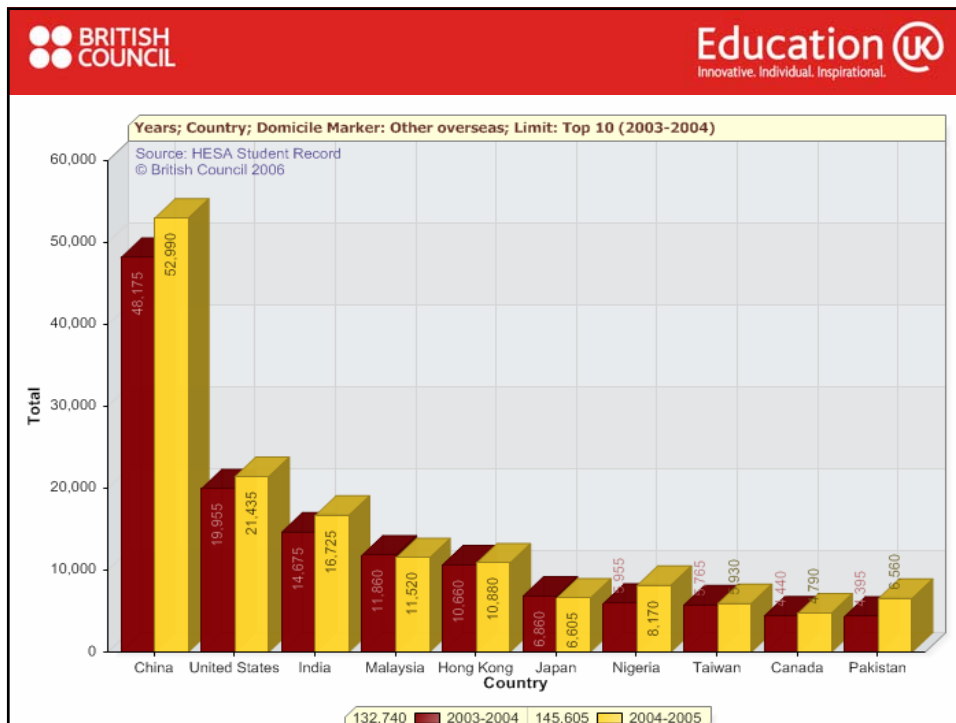


Higher Education Enrolment Data 2004-05: Facts and Figures

- Slow down in the total Higher Education enrolments to 6% in 2004-05
- Non EU Students growth slow down: from 11% growth in 2003/04 to 3% in 2004/05
- Continued growth for traditional markets (China, India, US, South Korea) and new markets: Nigeria (37%) and Pakistan (49%)



BUT:

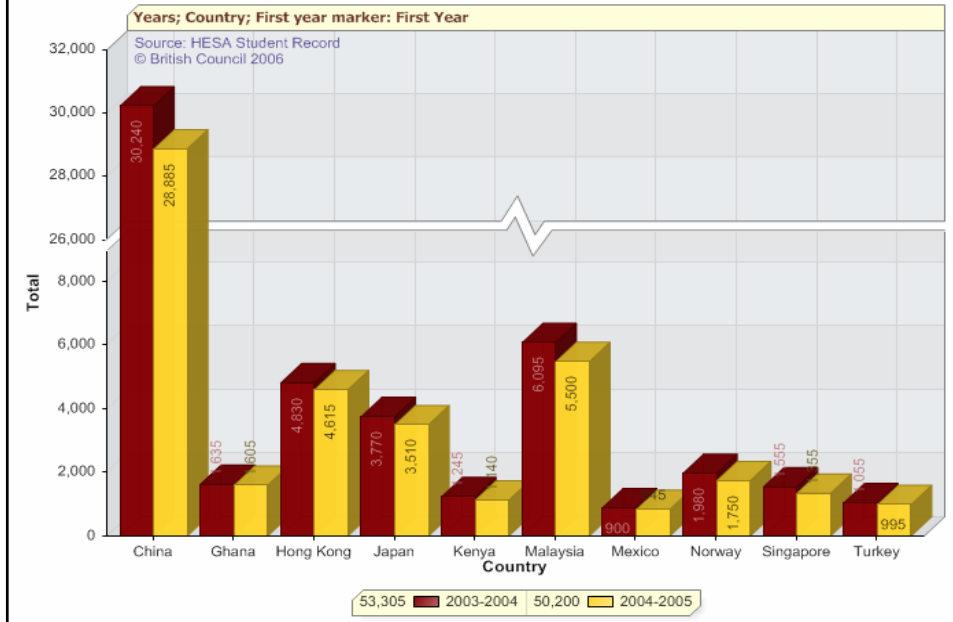
Decline in the 1st-year students in the top sending countries!!

Enrolment Data 2004-05: Facts and Figures continued...

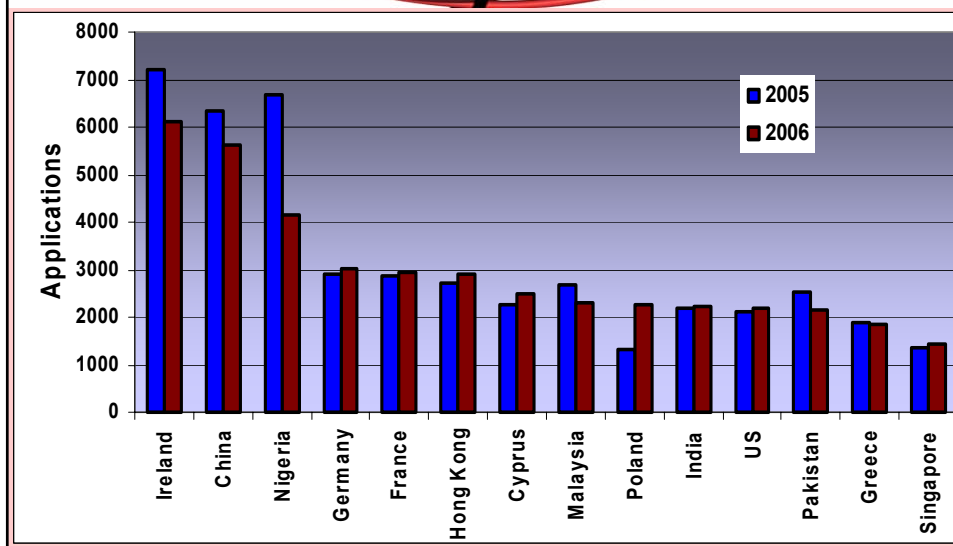
Worrying signs in China and South-East Asia: beginning and/or continuation of a trend

First-year students' figures:

- China -4% (1,355 students decline)
- Malaysia -10%
- Japan -7%
- Hong Kong -4%
- Singapore -13%



UCAS Data 2006: Beginning or Continuation of a Trend?



Same markets in other host countries: USA

Place of Origin	2002/03	2003/04	2004/05	Absolute change 03/04-04/05	%
India	74603	79736	80466	730	1%
China	64757	61765↓	62523	758	1%
S. Korea	51519	52484	53358	874	2%
Japan	45960	40835↓	42215	1380	3%
Taiwan	28017	26178↓	25914	-264	-1%
Mexico	12801	13329	13063	-266	-2%
Thailand	9982	8937↓	8637	-300	-3%
United Kingdom	8326	8439	8236	-203	-2%
Indonesia	10432	8880↓	7760	-1120	-13%
Colombia	7771	7533↓	7334	-199	-3%
Brazil	8388	7799↓	7244	-555	-7%
Hong Kong, China	8076	7353	7180	-173	-2%
Venezuela	5333	5575	5279	-296	-5.3
Malaysia	6595	6483↓	6142	-341	-5%

HE Markets Australia 2002 - 2005

Nationality	2002	2003	2004	2005	Change
China	16047	22332	30058	39908	9850
India	8849	12271	17815	22202	4387
Malaysia	13572	15433	15889	15366	-523
Hong Kong	8370	10155	10954	10701	-253
Indonesia	11409	11346	10525	9521	-1004
Singapore	10429	10178	9218	8342	-876
Korea	3666	4464	4958	5330	372
Thailand	4894	5615	5675	5214	-461
Taiwan	3872	4092	4150	3944	-206
Bangladesh	2042	2765	3364	3635	271
Japan	2633	2935	3253	3458	205
Norway	4083	4099	3518	2643	-875
USA	2296	2444	2502	2631	129

Education markets in other host countries: JAPAN

Country	2003	2004	2005
China	70,814	77,713	80,592 ↑
South Korea	15,871	15,533	15,606 ↑
Taiwan	4,235	4,096	4,134 ↑
Malaysia	2,002	2,010	2,114 ↑
Vietnam	1,336	1,570	1,745 ↑
Thailand	1,641	1,665	1,734 ↑
USA	1,310	1,456	1,646 ↑
Indonesia	1,479	1,451	1,488 ↑
Bangladesh	974	1,126	1,331 ↑
Mongolia	714	806	924 ↑
..			
Total	109,508	117,302	121,812 ↑

International Students' Facts and Figures continued...

Currently:

- The 1st-year students account for 53% of all students
- To maintain the current numbers, universities have to recruit 187,545 students each year (122,565 non EU)
- 40% of the newly recruited students come from 7 countries (China, US, India, Malaysia, Nigeria, Hong Kong and Pakistan)
- The 1st – year students growth slowed down from 7% in 2003-04 to 3% in 2004-05

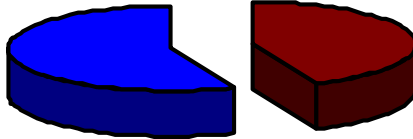
Undergraduate Recruitment 2004-05

- UCAS data suggests significant slowdown (China, Nigeria, Pakistan, etc)
- Shift in the recruitment from markets with high conversion rates (e.g. China) to markets with low conversion rates (Nigeria, Pakistan)

Undergraduate Students in the UK

Applicants based in UK and Overseas: March 2006

Overseas applications,
29315, 56%

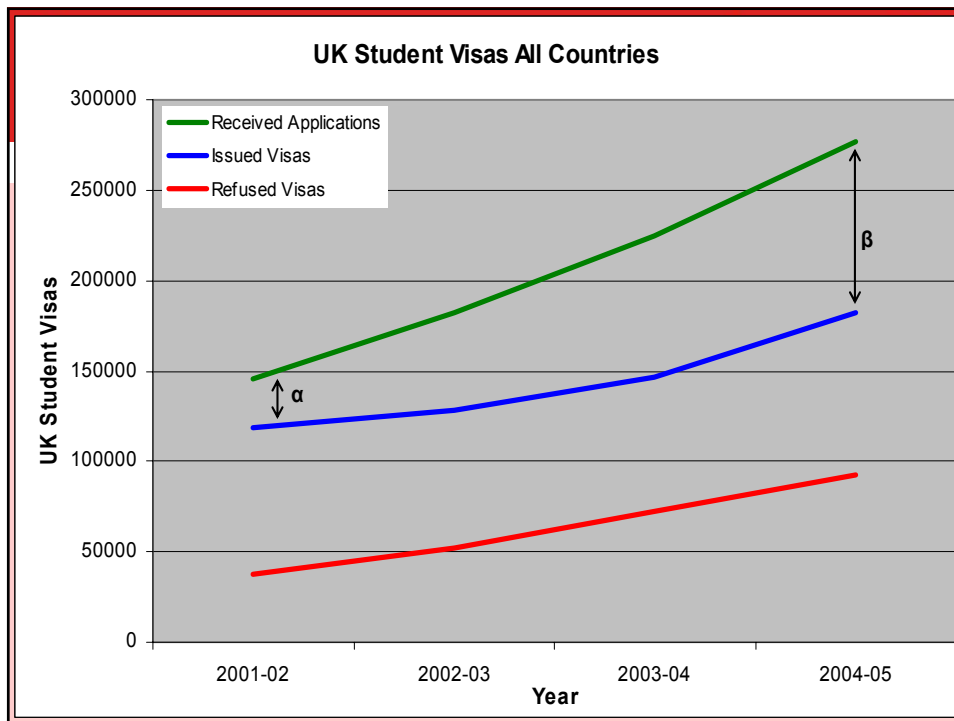


UK applications,
22740, 44%

Source: UCAS 2006

The trends and how are they changing

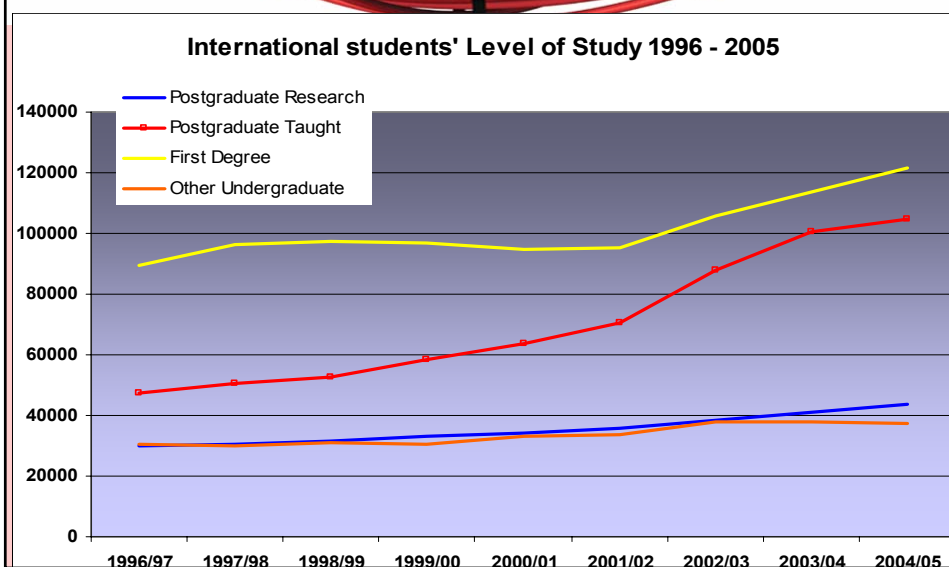
- Increased postgraduate provision, the PG/UG ratio is 49% to 51%
- Students studying in the UK for shorter period, which adds pressure on recruitment: more often and bigger numbers
- Hence, increasing importance of student visas: more applications and more often



However, using the **First-year** marker (non-EU):

Level of Study	2003-2004	2004-2005	Growth
Postgraduate research	8290	8350	1%
Postgraduate taught	52330	55480	6%
First degree	33310	33540	1%
Other undergraduate	24550	25190	3%
TOTAL	118480	122565	3%

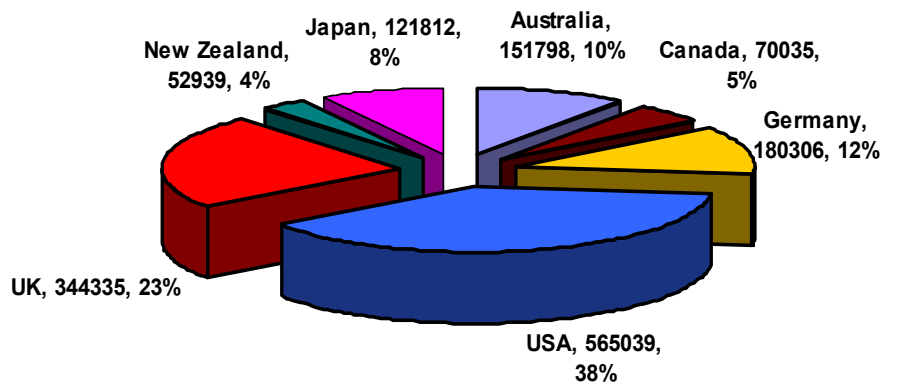
Postgraduate study marking the fastest growth...



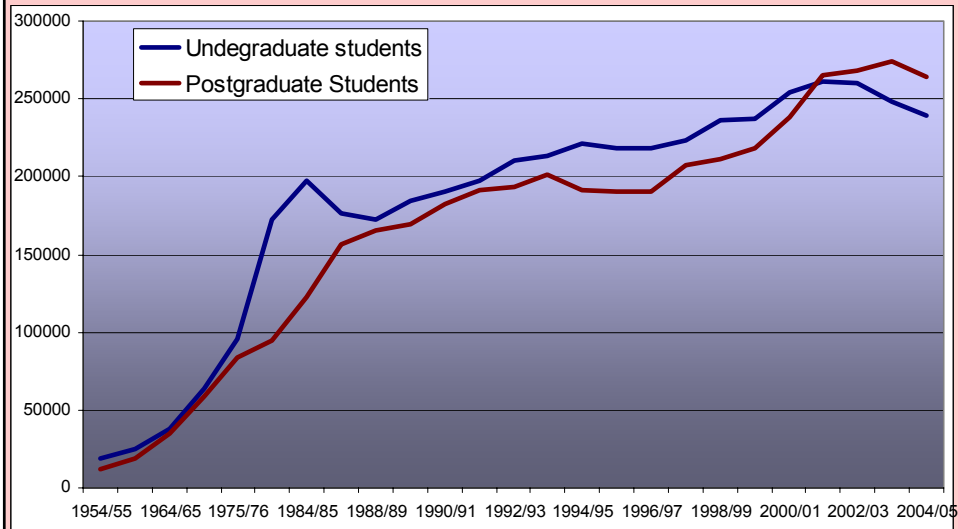
Increasingly Competitive Environment

- Traditional sending countries becoming host countries (e.g. China with 150,000 int'l students; Malaysia with 38,000 int'l students in 2005; international students' targets set to 150,000 by 2010 by the Government of Singapore)
- Increasing importance of non-English speaking countries: widening internationalisation in Europe, Japan and China
- Australia and New Zealand: major impact on the South-East Asia and China market
- US and its international education policy

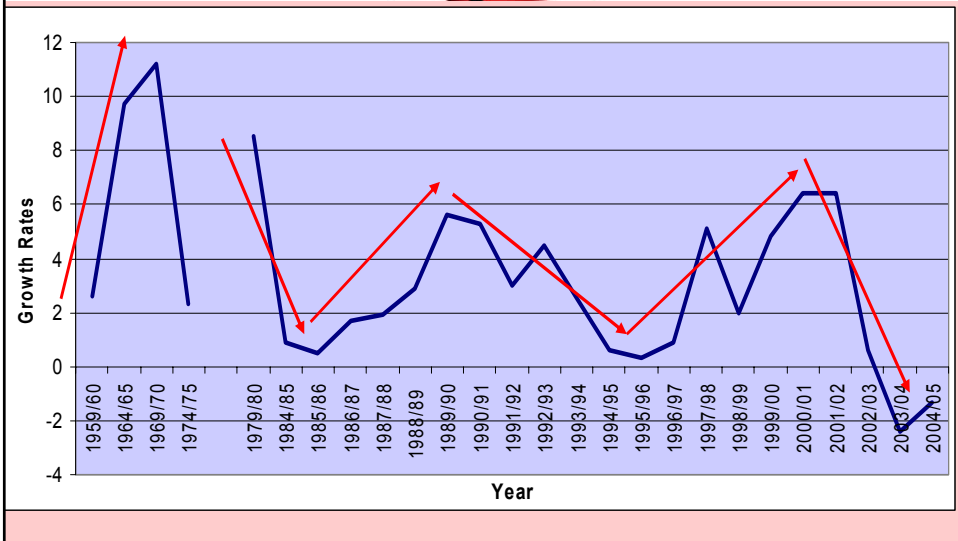
Major host countries 2004-05



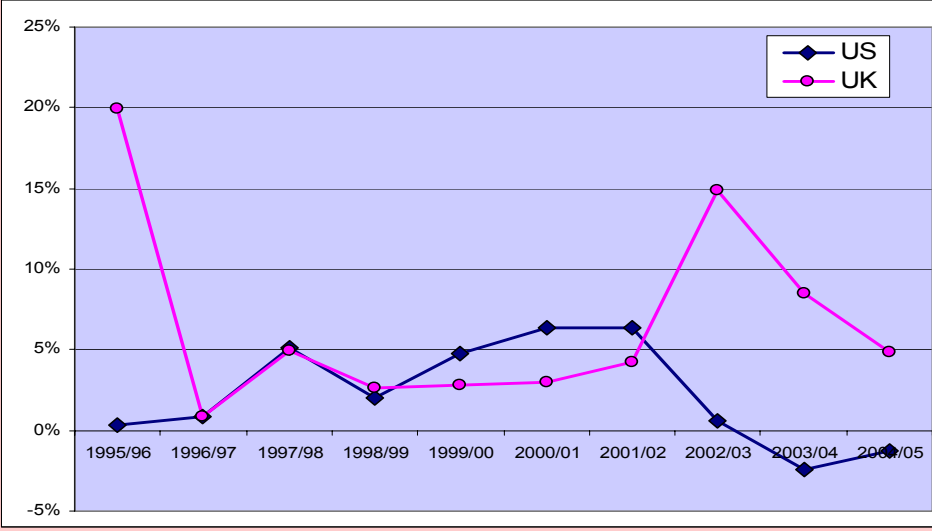
International student enrolments in USA, 1954 - 2004



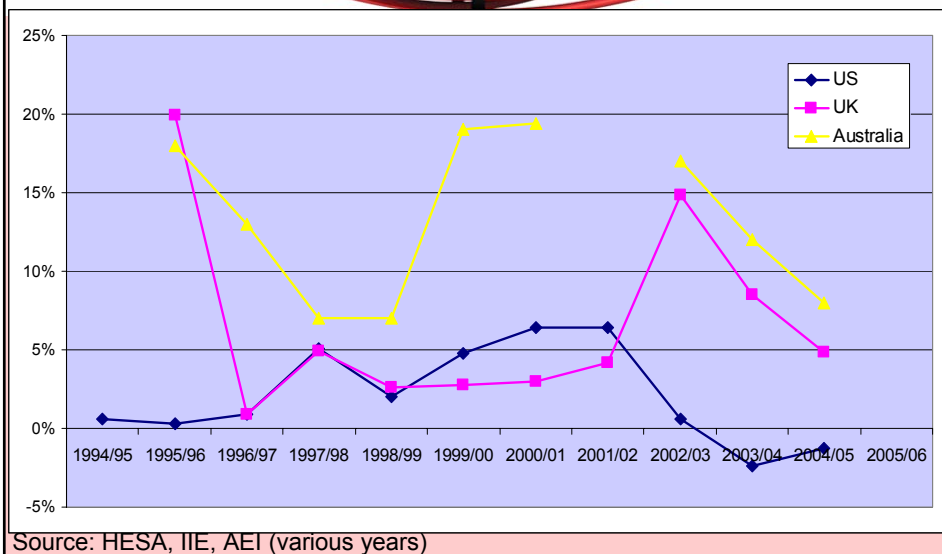
International students in USA, 1954 - 2004



Annual growth rates UK and US

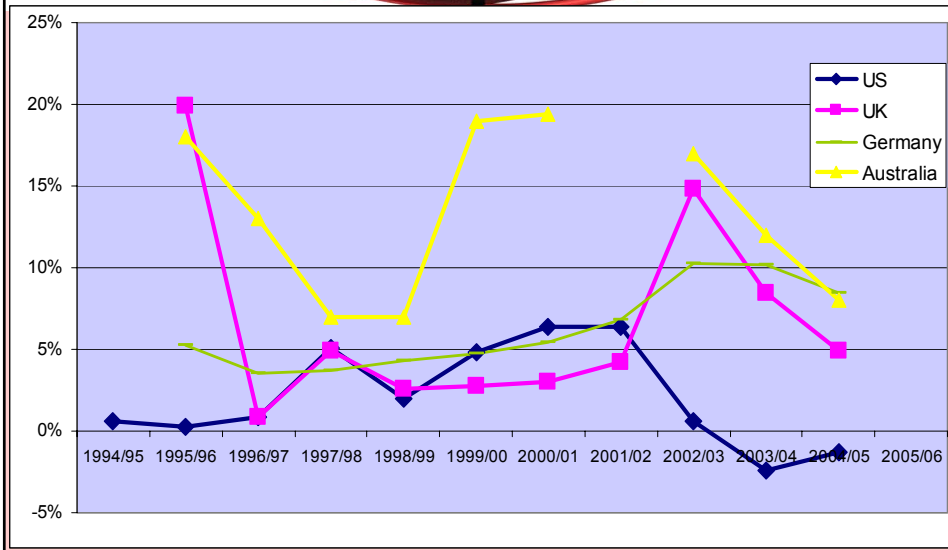


Annual Growth Rates: US, UK and Australia



Source: HESA, IIE, AEI (various years)

Annual growth rates in US, UK and Germany



Drivers for internationalisation

Academic/ cultural rationales

Economic rationales

Other emerging rationales

Internationalisation in the UK

Long established tradition of international education based on UK's historical ties

The early 80's and the introduction of fees for international students

The current situation..... And the tipping point

Defining internationalisation..

The process of integrating an international or global dimension into the purpose, functions or delivery of post secondary education
(Knight, 2003)

An international mix of students

An international mix of teaching and research staff

Curricula that are international

Domestic students with knowledge of other cultures and languages

International teaching and research collaborations

Prime Minister's Initiative for International Education

Moving beyond international student recruitment

Increased investment from government and sectors

New dimensions

- Student experience

- International partnerships and collaboration

- Overall positioning of the UK

International Partnerships

Institution to Institution links

UK- India Research Initiative

Africa Partnerships

DELPHE

British Degrees in Russia (BRIDGE)

Europe and Bologna

The Bologna Process directly supports internationalisation.

Key aims are to:

- remove the obstacles to student mobility across Europe
- enhance the attractiveness of European higher education worldwide
- establish a common structure of higher education systems across Europe

How are UK institutions developing internationalisation?

Development of integrated strategies that reach beyond student recruitment

New initiatives to support internationalisation e.g. Sino UK Leadership Development Programme (Leadership Foundation)

International dimension to the Higher Education Academy

Sharing best practice in internationalisation

Summary

- Overall slow down in the growth rates for some major countries
- decline in the first year students (new commencements) for major countries (China, South East Asia, Africa)
- Increasing competition among major host countries, growing importance of the Australian market, Europe and other markets such as Japan, China, Singapore and Malaysia
- Increasingly students study for less than 1 year in the UK: hence bigger recruitment efforts on behalf of UK institutions
- Growing importance of wider international agenda: long-term collaborations/partnerships and alliances between UK institutions and overseas institutions;

Going Global - the UK's International Education Conference

7-8 December 2006
Edinburgh, Scotland