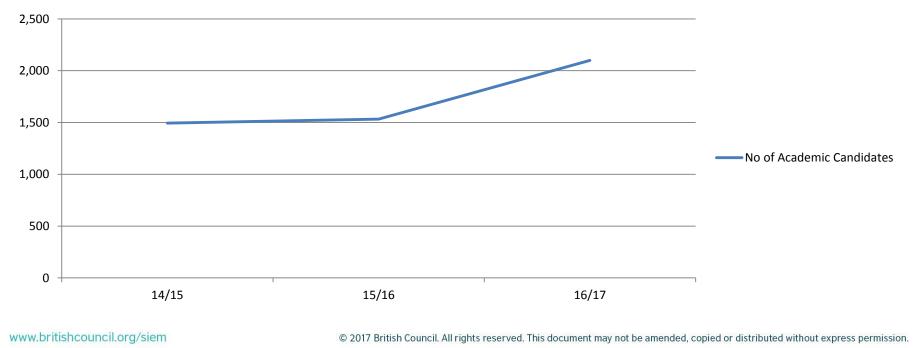
- Hailemariam Desalegn was sworn in as prime minister of Ethiopia in September 2012, ending a period of uncertainty following the death of the previous long-term leader.
- In August, lifted 7 month nationwide state of emergency.
- Vision 2025: achieve middle-income country status; become Africa's leading manufacturing hub.

Where do Ethiopian students go (UIS data)?

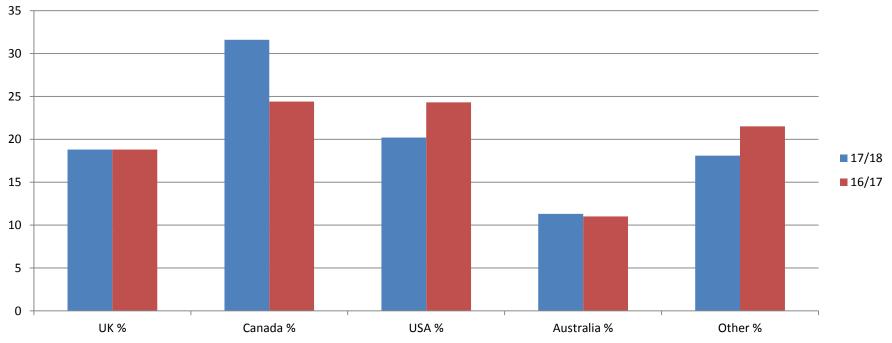
UIS data on destinations of Ethiopian students 2015		
United States	1,539	
India	549	
Italy	398	
Saudi Arabia	355	
Finland	352	
Turkey	328	
Germany	262	
Norway	257	
South Africa	229	

What does recent IELTS data tell us?

IELTS Academic Candidates



And what do they say about their proposed study destination?



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What does a local agent say about international study trends?

- How many students (approximately) did you send to study overseas this autumn (Sept/Oct 2017)?
 148
- How many students (approximately) did you send to study overseas last autumn (Sept/Oct 2016)?
 132
- 3. What were the top 3 countries in 2017 in priority order?
- 1st USA, 2nd China, 3rd Malaysia
- 4. Did you see any variation in students' choice of country between 2016 and 2017? If so, what was it?

Yes after 2016 we see an increase in interest for the Canada and UK market

5. What do you think is the main barrier for students wanting to study overseas? Tuition cost and visa

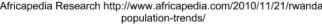
Rwanda

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Rwanda population growth forecast to 2040

25 21.28 20 17 49 13 98 15 10.77 10 5 0 -2010 2020 2030 2040 Africapedia Research http://www.africapedia.com/2010/11/21/rwanda-

Rwanda Population Growth Forecast to 2040 in millions



Rwanda's economy

One of the fastest growing economies in East Africa, Rwanda notched up GDP growth of around 8% per year between 2001 and 2014.

The International Monetary Fund expects the economy to slow down this year and pick up in 2018, with around 6% growth in 2016 compared with 6.9% in 2015.

Source: World Economic Forum (<u>https://www.weforum.org/agenda/2016/04/5-things-to-know-about-rwanda-s-economy/</u>)

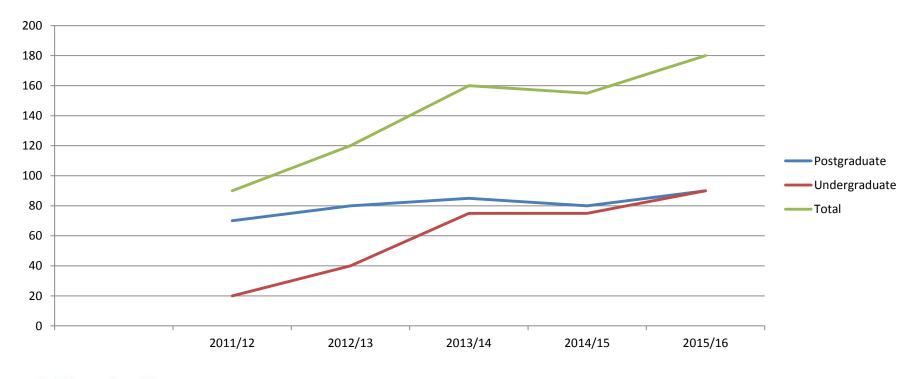
Rwanda's politics



Vision 2020

- Ambition to become a middle-income country by 2020.
- 'Human resources will be improved, so that Rwanda can become a knowledge-based economy. In particular, we will actively encourage science and technology education and ICT skills...'
- 'Major emphasis will be placed on vocational and technical training in the fields of technology, engineering and management.'
- 'Rwanda lags behind in professional training, with most acute deficiency being apparent in the fields of applied and natural sciences and ICT. Although the country will continue to rely on imported technology from advanced countries, well-trained specialized nationals will be essential to the running and maintenance of technological systems, ranging from medicine and agriculture to industry and telecommunications'

UK student numbers (HESA)



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International education engagement in Rwanda

- Carnegie Mellon University branch campus, established 2012. Now building new campus at Kigali Innovation City
- African Leadership University (Mauritius) just established new branch campus with plans to move into KIC.
- Rushmore University of Technology (Mauritius) plans to establish TVET campus offering UK qualifications.
- Plans for KIC include setting up a Bio-Medical Centre and a Centre of Excellence for Engineering.
- Several UK university partnerships with University of Rwanda eg most recent University of Westminster and University of Rwanda partnership

Education opportunities

- GoR wants to promote Rwanda as a 'Tech Hub' so any new inputs on this would be welcome.
- Teaching partnerships in-country to deliver Vision 2020.
- Blended TNE approaches of interest.
- GoR emphasis on TVET

Questions?