

# TVET UK's international commercial development top tips

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# What is happening in the world today?



- Demand for skills development (including English) increasing worldwide
  - Global recession – unemployment
  - Traditional industries declining
  - New industrial powerhouses need new skills
  - Countries relying on foreigner workers to provide services
  - Global citizens
  - Post conflict rebuilding/ Social unrest
  - Over reliance on Higher Education, graduate unemployment



# Why are countries prioritising skills development?



- A skilled trained qualified workforce is a magnet for foreign investment
- Key driver for countries economic development or restoration following recession
- Need for a diversified system as higher education fails to address skills needs
- Post conflict social cohesion/ Civil unrest/ Arab spring
- Desperate people have nothing to lose!



# So what can we do about it in the UK?



- We are the home of the English language.
- The perception of UK education as quality
- We have the best TVET system in the world!
- We create employer driven demand led qualifications
- Modular credit approach
- SSCs getting more commercial
- Our certificates are recognised worldwide
- German/Swiss/Austrian Dual system? Main competitor but less flexible/ employer driven.



# More specifically...



## Delivering overseas!

- Aid funded business – developing nations TVET systems! World Bank, ADB, EuropeAid etc.
- Partnering with overseas providers to deliver UK capability (variety of models)
- Delivering short flexible modular courses to industry
- Specialist training for world events (Olympics, commonwealth games etc.)
- Train the trainer, initial teacher training, leadership and management development
- Post conflict rebuilding
- The sectorial approach - complete packages!
- Infrastructure - curriculum – training



# Things to consider - What is my Product?



- What are you offering?
- Be clear, be focused
- Consultancy, training in market, centres
- Develop tailor made program for delivery overseas?
- Aid funded, e.g. World Bank ADB or EU projects
- Project by project or on going commitment?
- Don't try to do everything



# Organisational support



- Have you got the senior management on your side?
- Do they understand its not a quick fix to financial woes?  
Its business! It's an investment!
- Do they understand it is for the long haul? 2-5 Years?
- Have you got a budget for travel and marketing?
- Customers want to see you!
- This is commercial work, don't expect funding
- Are you hiring out staff for overseas work?
- Will they go abroad for 3 months?
- Contracts, new clauses needed!



# What/where is your focus?



- You can't do everything you do
- Pick 2 or 3 key areas and get results for a market
  
- You can't go everywhere
- Pick a few complementary markets
- Don't put all your eggs in one basket though
  
- Evolve naturally/cautiously
- Mistakes will happen, expect them and learn from them
  
- Scary nations....great possibilities!



# Choose money not hype



- A £100k project in Tajikistan is better than a £1m dream in China (beware polite clients)
- GDP, population size, HE success are not guarantees
- You will need quick wins for even the most tolerant management
- India, China, Saudi Arabia while attractive are not the best for newcomers.
- Shy away from the crowds.
- Don't be afraid of the 'newsworthy' countries



# Relationships are the key



- You need to meet partners and again and again to build trust
- Most countries won't do business with people they don't know and trust
- That means travelling, hosting and communication
- Trust needs to be built over time, commitment demonstrated with customers!
- Find a representative in country



# Communicate on their terms



ان القوة العاملة الماهرة هي الدافع الرئيسي نحو الازدهار القومي و نحو نمو اقتصادي مستمر. فمع توافر برامج تنمية وتطوير مهارات تتسم بالملائمة والجودة العالية تستطيع الكليات والجامعات والمدارس أن تخرج جيلا من الشباب القادرين والمتأهبين للعمل والقادرين على مواجهة تحديات التجارة والصناعة المعاصرة. و بهذا يصبح أصحاب الاعمال على ثقة بان كافة العاملين لديهم بدءا من حديثي التخرج وصولا الى قادة فرق العمل او الحرفيين المهرة قادرين على مواجهة التطلعات المتزايدة للعملاء والمستثمرين وتمكينهم من زيادة



# Don't reinvent the Wheel



- Countries and sectors. There is usually a network for you to join.
- International trade associations, business councils etc... the clue is in the name
- UKTI – British Embassies - TVET UK!
  
- It's their business to know people
- You get in more easily
- You get in higher up the ladder
- You get experts helping you
- You can get contracts faster
- They can take care of the logistics/ hassle



# Health warning



- You are reliant on others whims!
- Opportunities and problems arise all the time
- You cannot take anything for granted
- Things aren't always what they seem



# So, how do we do it at TVET UK?



- Trade missions to markets for members
- Inward missions of VIPs and decision makers from markets
- Scoping visits to markets to set up opportunities
- Liaison with UKTI Commercial offices in embassies
- Direct contact with ministries around the world
- Direct contact with business around the world
- Aid funded business consortium building
- Lobbying on behalf of the commercial education sector all over the world
- Continuous flow of opportunities to your inbox.



# What have our members done overseas?



- Policy and systems, benchmarking, and curriculum and programme design
- Managing facilities, refurbishing buildings, physical and ICT resources and management information systems
- Standards and qualifications infrastructure
- Accreditation and quality improvement systems
- Partnerships between institutions, in-country delivery, twinning
- Student recruitment, student & staff exchanges
- Train the trainer, initial teacher training, leadership and management development



# Scoping missions



# Trade missions



# In country delivery



# Partnership building sessions



# Student recruitment, working with agents



# Training for technical skills for government owned industries



# Conferences and seminars



# Lobbying - David Lammy Learns the dombra



# Multi Sector - Former Lord Mayor of London, Ian Luder's visit opened further opportunities.



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