

# Market intelligence: Ukraine



Englis  
hUK



# 1. Ukraine as a market of potential students

Why Ukraine? Background, facts & figures

# 2. Practicalities of working with Ukraine

1. Ukrainian students - what's to expect
2. Working with agents and recruiting students direct
3. Useful facts & tips





### Succeeded by:

Russia  
Georgia  
Ukraine  
Moldova  
Belarus  
Armenia  
Azerbaijan  
Kazakhstan  
Uzbekistan  
Turkmenistan  
Kyrgyzstan  
Tajikistan  
Estonia  
Latvia  
Lithuania



# Closer than you think!

5 direct flights a day

4 airlines

3 hours flight

no visa for British citizens





# Key facts

**population:**

· :

· :

· **languages:**

· **religion:**

· **exports:**



# Evaluating the market

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- .



# New, emerging market

- 
- first multinational companies set up in Kiev –
- lost 'iron curtain'
  - 
  -
- long term investment /effect (.. ' ,

**1,299** - adult student visitors going for short courses

**384** - PBS Tier 4 Child Student

**800** - PBS Tier 4 General Student

**5,185** (visit category) - approx. 4150 students - Child visitors

English UK Stats? (not just weeks,  
income)

ISC Stats - 1000 students from Russia

HE Stats - 100 new students a year

Visa Stats

1. Psychologically - need to be persuaded
2. Financially
3. Technically (visas) - need to be informed



# Juniors





# Juniors

*Homestay  
Football*

*English plus*

*Summer schools based on boarding school campuses  
English plus Subjects*

*Summer schools based on university campuses  
Academic preparation*

*Groups VS individuals  
leaders etc.*

*Young*

*Russian speakers factor  
Home tuition*



# University students

- \* if no travel history –
- \* depends on how ‘official’

GE, BE

Exam courses (IELTS, FCE)

University preparation: Foundation, Pre-

Masters, Pre-MBA

English plus!!! Marketing, Law, Finance

Specialised courses for people with good

English?

# Coming out of Ukrainian system of Education

## 1. Schooling system

1. State education 99%
2. Start school at the age of 7
3. Anything between 10 and 12 years of education
4. 'Atestat'

## 2. Academic standards

1. Broad education
2. Very demanding academically

## 3. English

## 4. Teaching style



# Average Ukrainian student

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# Young professionals

good employment –

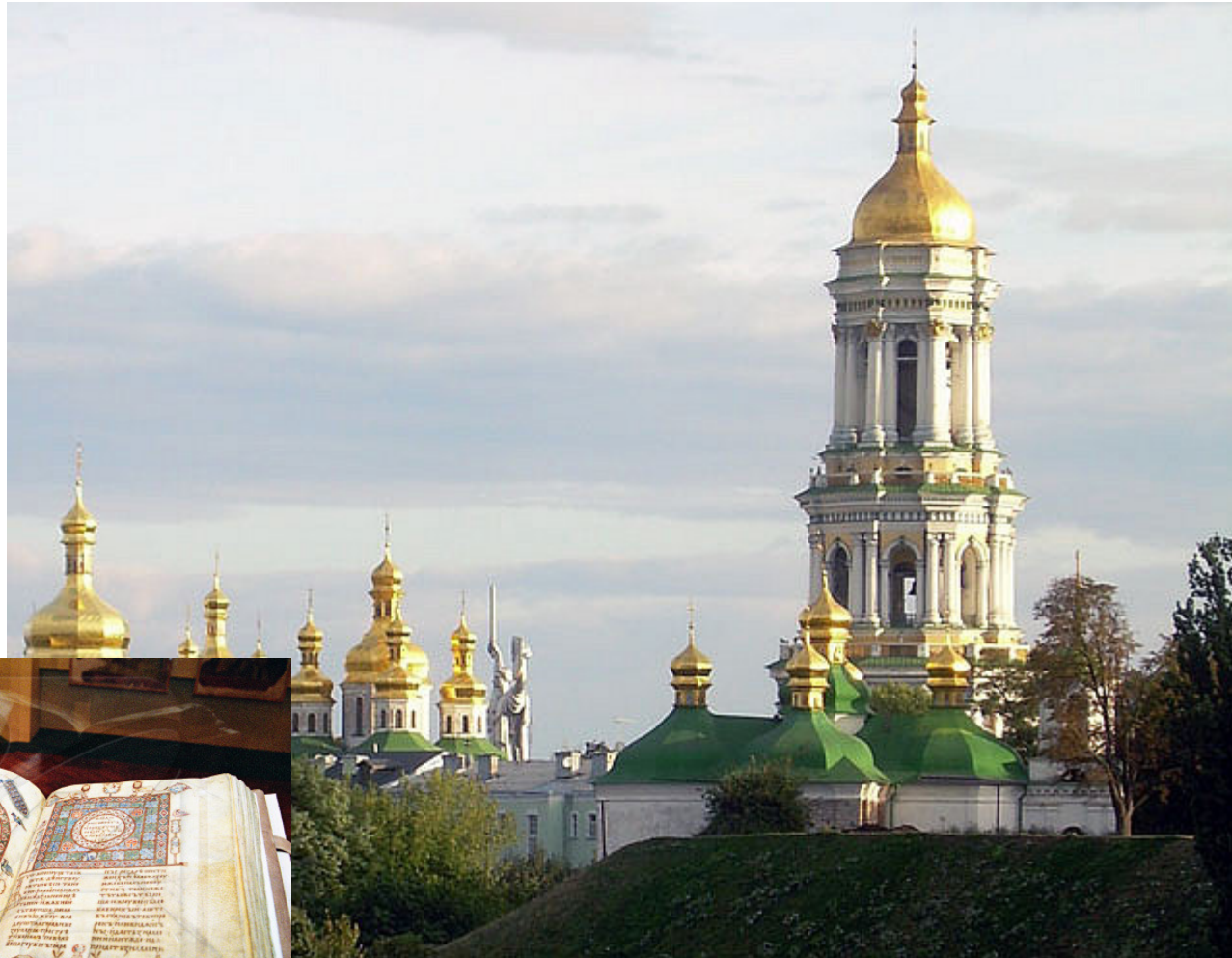
# Different target audiences

:





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est. 862 Kievan Rus - ancient state

est. 988 Christianity

Mongol invasions

Middle Ages:

Grand Duchy of Lithuania

Cossacks

Early modern period:

Russian Empire

Habsburg Monarchy

Independent states

20<sup>th</sup> c.

1917 Civil war

1921 Ukrainian & Western Ukrainian People's Republic

Soviet Era

1991 Modern Ukraine





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- 2004 'Orange Revolution'





- European Integration
- WTO
- 2012 European Football cup



UEFA  
**EURO2012**  
POLAND-UKRAINE



- Modern vibrant business environment
- Legal framework for operation
- Interest towards world's best practices:

>> huge interest towards  
English language and  
integrating into the world  
infrastructure

## Reason 1

- It is the largest country wholly in Europe, has a population of more than 45mn people and borders four member-States of the European Union.

## Reason 2

- It is the most democratic country in the Commonwealth of Independent States, having held four free and fair national elections since 2004.

### Reason 3

- It is a rapidly growing market. UK companies exported £545mln of goods and services there in 2009 and have invested \$2.37b billion there since 1992. The UK is the 6th largest foreign investor in Ukraine.

### Reason 4

- More and more Ukrainians are travelling to the UK, which continues to welcome genuine tourists and business visitors.

# Market structure



# Opening a new market - tips





# Working with agents - tips

# Working with agents - tips

‘pecial offers’





# Working with agents - tips



# Visit Ukraine (please :)





# Having Ukrainian students - tips

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14 years of experience of  
linking UK and Ukraine

1997 - 2005

General English School for individual and  
corporate clients  
Education in UK Department

2005-2008

Business-Link is a Corporate Training Provider  
in English  
Education in UK Department

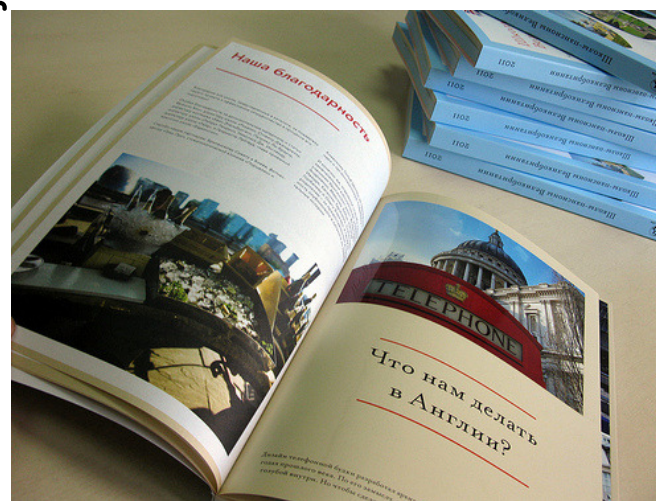
2009

Business-Link is Education in UK Agency





- 14 years of experience
- UK only
- 500+ students a year
- 2 targeted fairs a year
- Links with corporate



- Doing Business in E

- October 20<sup>th</sup> 2011
- English language & University
- 17 participants in 2010, 4 UK

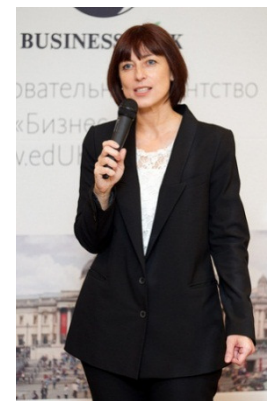


- Boarding Schools We

- February 19-20<sup>th</sup> 2012
- 28 boarding schools in 2011
- 3 summer schools



- Demos & seminars
- First hand information



## ▪ Parents Club





[ГЛАВНАЯ](#) [БИЗНЕСУ](#) [ДЕТЯМ](#) [СТУДЕНТАМ](#) [FOR PARTNERS](#) [ПОЛЕЗНАЯ ИНФО](#) [БЛОГ](#)

## Наши события

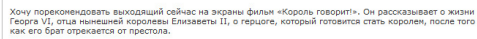


A close-up photograph of a backpack, likely a school bag, with a red tag attached to the top handle. The tag has the word 'London' in white, bold, sans-serif font, and below it, in smaller yellow text, 'Museum &amp; Gallery'. The backpack is made of a light-colored, possibly beige or tan, fabric with dark straps.

- Getting started

14.02.2011 г.

Авторы: Татян



(далее...)

[Написать комментарий »](#)

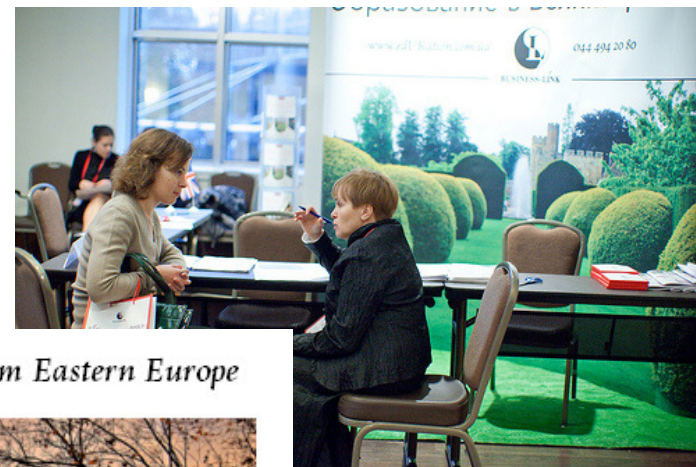
10.02.2011 г.

Автор: Mariy

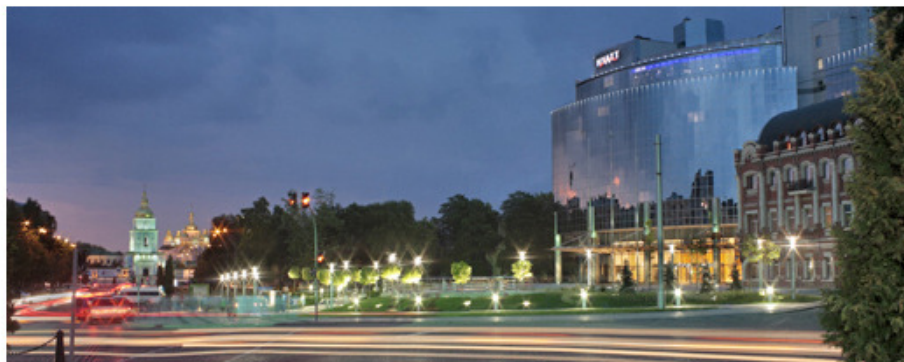
vikusya (Points: 27057)



 uilding partnerships –  
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*Come to meet your new students from Eastern Europe*





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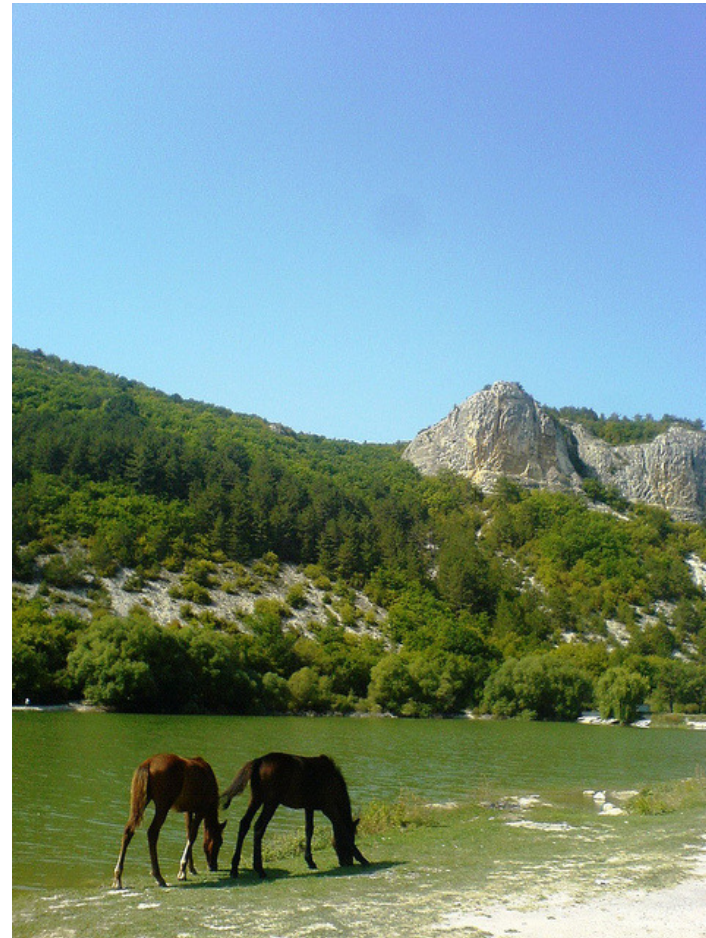


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