



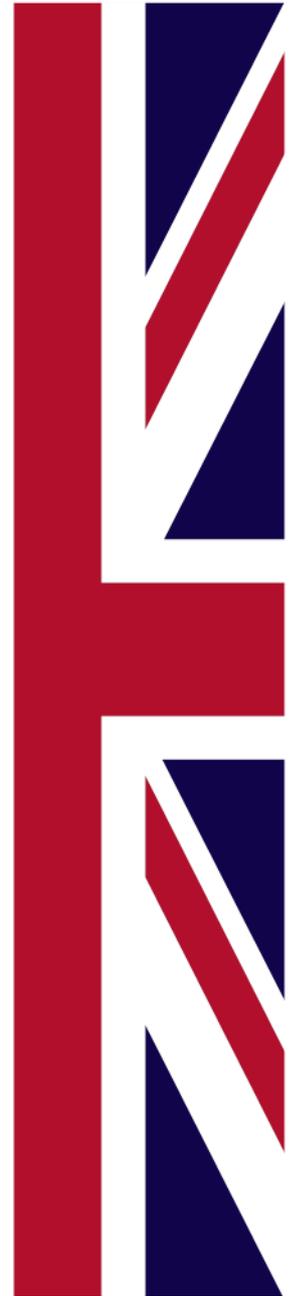
Department for International Trade



UK Government Ambitions

UK Government wishes to work long term with Governments to:

- Enable systemic reform of education systems.
- Support economic development, growth and sustainability by building an appropriately skilled workforce through enhancing skills and education in key industrial areas.
- Share world-class best practice in teaching and education policy, design and delivery enabling young people to maximise their potential for growth via a range of high quality education routes.
- Create a mutually beneficial opportunities and partnerships which dynamically build the capability and capacity required for systemic long-term change.

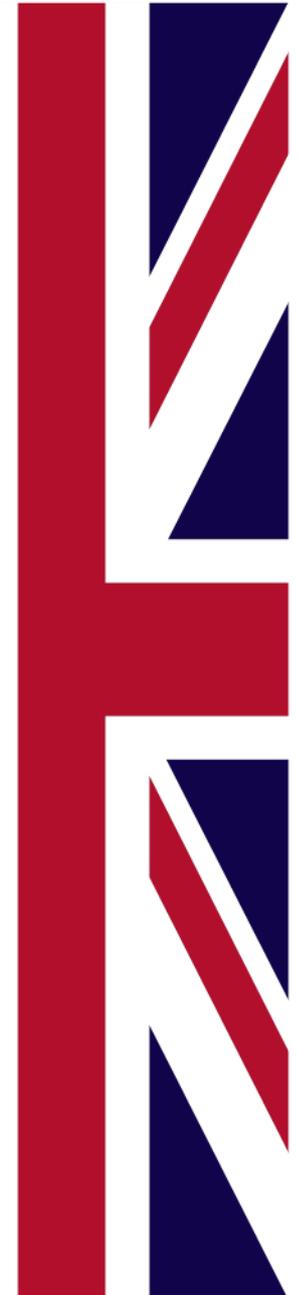


Department for
International Trade



UK – The Global Partner Of Choice

With **UK expertise and support**, we can help others **achieve success!**



Department for
International Trade



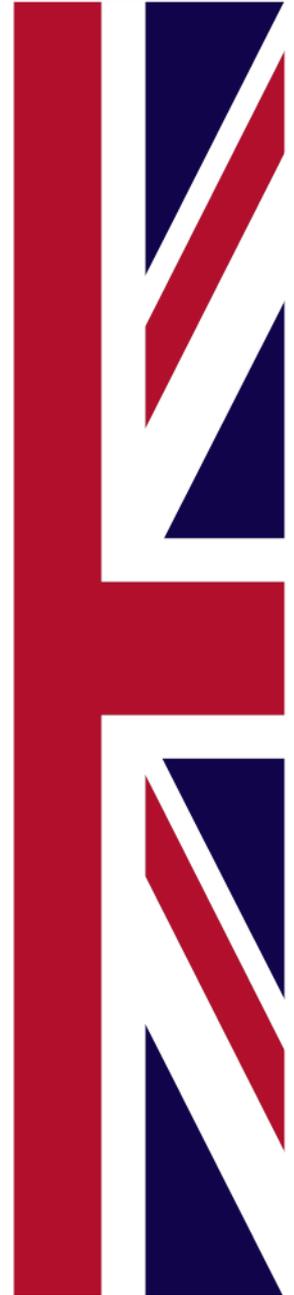
The Department for International Trade

- **Ministerial department** that helps UK businesses export and grow into global markets
- Represented in over **100 countries worldwide**
- Regional network of **International Trade Advisers (ITAs)** across the UK
- Offers a range of export-related **services, events and programmes**
- In London: **7 sector teams** of ITAs who can advise and support London businesses in their specialist sector



DIT Education Aims

- **Help UK education and training organisations win business overseas**
- **Primary focus on High Value Campaigns (HVCs)**
 - large, sometimes complex, commercial opportunities
 - often benefiting from Government-to-Government engagement / partnership approach
- **Mobilise an effective, co-ordinated UK response**
 - cross-sector collaboration
 - development of consortia, where appropriate



Horizon Scanning

DIT has identified HVC opportunities in the following markets:

- Latin America
- The Gulf
- China & Hong Kong
- ASEAN Region

And in the following sub-sectors:

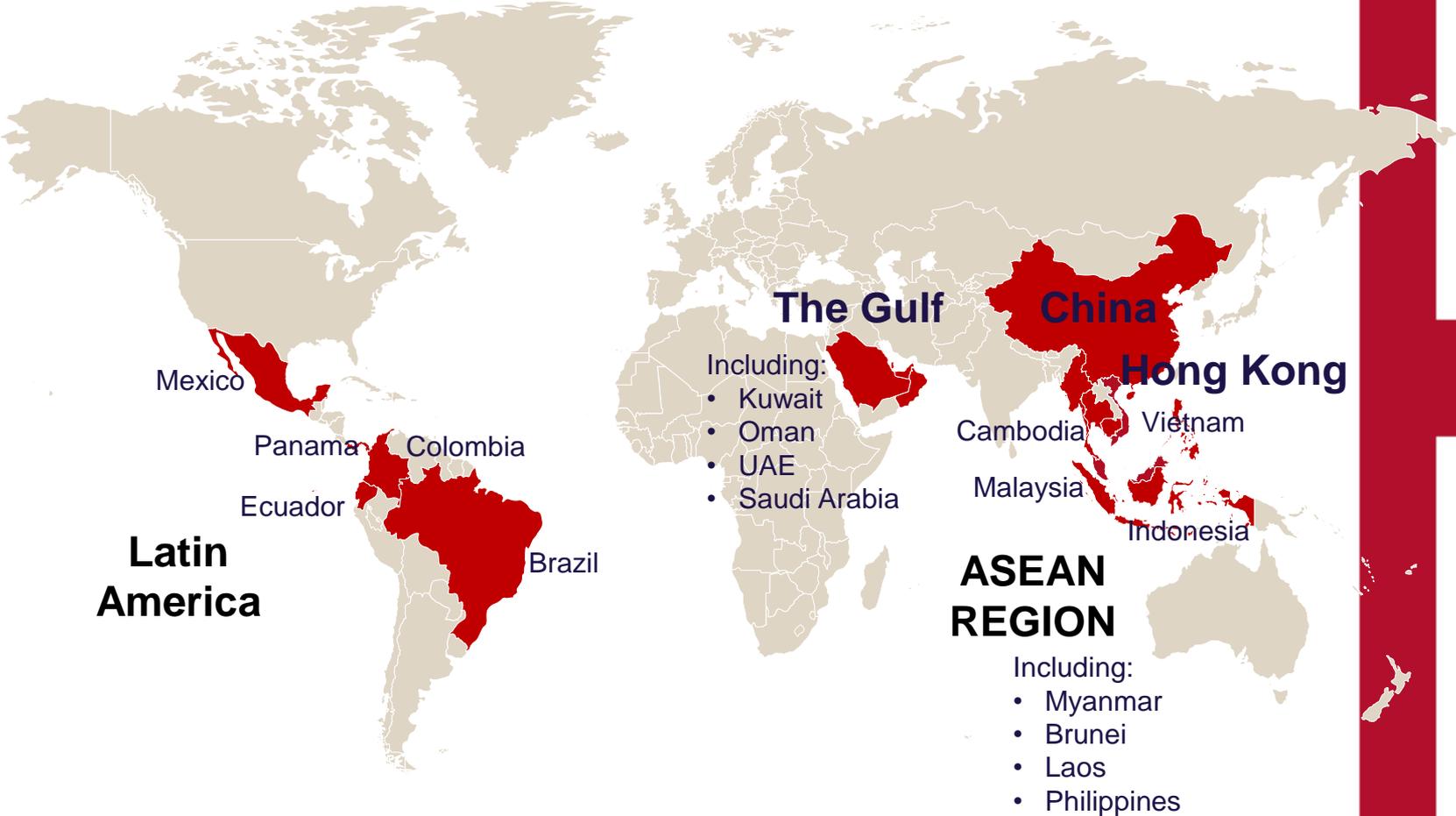
- Higher Education (HE)
- Education Technology (EdTech)
- Professional & Technical Education Training (PTET)
- International Schools
- English Language Training (ELT)



Department for
International Trade



Market Focus



How DIT can help

- The DIT is strategically placed to support both UK organisations and overseas stakeholders to develop successful and sustainable long term partnerships

Our offer

Our dedicated services

... to governments

- Co-ordinate formal events and round table discussions with foreign governments and UK institutions
- Make formal introductions to UK institutions which have expressed an interest in a particular market
- Share updated information with UK institutions on a country's regulations and license applications
- Provide information to help understand the UK Education system
- Alert UK institutions of formal tender processes overseas

... to decision-makers

- Co-ordinate formal events and round table discussions with foreign investors/developers and UK institutions
- Make formal introductions to UK institutions looking for a partner in a particular market and gain a privileged access to the UK supply chain
- Provide information to help understand the UK Education system
- Act as a trusted, impartial broker, especially needed for checking commercial opportunities



Turning Ambition into Opportunity



Access to **DIT global network**



Live **export opportunities**
(exportingisgreat.gov.uk)



Events and **webinars**



Trade missions to selected markets



Market insights



Department for
International Trade



DIT support examples

Source of Information

- Alerts to commercial opportunities overseas, including briefing events
- Market intelligence and high level strategic commercial advice
- Wider political and economic developments

Introductions

- To overseas education partners
- To local investors / developers
- To local / national Governments and their regulators
- To 3rd party vendors (e.g. legal and financial advice)

Political and Cultural

- Advice of cultural awareness doing business
- Diplomatic support dealing with overseas stakeholders
- Letters of invitations for visas
- Establishing a business e.g. a company in a free trade zone



UK Gov Help & Support?

EXPORTING IS **GREAT**
BRITAIN & NORTHERN IRELAND

The Department for International Trade (DIT) helps businesses export and grow into global markets. We also help overseas companies locate and grow in the UK

www.great.gov.uk is the government's single destination for information on UK trade, investment, tourism and education

UK Export Finance

Find export opportunities

Find export opportunities

Find and apply for overseas opportunities from businesses looking for products or services like yours

What product or service are you selling?
Product or service keyword

Where would you like to sell to? (optional)
Filter by country

Find opportunities



Department for
International Trade

EDUCATION
IS
GREAT
BRITAIN & NORTHERN IRELAND

ASEAN Focus

Scope: ASEAN's private sector and the region's growing middle class are investing increasing amounts in education and training. Governments in ASEAN spend over £60bn on education per annum with another £20bn spent by private sector organisations. English is widely spoken and the UK has long-standing cultural ties with the region. Many ASEAN leaders have studied in the UK, the British curriculum is studied widely and a number of universities have established campuses in the region, most notably in Malaysia.

The UK's main competitors in ASEAN are South Korea, Germany and Australia, mainly on cost. There are 7 countries included within this HVC; the lead markets being Malaysia, Vietnam, Thailand and Indonesia with support from Philippines, Burma & Cambodia; the main pillars of focus are Schools, Higher Education, Vocational Training and English Language Training.

The ASEAN Economic Community promotes intergovernmental cooperation and facilitates economic integration amongst its members which means any one of these countries has the potential to act as a springboard for UK exporters.

As part of our long term plan DITs overseas teams working with the Education Team in London and regional colleagues assisted UK companies in winning contracts worth over £150m in 2016/17 and have identified further opportunities of over £50m in 2017/18.



Department for
International Trade



Skills Development

Many young people that join the labour force every year have low levels of skills and education. This holds back a country's labour productivity and competitiveness.

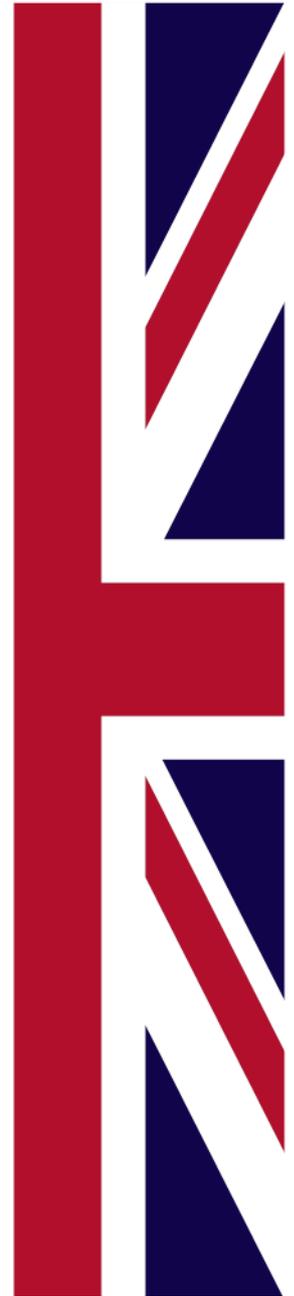
Government focus is shifting from informal to formal technical and vocational education and training programs, and to higher-end and technological skills at the post-secondary level which are linked more closely with labour market demands and the country's development needs.

There is also greater focus on the engagement of the private sector in training and vocational education.



Typical reform example

- Formulating comprehensive TVET Policy and Regulatory Framework
- Equitable access, and Improving skills competencies
- Improving Quality Assurance and Accreditation
- Creating jobs in rural areas to increase productivity
- Creating jobs in formal and non-formal sectors
- Ensuring continued improvement in national productivity
- Increasing family generating income.



Aid Funded Support

The Asian Development Bank (ADB) will focus on secondary education and technical and vocational education and training as part of a program-based approach to meet the objectives of the government's Education Strategic Plan.



Department for
International Trade



ADB Themes

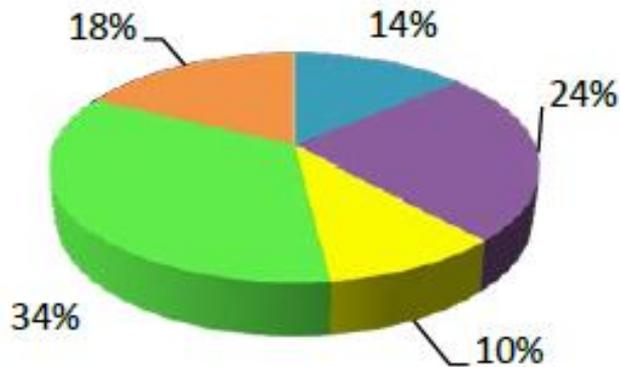
- Inclusive education for inclusive development
- Public-private partnerships for improving quality, relevance, and sustainable financing of education
- ICT/social media for transforming education services
- Skills development for employment and new types of skills
- Centers of excellence to boost innovation and competitiveness, and diversified tertiary and higher education systems for evolving labor market needs.
- Regional cooperation and cross-border collaboration in education and knowledge sharing



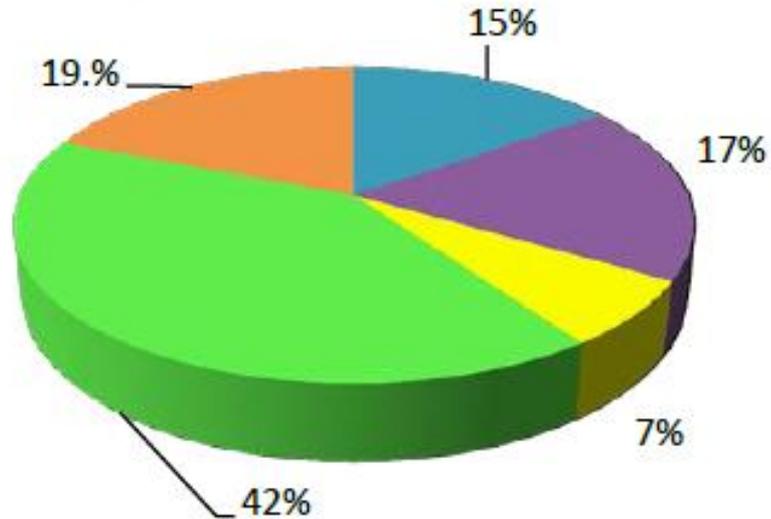
ADB Education Spend

ADB

2015-2017
(US\$3.564 billion)



2016-2018
(US\$5.773 billion)

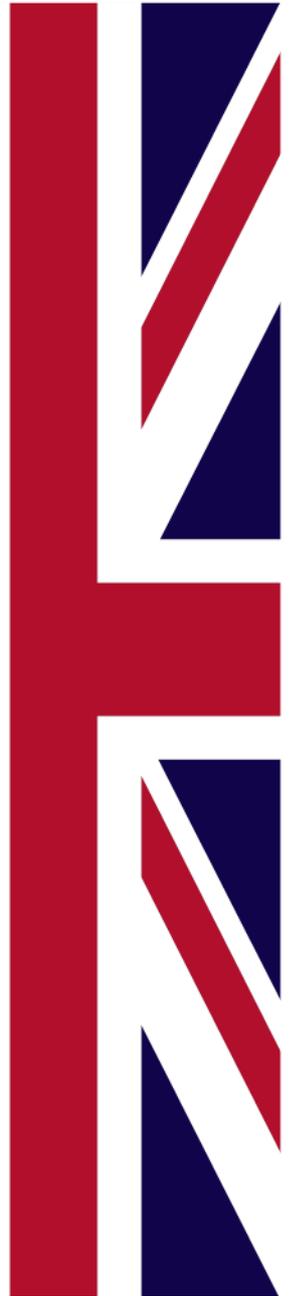


- Broad Education Sector Development
- Pre-Primary and Basic Education
- Upper Secondary Education
- Tertiary and Higher Education
- Technical and vocational education and training



Department for
International Trade

**EDUCATION
IS
GREAT**
BRITAIN & NORTHERN IRELAND



ADB Education Projects

ADB

Lending Pipeline, 2017-2019

Country	Title	Amount	Approval date
CAM	Second Upper Secondary Education Sector Development Program (USEDP II)	\$60M	2017
CAM	Skills and Competitiveness Development Program	\$60M	2019
CAM	Third Upper Secondary Education Sector Development Program	\$60M	2020

Non-lending Pipeline, 2017-2019

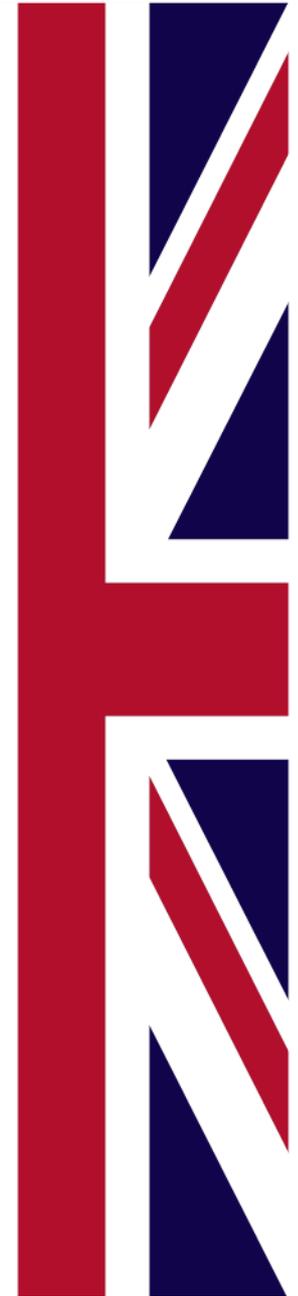
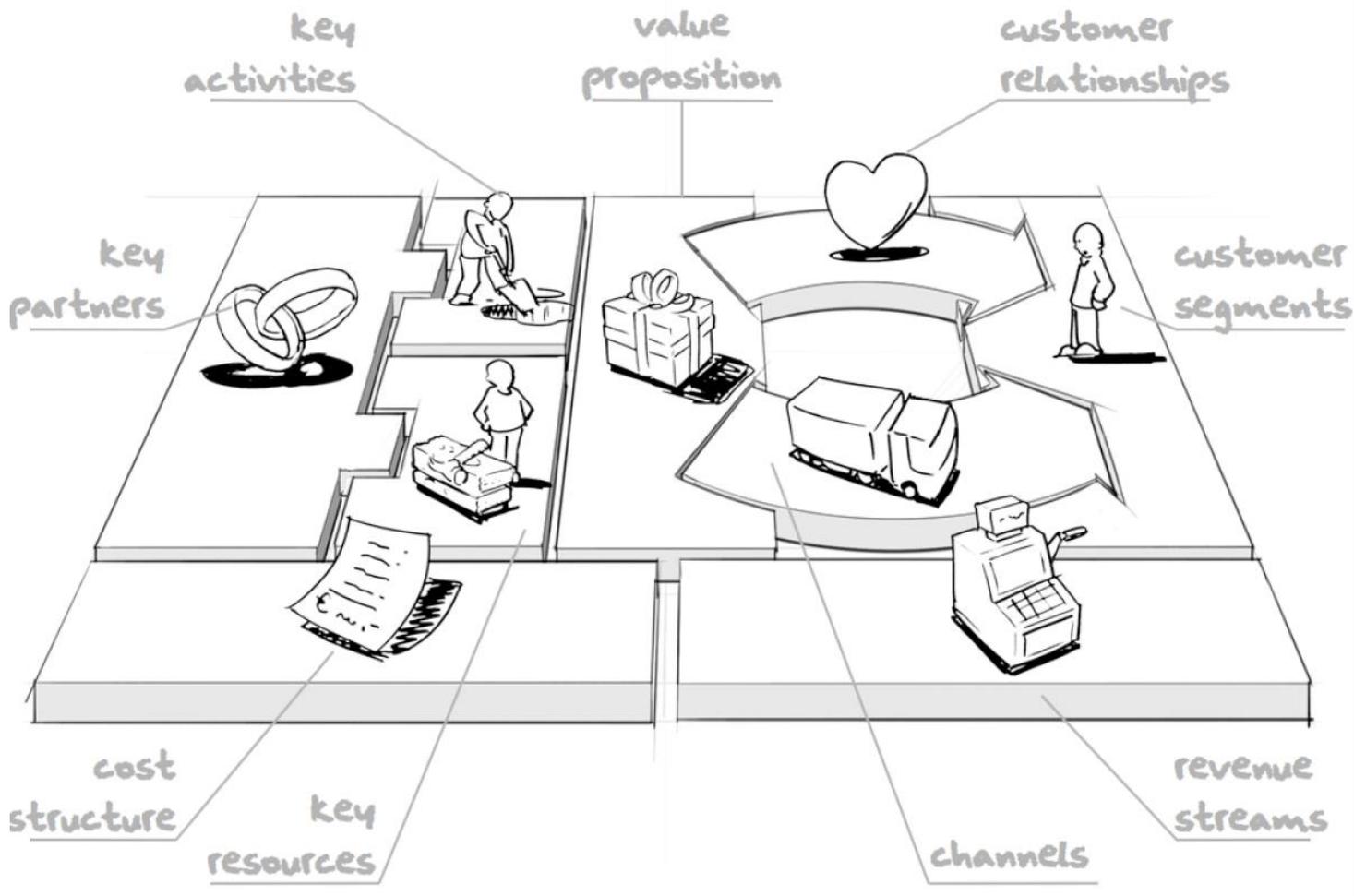
Country	Title	Type	Amount	Approval date
CAM	Skills and Competitiveness Development Program	PPTA	\$1.2M	2017
CAM	Second Upper Secondary Education Sector Development Program	PATA	\$1.2M	2017



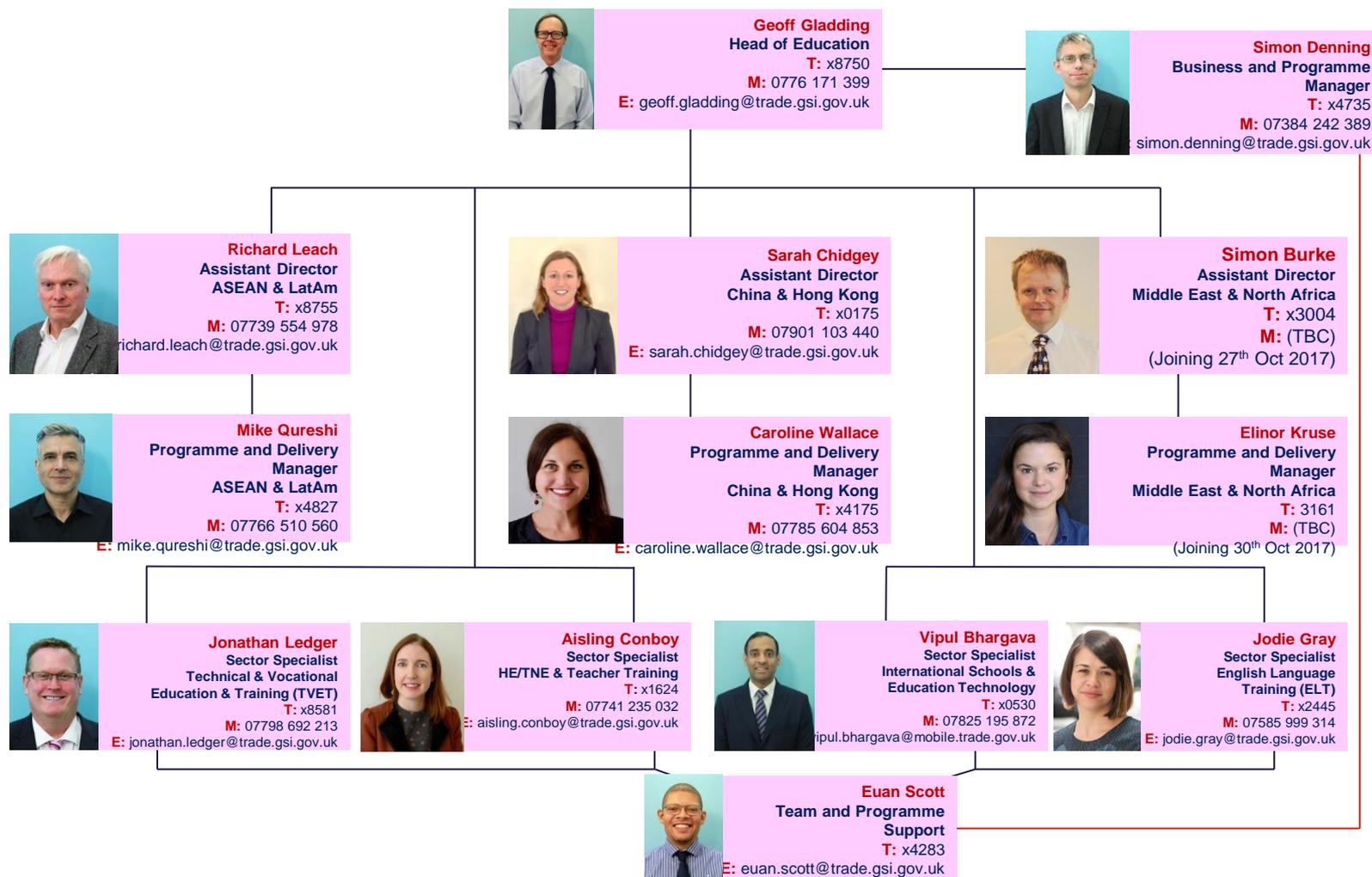
Department for
International Trade



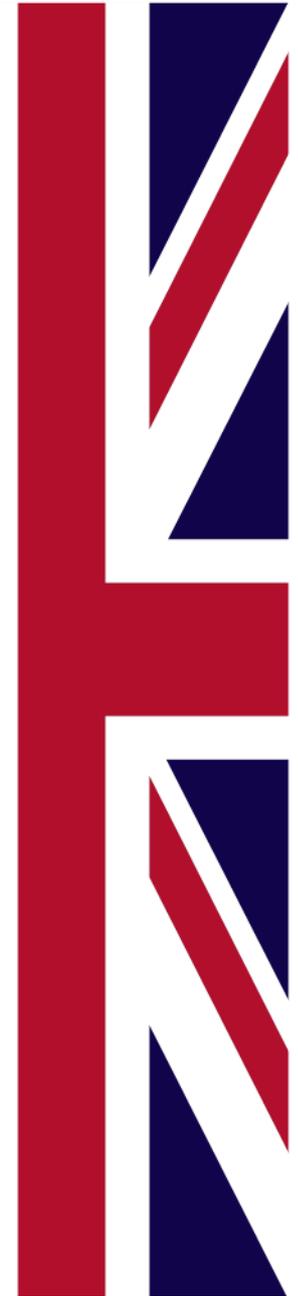
What is the right model for you?



The DIT Education Team – here to help



Any Questions?



Department for
International Trade

**EDUCATION
IS
GREAT**
BRITAIN & NORTHERN IRELAND