

EDUCATION IS

GREAT

BRITAIN & NORTHERN IRELAND

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The International Education Strategy: UKTI Education's role



HMG's International Education Strategy (1)

- UK government's Industrial Strategy: a long-term approach to support economic growth
- International education one of 11 sectors covered
- Education exports worth £18bn to UK in 2012
- IES sets out how government will work with all parts of the UK's education sector to take advantage of new opportunities worldwide
- Based on input from the sector

HMG's International Education Strategy (2)

- Key elements of IES
 - warm welcome for international students
 - supporting transnational education
 - leading the world in education technology
 - building a new relationship with emerging powers
 - building the UK brand and seizing opportunities
- Progress on many fronts since Strategy launch
 - £375m fund for joint research with emerging powers
 - launch of FutureLearn
 - Education UK student recruitment service refreshed

UKTI Education's role

- Help UK education and training organisations win business overseas
- Primary focus on high value opportunities (HVOs)
 - large, complex commercial opportunities
 - benefit from government-to-government engagement / partnership approach
 - business opportunities with an aggregate value of £100m+
- Mobilise an effective, co-ordinated UK response
 - cross-sector collaboration
 - development of consortia, where appropriate

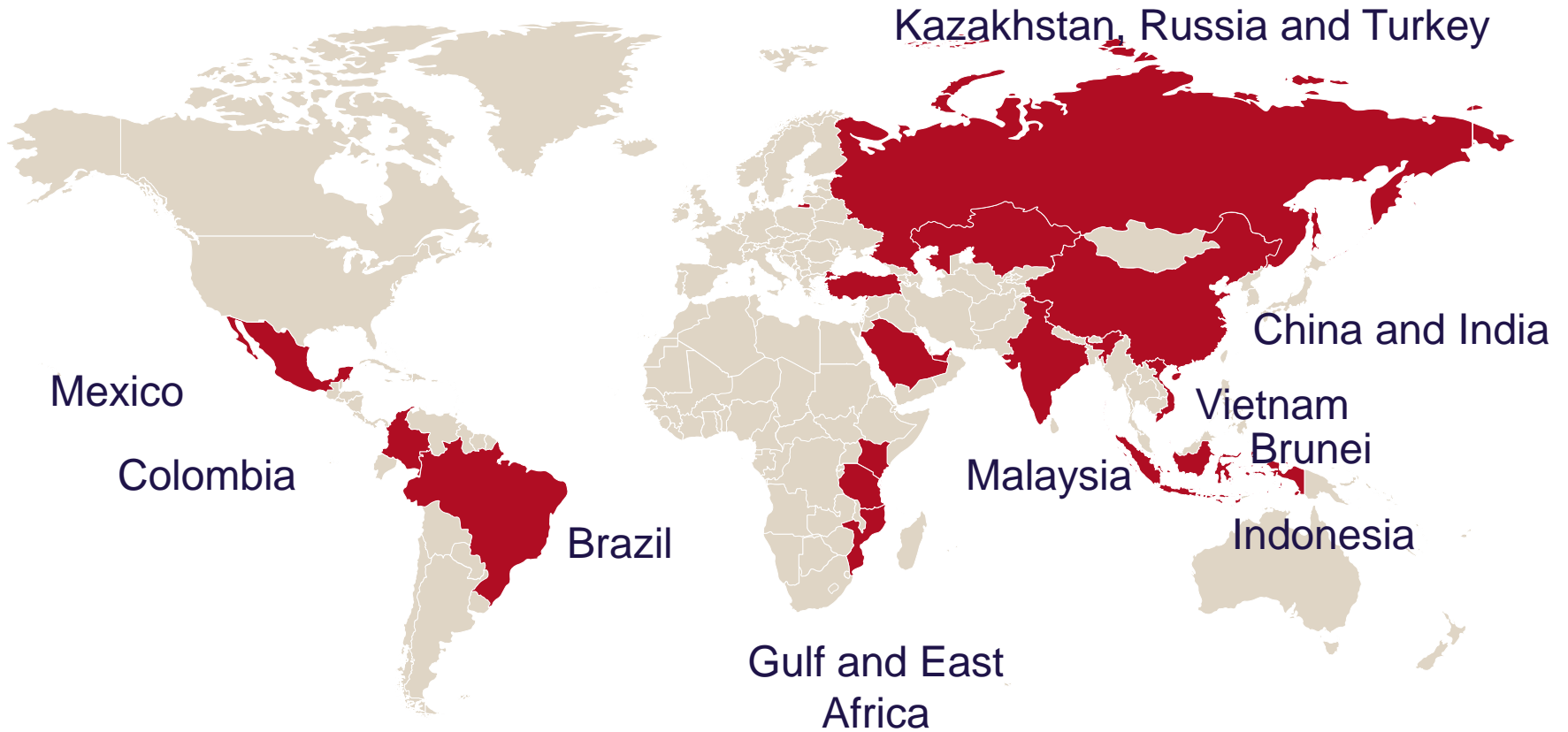
Key aims

Promote UK
excellence in
education &
training around
the world

Help secure
£1bn of new
business by
2015

Help secure
£3bn of new
business by
2020

Priority markets



Sectoral themes

ELT

Oil & Gas

Teacher Training

Ed Tech

ELT focus

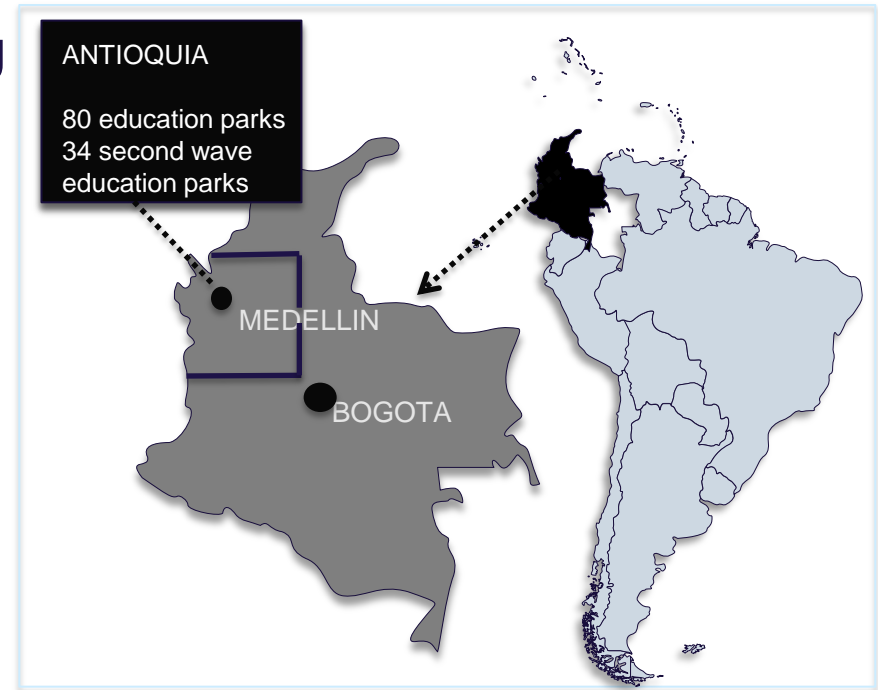
- Area of significant, and growing, demand globally
 - often in the context of other education / training requirements, e.g. ELT in particular VET contexts
- UK has many strengths and long track record of successful ELT delivery
- UKTI Education initial focus on a range of emerging opportunities:
 - Colombia: ELT (for provincial government and corporate customers) + teacher training
 - Kazakhstan: training for civil servants and employees of public corporations

ELT Working Group

- ELT Working Group created to help UK sector respond effectively to large, complex opportunities
 - referenced in the IES
 - chaired by Tony Millns
- Representatives from across the UK ELT sector
 - English UK, Pearson, Cambridge English, Association of Colleges, British Council, HE International Unit, Open University, Publishers' Association
- Group collaborates to produce UK responses to overseas opportunities
 - drawing together full range of UK capabilities
 - drawing in expertise from interested members / other providers

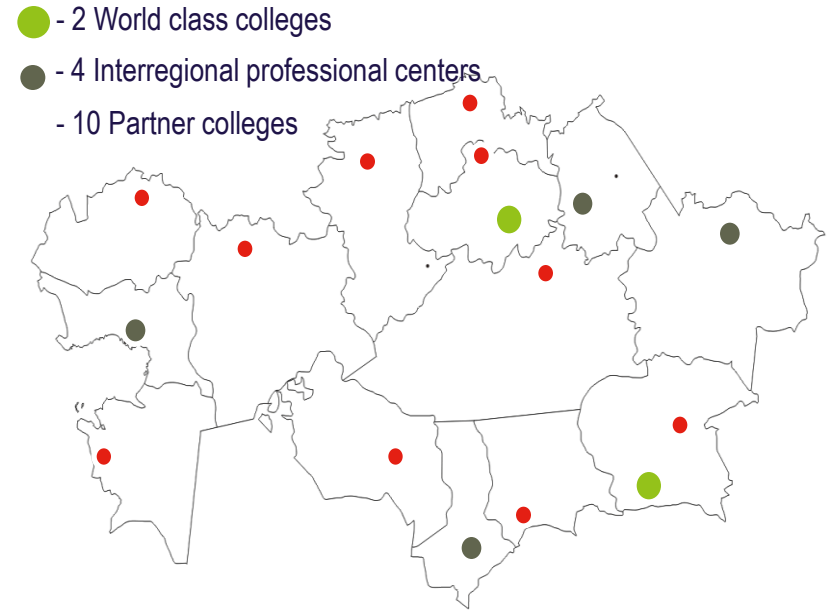
CASE STUDY: Colombia

- Opportunities identified following Ministerial visit
- Range of activities at national, regional and sub-sector levels
 - ELT
 - Oil & Gas
 - Space
 - TVET
- UKTI Education's role
 - raising awareness in UK education sector
 - two-way programme of follow-up scoping visits
 - co-ordinating ELT Working Group to create UK ELT proposal
 - supporting UK companies tendering for business
 - developing broader government and sector group relations



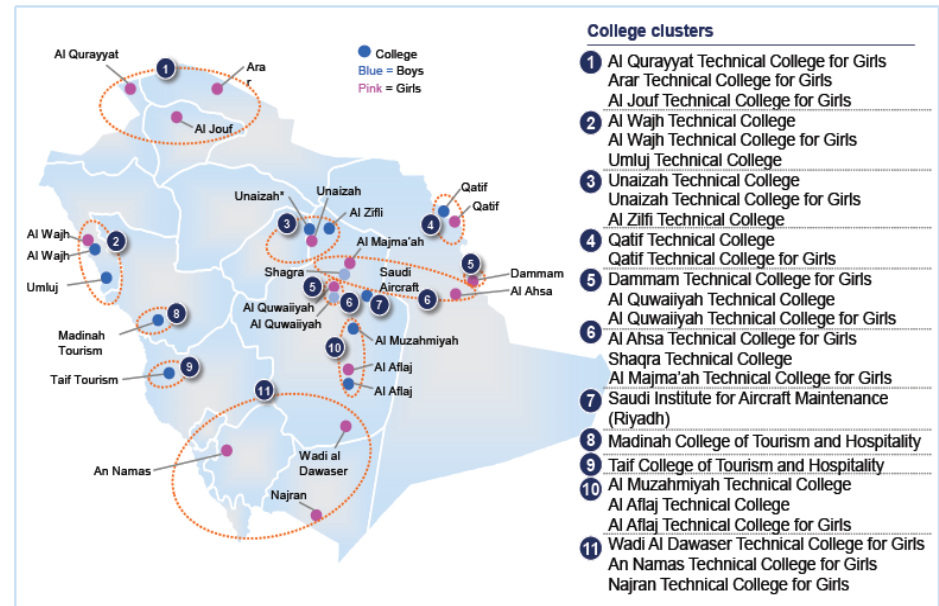
CASE STUDY: Kazakhstan National Education Plan

- Significant planned investment as part of 2011-2020 national plan
- Range of segments targeted
 - ELT in schools and govt agencies
 - teacher training
 - TVET colleges programme
 - ed tech in schools
 - HE collaboration
- UKTI Education's role
 - focused ministerial visit to identify areas for cooperation following PM trip
 - agreeing MOU with Ministry of Education and certain agencies; clear workplans to follow up key strands
 - support for prospective UK bidders for TVET college programme
 - ELT Working Group coordinating significant UK ELT proposal
 - hosting inward missions



CASE STUDY: Saudi Colleges of Excellence

- Programme to build and operate 100+ TVET colleges
- UK providers won c.£375m of business in Wave 1 and recently secured Wave 2 contracts valued at £850m
- Wave 3 due this summer
- UKTI Education's role
 - raising awareness in UK education sector
 - supporting prospective UK bidders
 - facilitating new consortia where appropriate
 - facilitating UK plc / cross-consortia propositions, e.g. IAG
 - developing broader Saudi government relations for future waves / initiatives



Support for education SMEs

- Engagement in education HVOs
- Support for trade events and missions
- Broader UKTI support for exporters
 - ITAs, Passport to Export, Gateway to Global Growth, TAP, OMIS, etc.
- Cross-Government co-ordination
 - BIS, FCO, DfID, DfE, British Council

In summary

- Significant commitment to supporting UK education sector overseas
 - new strategic approach
- Range of markets to which this approach could be relevant
 - specific ELT focus
- Government looking to support the whole sector in a more co-ordinated manner



UK Trade
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