

Asia Rising

English Taught Programmes in Asia,
new findings in supply and demand

Magnus Olsson



Part One

Introduction

Part Two

The future is bright

Part Three

Our insights

Part Four

Discussion

Introduction

StudyPortals at a Glance



8 Portals



29+ million
unique users
(estimated for 2017)



240,000 international
students enrolled
in 2016



2,450+
participating
institutions



Universities in
189 countries



190+ employees /
35 nationalities



Help us bridge the gap and create a better educated, more equal and more tolerant world.



6% OF ALL STUDENTS
STUDIED ABROAD



60% OF WORLD LEADERS
STUDIED ABROAD

Asia rising

There will be an additional 98 million tertiary students worldwide by 2025, an increase of 59%

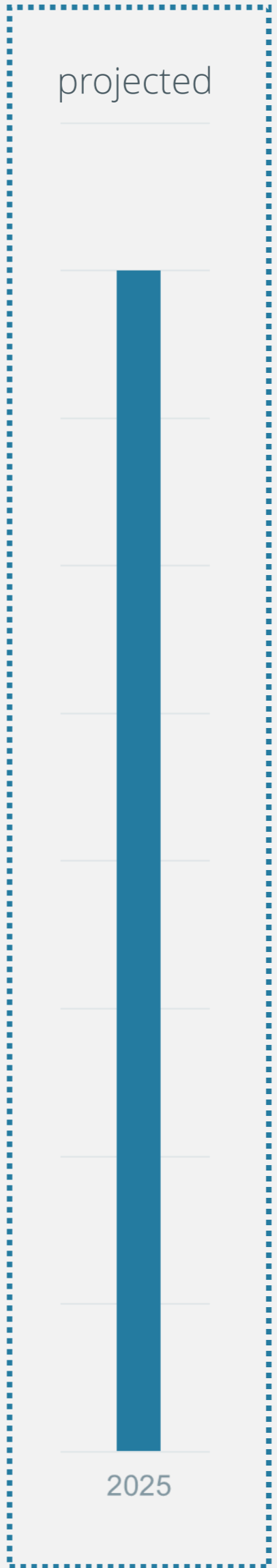
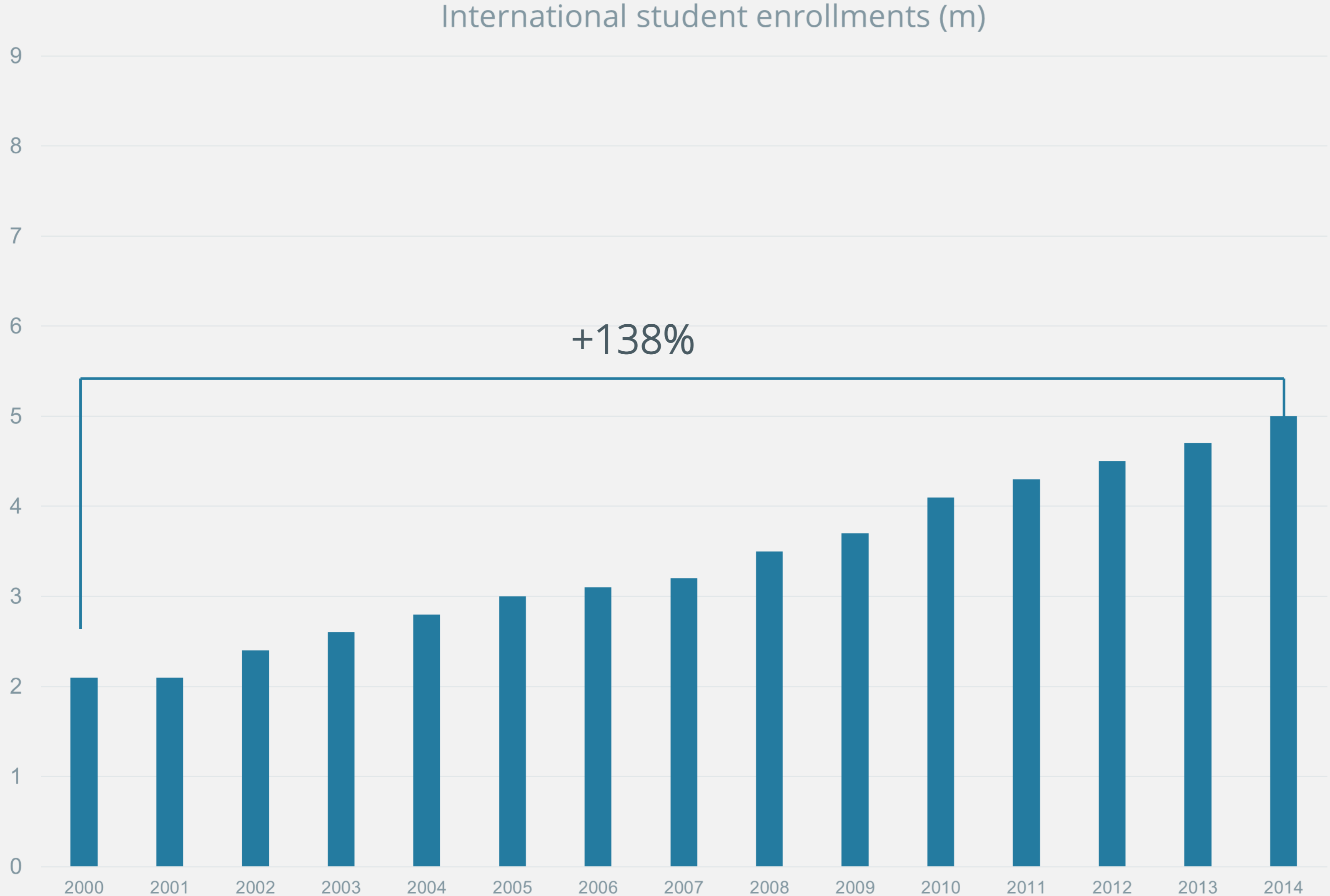
Between 2009 and 2035 there will be an additional ...



.... students worldwide

Growth in international student mobility

Growth in international student mobility



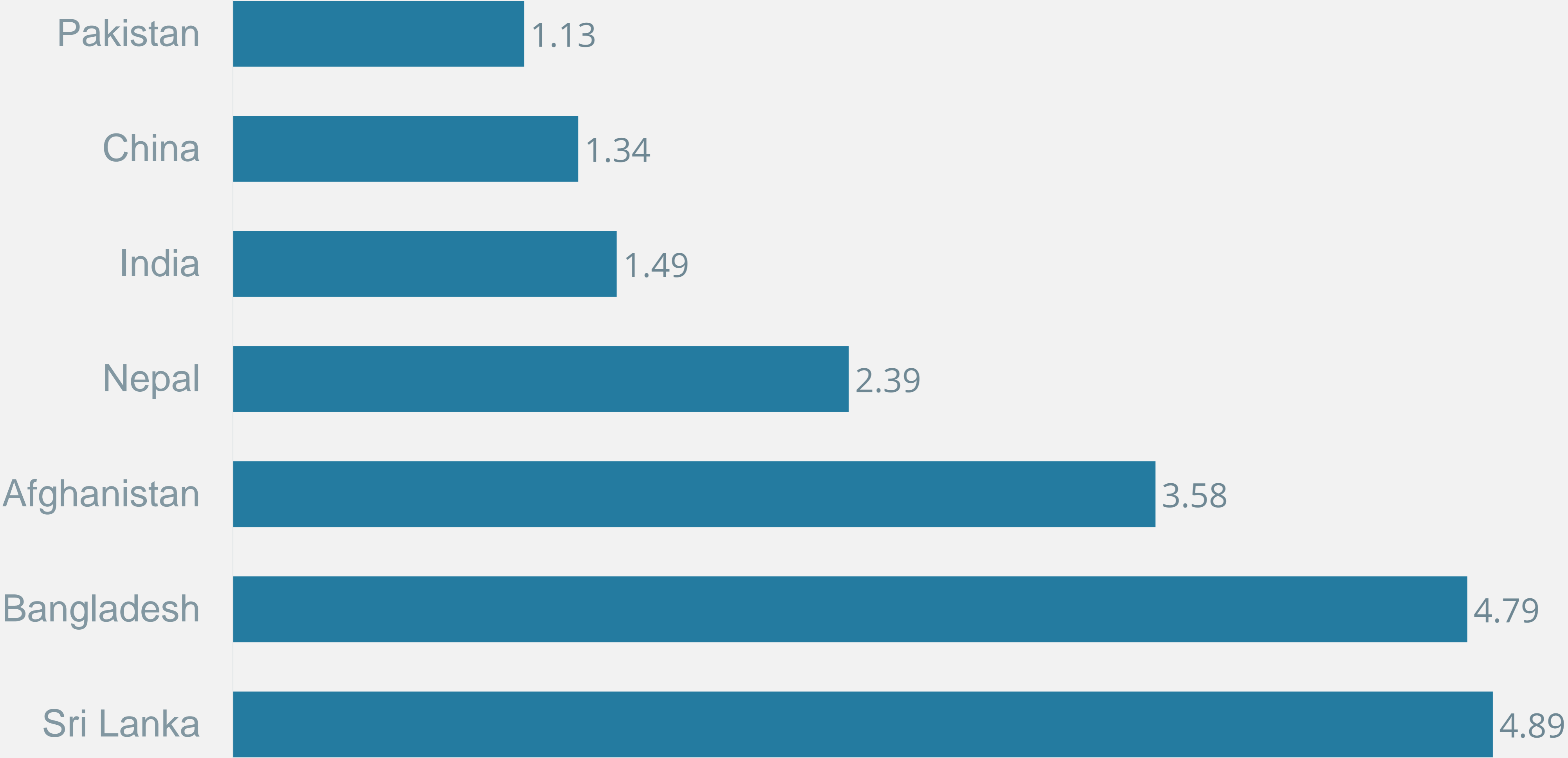
More students travelling overseas to study

By 2025 there will be 8.0 million international students



Source: Global trends and Disruptors in International Education Student Mobility, ICEF, Aug. 2016; UNESCO Institute of Statistics, 2016; Education at a Glance, OECD 2015

Universities cannot keep up with the demand



Lack of tertiary education infrastructure and population growth

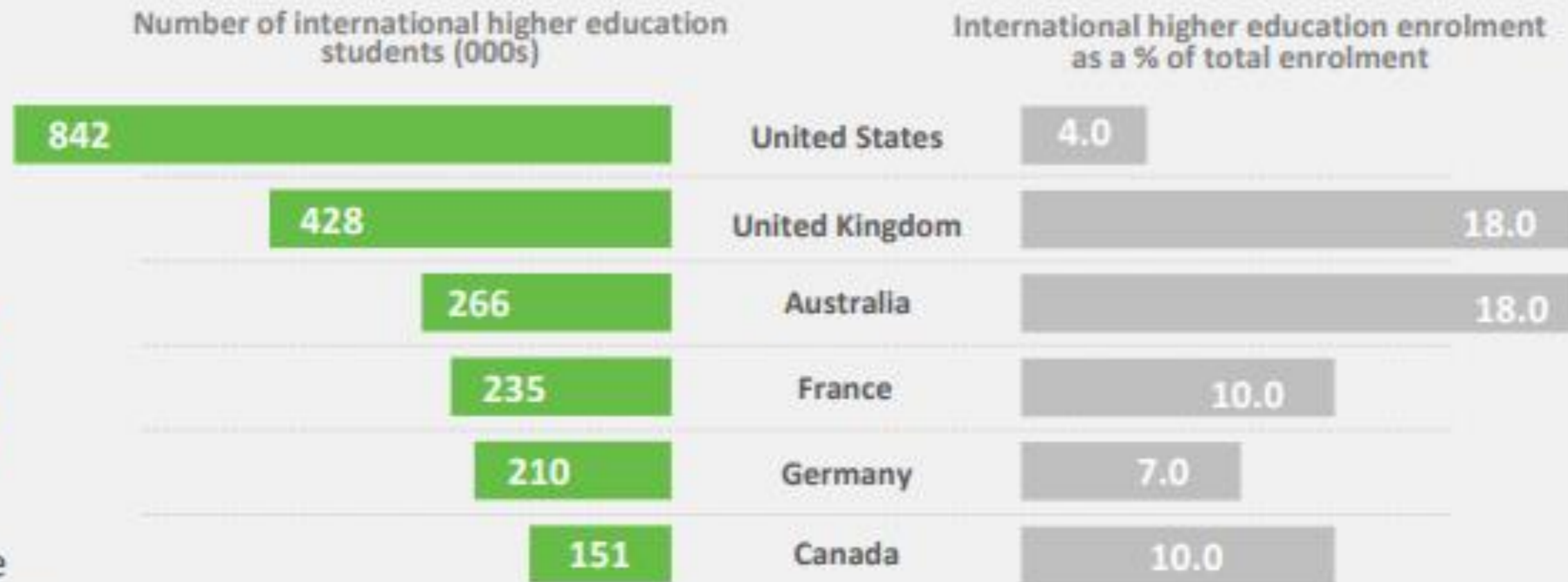
■ Number of A level students per available university spaces

Key destinations continue to dominate

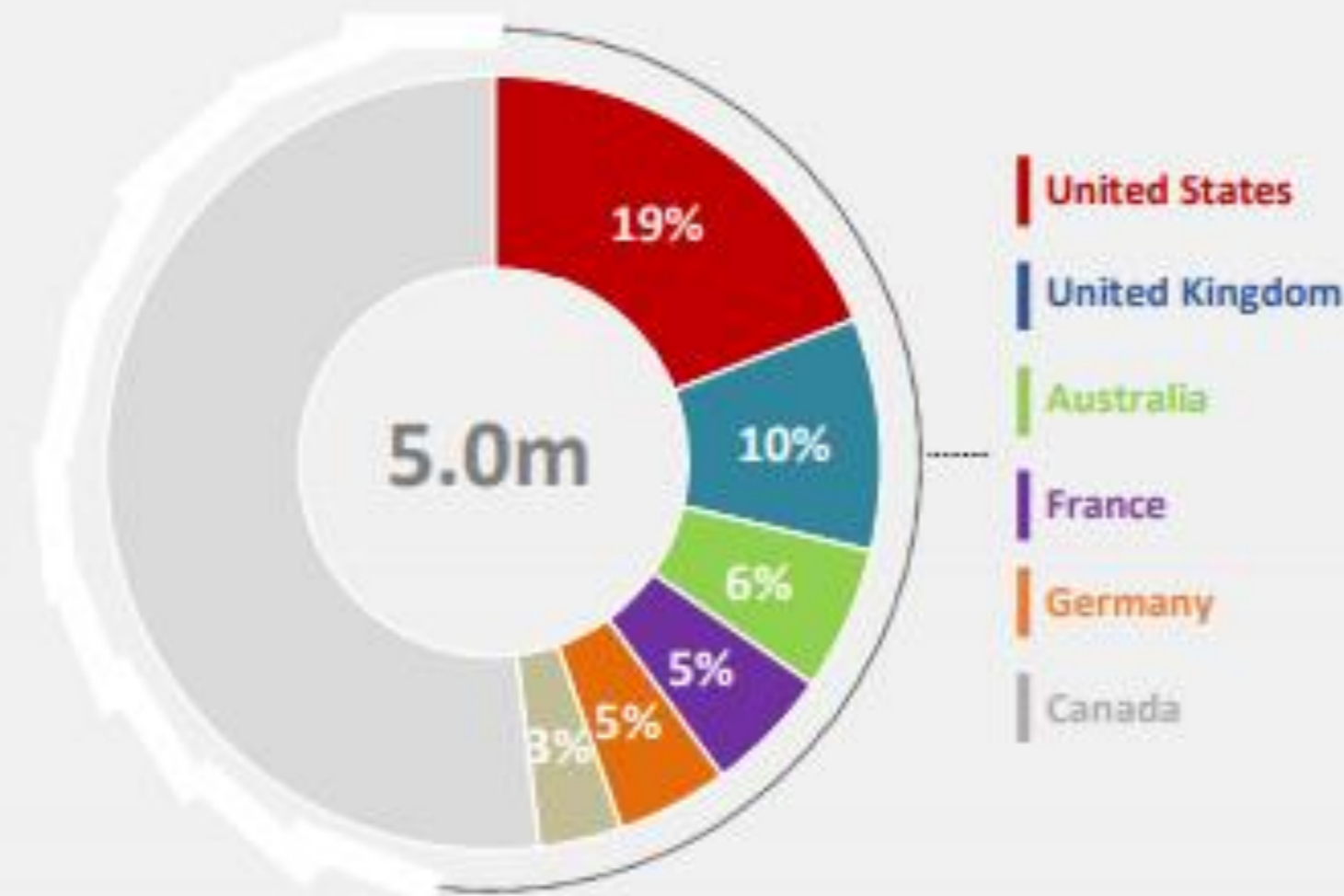
Key destination countries of global international students



English language countries preferred

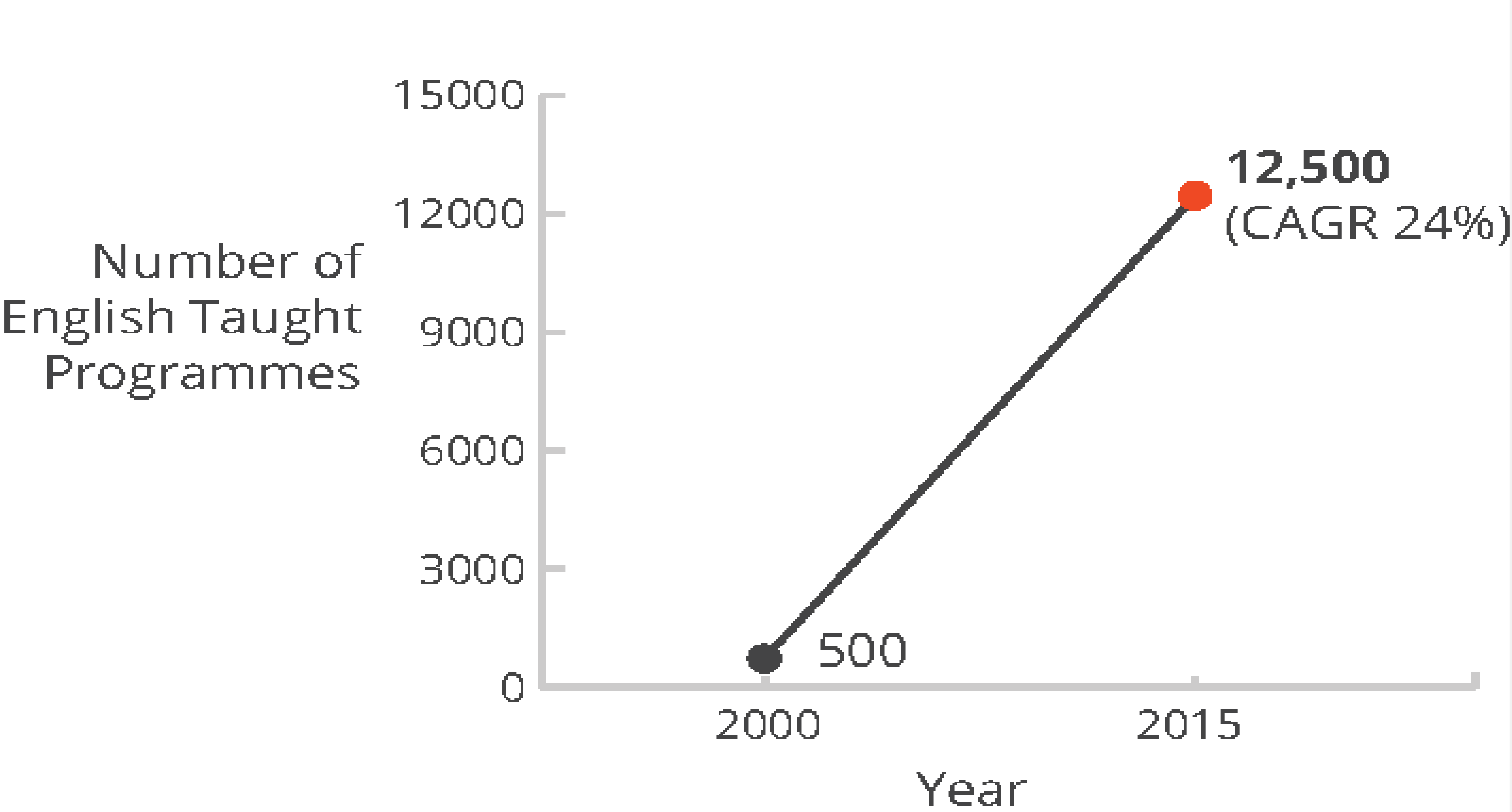


International higher education market share (%)



The majority of international students study in just 6 countries with varying degrees of penetration

Source: *Education at a Glance*, OECD 2015/2016; *i-Graduate survey*, 2015.



China Targets

Source: Dr Education

- Incoming Mobility 2014
 - 2014 – 380,000 students from >200 countries
 - 35% based in Beijing and Shanghai
 - 56% on short term non-degree programmes
- Study in China
 - Study In China launched in 2010 which aims to attract 500,000 students by 2020
 - Challenge is to encourage students for degree seeking
- Outgoing Mobility 2014
 - 1.7 million Chinese students enrolled internationally.
 - 460,000 departed that year

Japan Targets

Source: Dr Education

- Young Japanese students needs a more global outlook and improved English skills
- Double the number of Japanese students studying overseas from 60,000 in 2010 to 120,000 by 2020
- Double the number of international students in Japan from 135,000 in 2013 to 300,000 by 2020
- 10 Japanese universities to be ranked in the world top 100 within 10 years

Hong Kong is now ranked 8th place (by higher education data firm QS) among the best cities for students in the world - behind only Paris, Melbourne, Tokyo, Sydney, London, Singapore, and Montreal.

Hong Kong

Malaysia continues to build its international enrolment, and aims to host 250,000 foreign students by 2025. Since 2014, Malaysia has jumped in the rankings - from 12th place to 9th place - in UNESCO's latest International Student Mobility Survey.

Malaysia

Taiwan's Ministry of Education has announced plans to increase the country's international student enrolment to up to 58,000 by 2019 - a significant increase from roughly the 28,000 enrolments they have today

Taiwan

Philippines

The Philippines has become an increasingly popular destination for English Language Training (ELT) - particularly so for students from Japan and Korea.

India

The Indian government has approved a proposal to open admissions to up to 10,000 foreign students so they can attend the country's premier engineering institutes. This marks the first time that admission to the Indian Institutes of Technology (IITs) has been opened to overseas students.



Our Insights

StudyPortals Asia Rising Report

- We looked at all universities in the APAC region ranked in the Top 1,500 in the Webometrics ranking
- Inserted information on all English-Taught Bachelors and Masters we could find into our database
- Mined the database to get interesting information
- Persuaded APAIE to let us do this presentation
- Plan is to do this every 2 years to see the trend

Asia-Pacific universities globally offering ETPs

Country	Number of top 1,500 universities	Number of ETPs at top 1,500 2016	Number of ETPs at all 2017
Australia	42	6,327	7,522
China	62	612	681
Hong Kong	8	209	554
India	4	92	235
Indonesia	4	18	18
Iran	2	3	57
Japan	19	148	207
Macao	1	1	60
Malaysia	9	639	874
New Zealand	9	820	862
Singapore	4	126	144
South Korea	5	109	62
Taiwan	28	211	216
Thailand	8	89	188
Vietnam	1	1	2

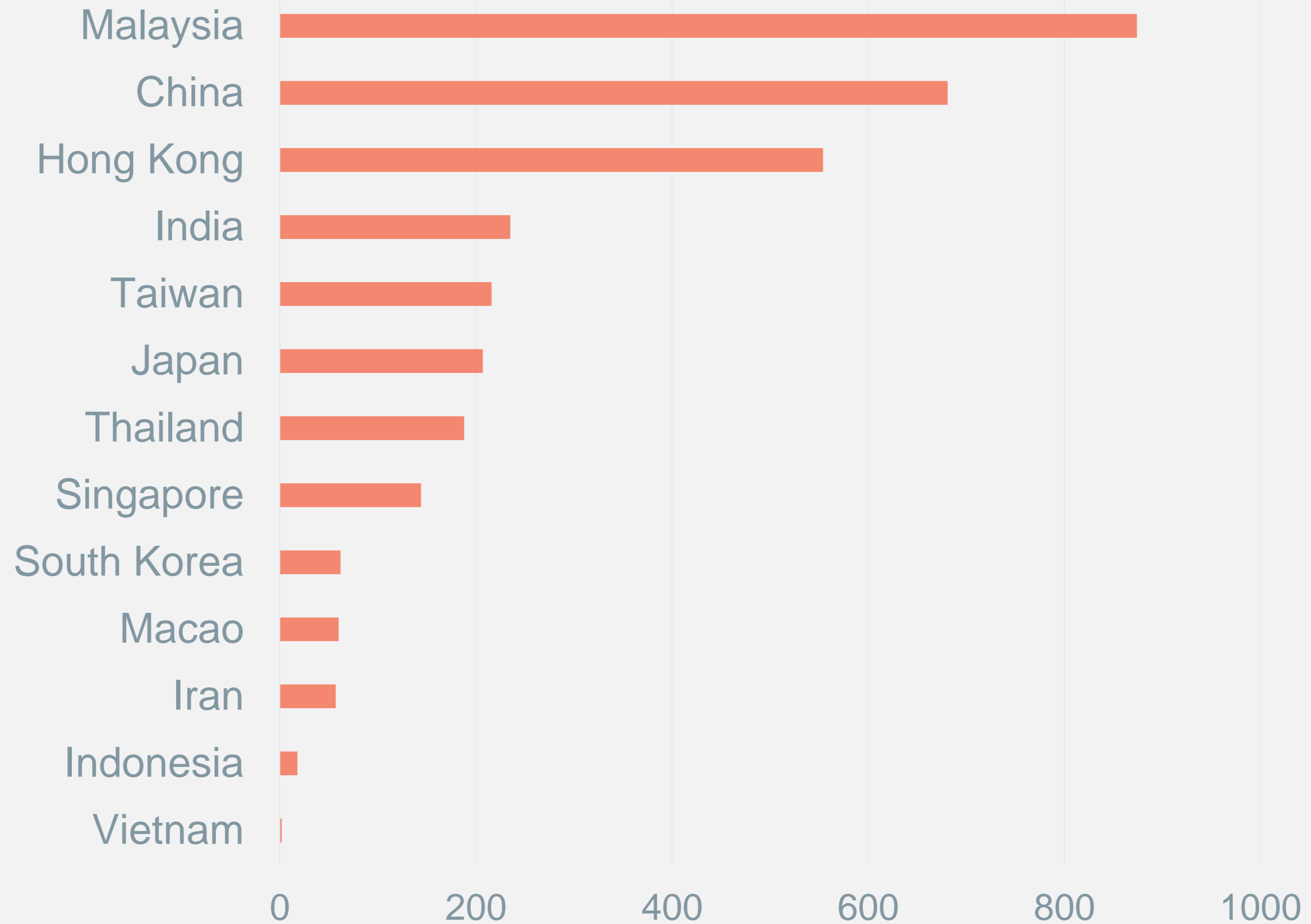
Did you know?

Did you know?



“ There are more top universities in China offering English taught programmes than in Australia. ”

Asian Countries with Most English-Taught Programmes

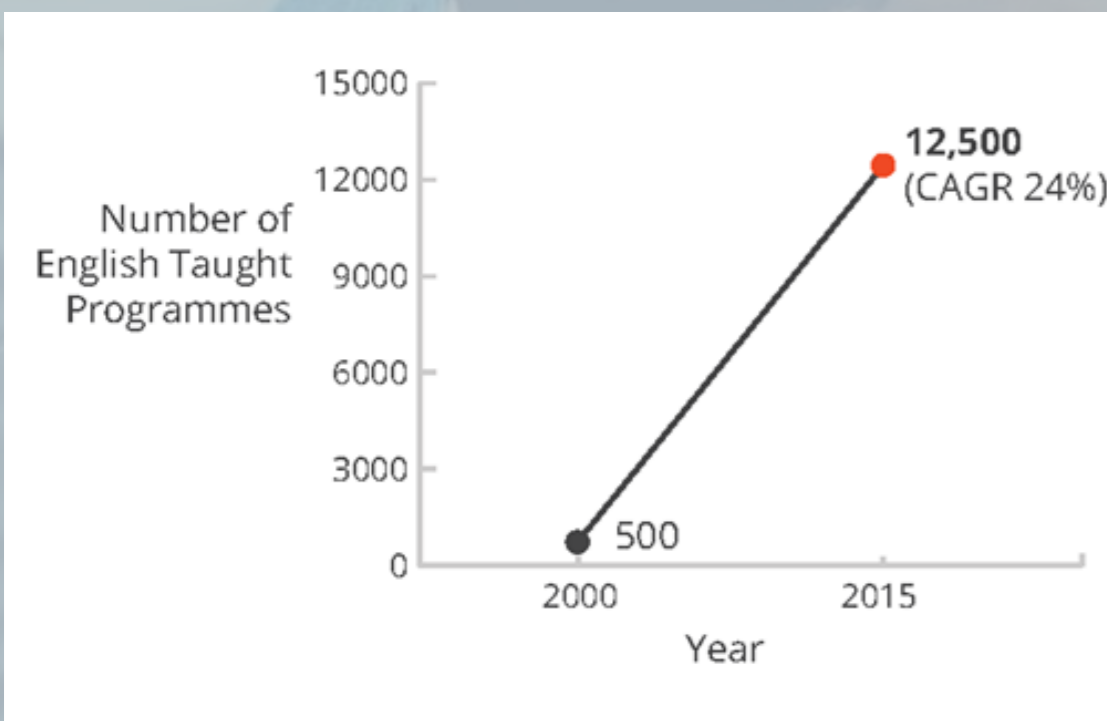


Where do we find the programmes?

Where do we find the programmes?



What about Asia?



- Remember the slide of ETP in Europe?
- How will the number of ETP grow in Asia?
- Faster?
- Slower?
- Same pace?

What do we know about these ETP?

Tuition fees

Australia

USD 11,000-26,000

China

USD 3,000-25,000

Taiwan

USD 2,000-35,000

Supply and Demand for Asian Bachelor Studies

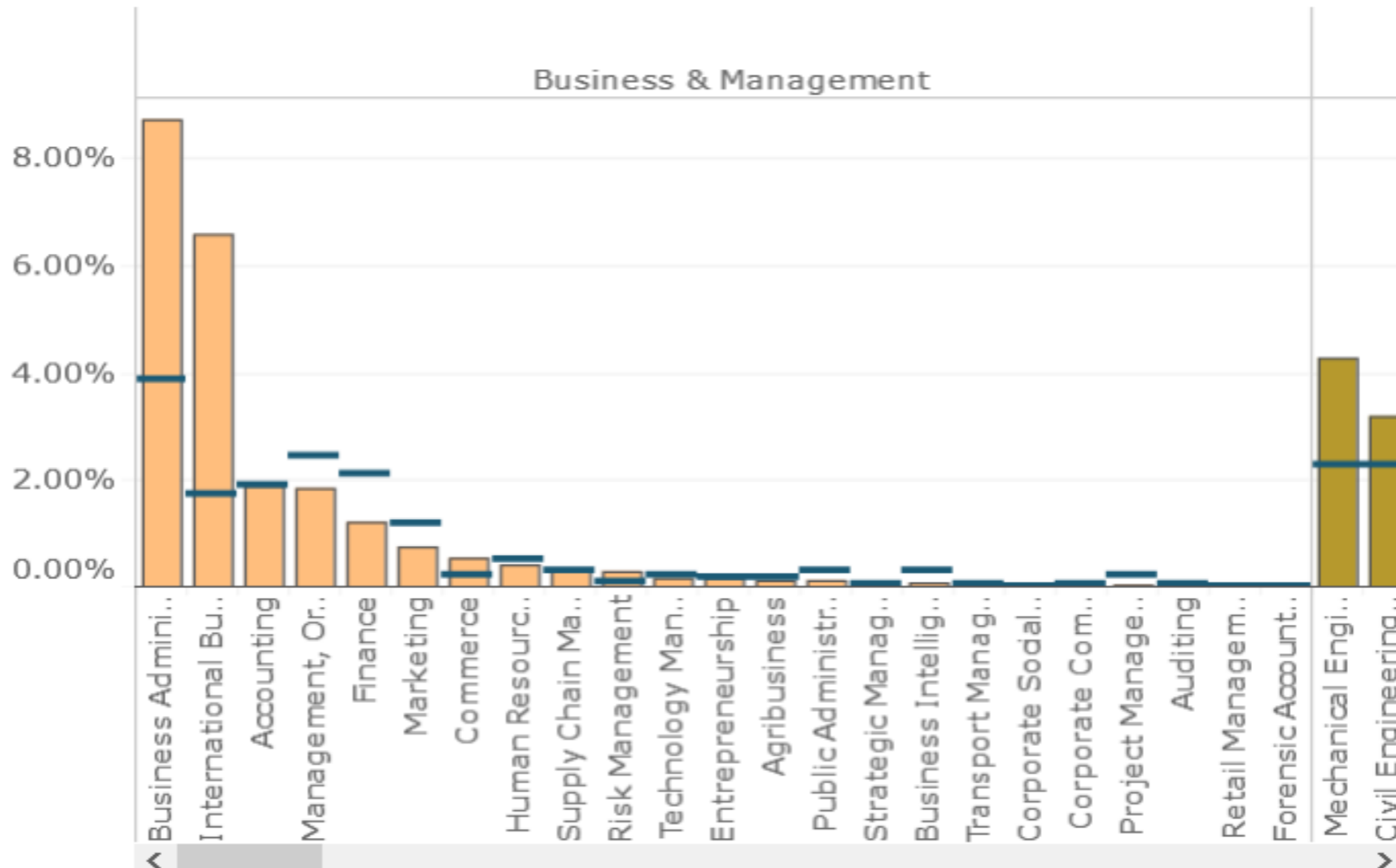
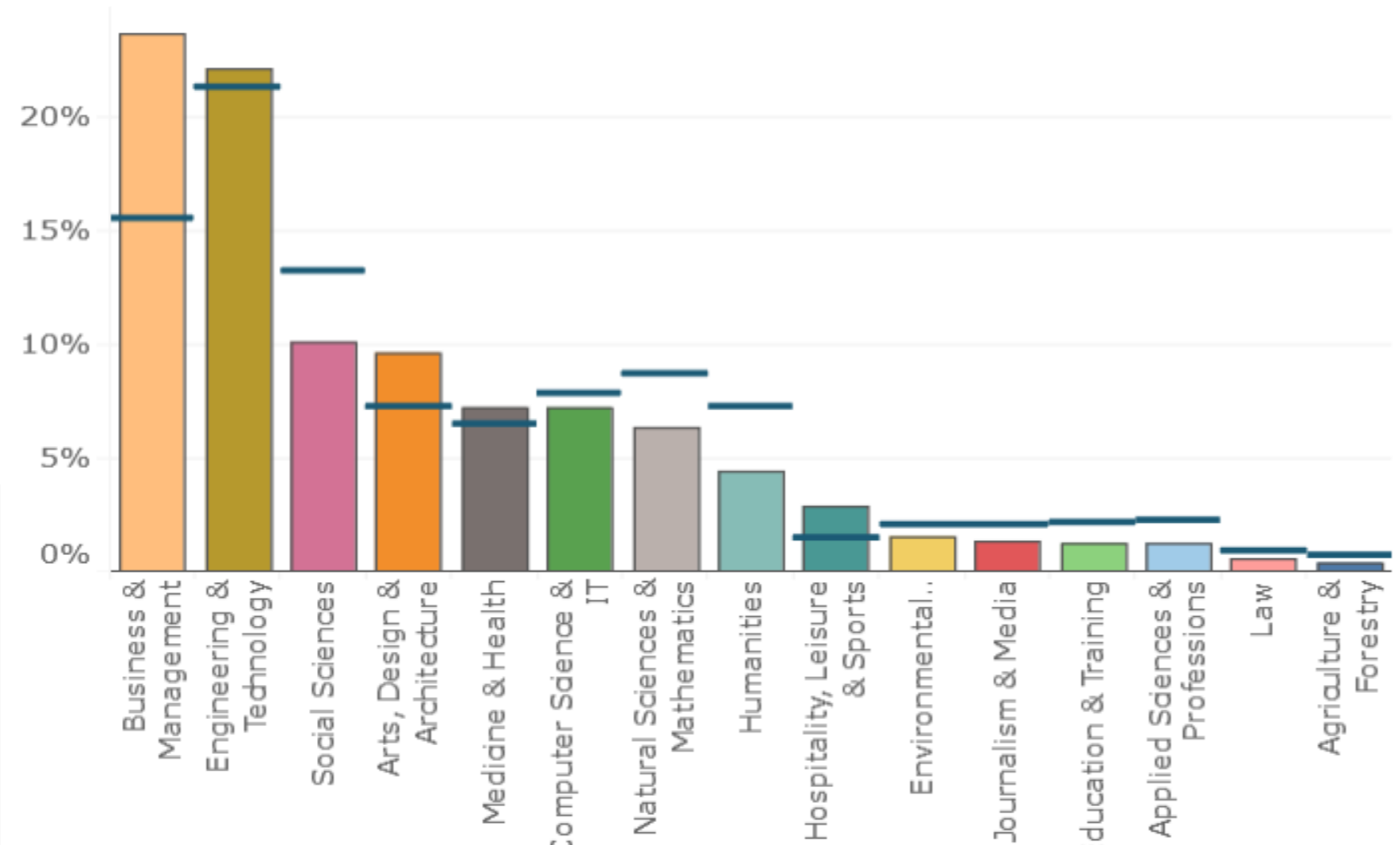
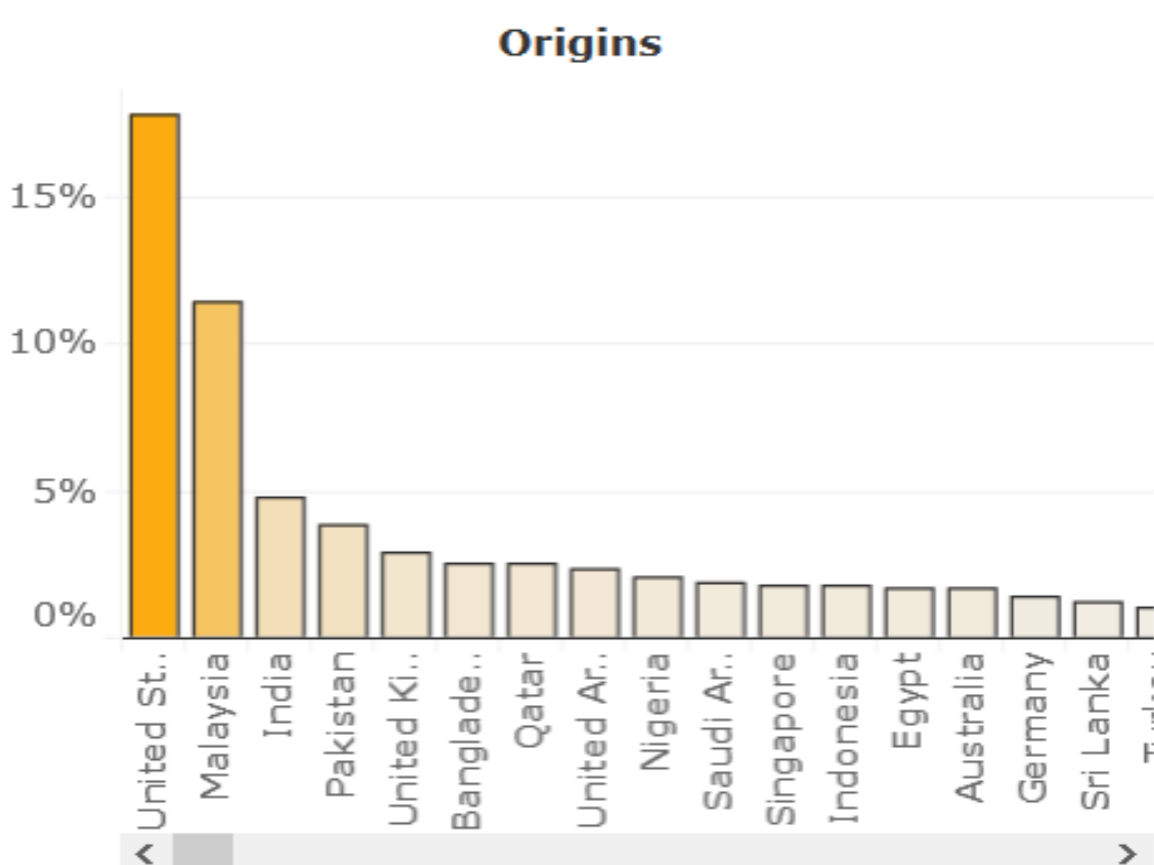
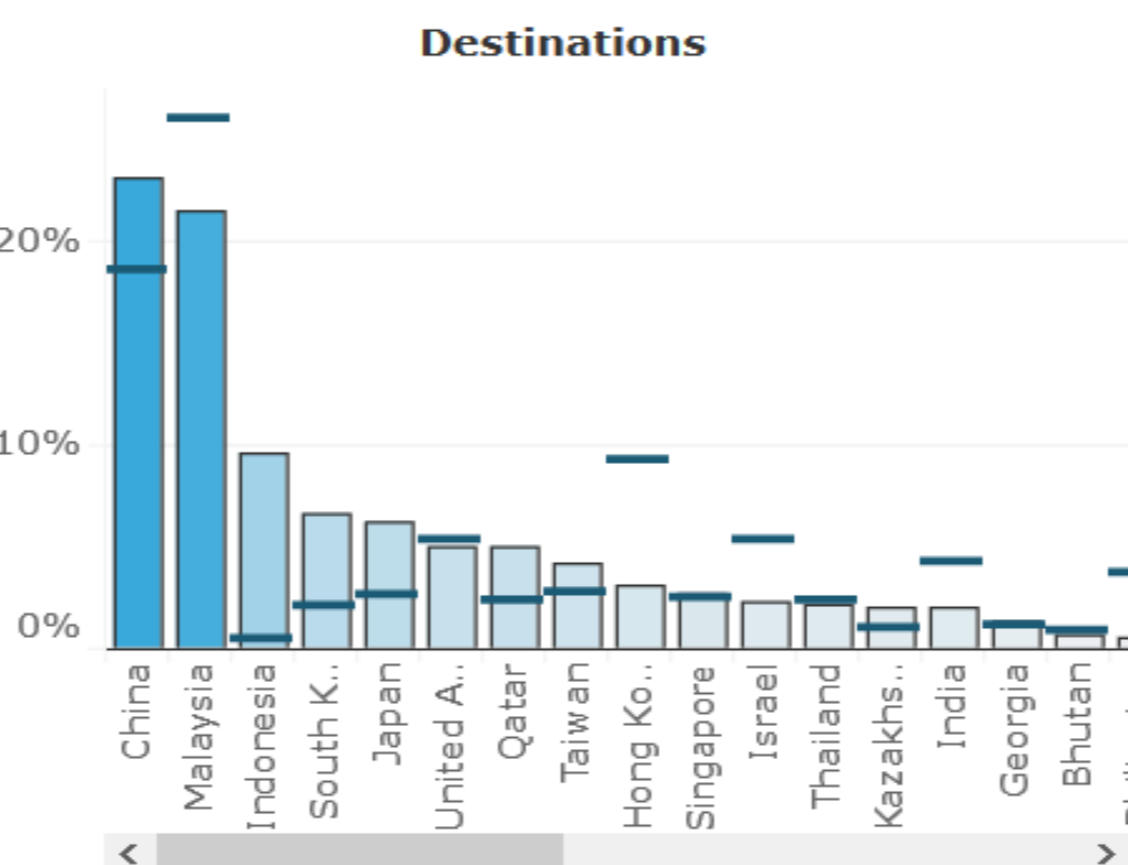
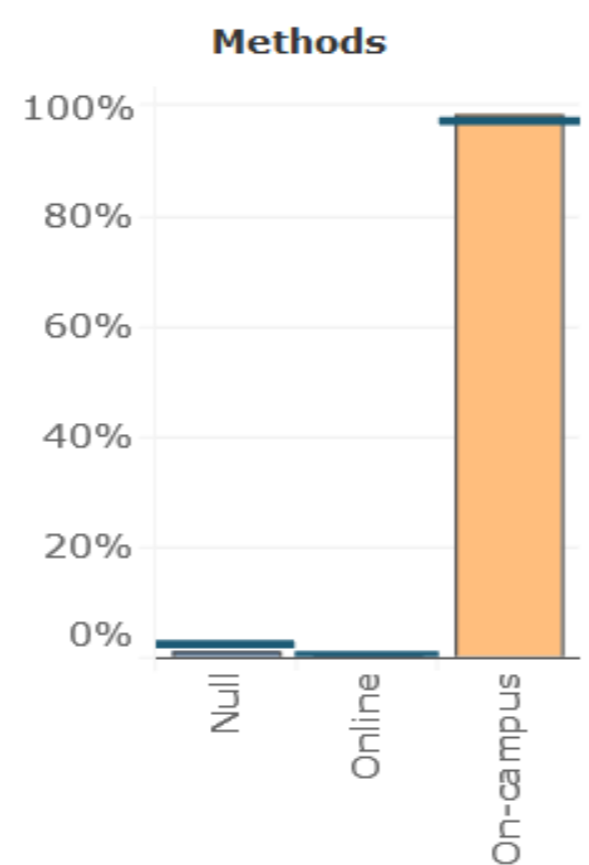
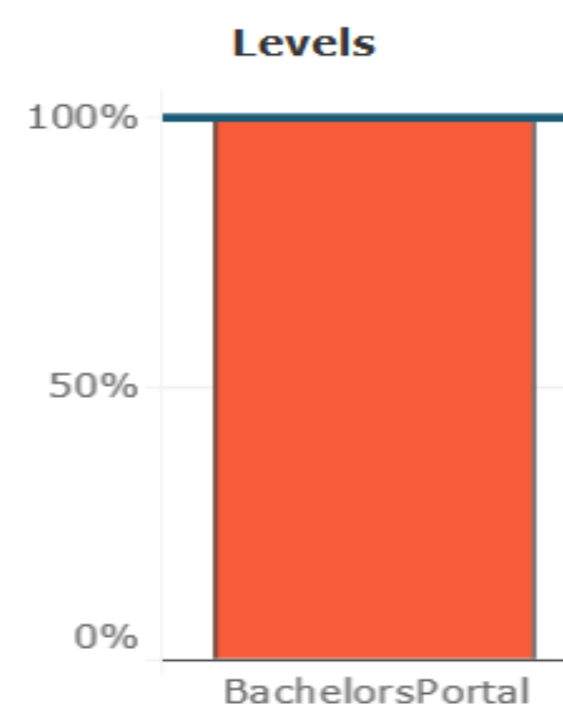
Light Market Analysis Dashboard



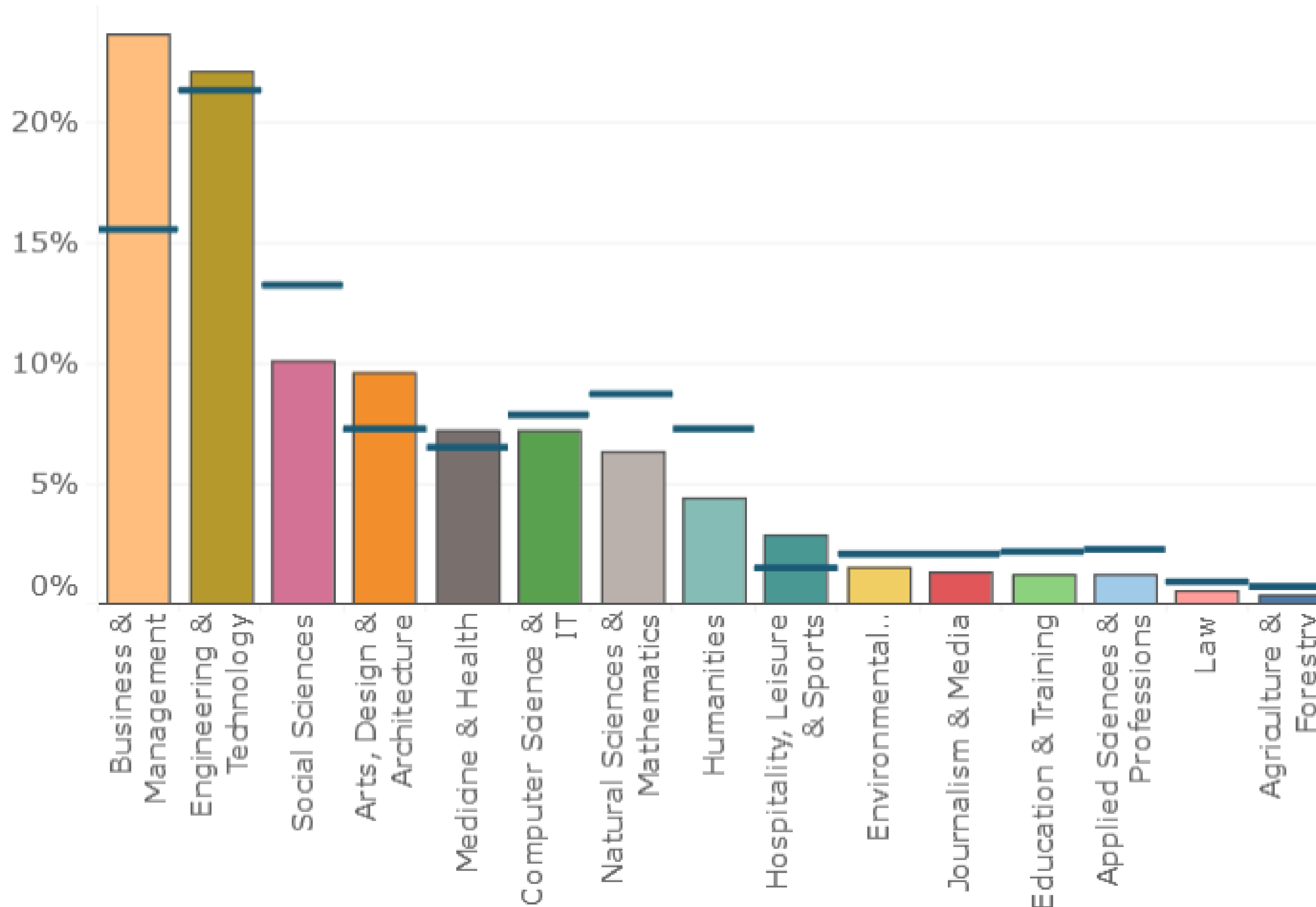
- Level: BachelorsPortal
- Method: (All)
- Destination country: (Multiple values)
- Destination continent: Asia
- Origin continent: (All)
- Origin country: (All)
- Discipline: (All)
- Sub-discipline: (All)

Selection sample size

Page views	125,813
Programmes	2,133



Supply and Demand for Asian Bachelor Studies



Supply and Demand for Asian Bachelor Studies

Light Market Analysis Dashboard



Level: MastersPortal

Method: (All)

Destination country: (Multiple values)

Destination continent: Asia

Origin continent: (All)

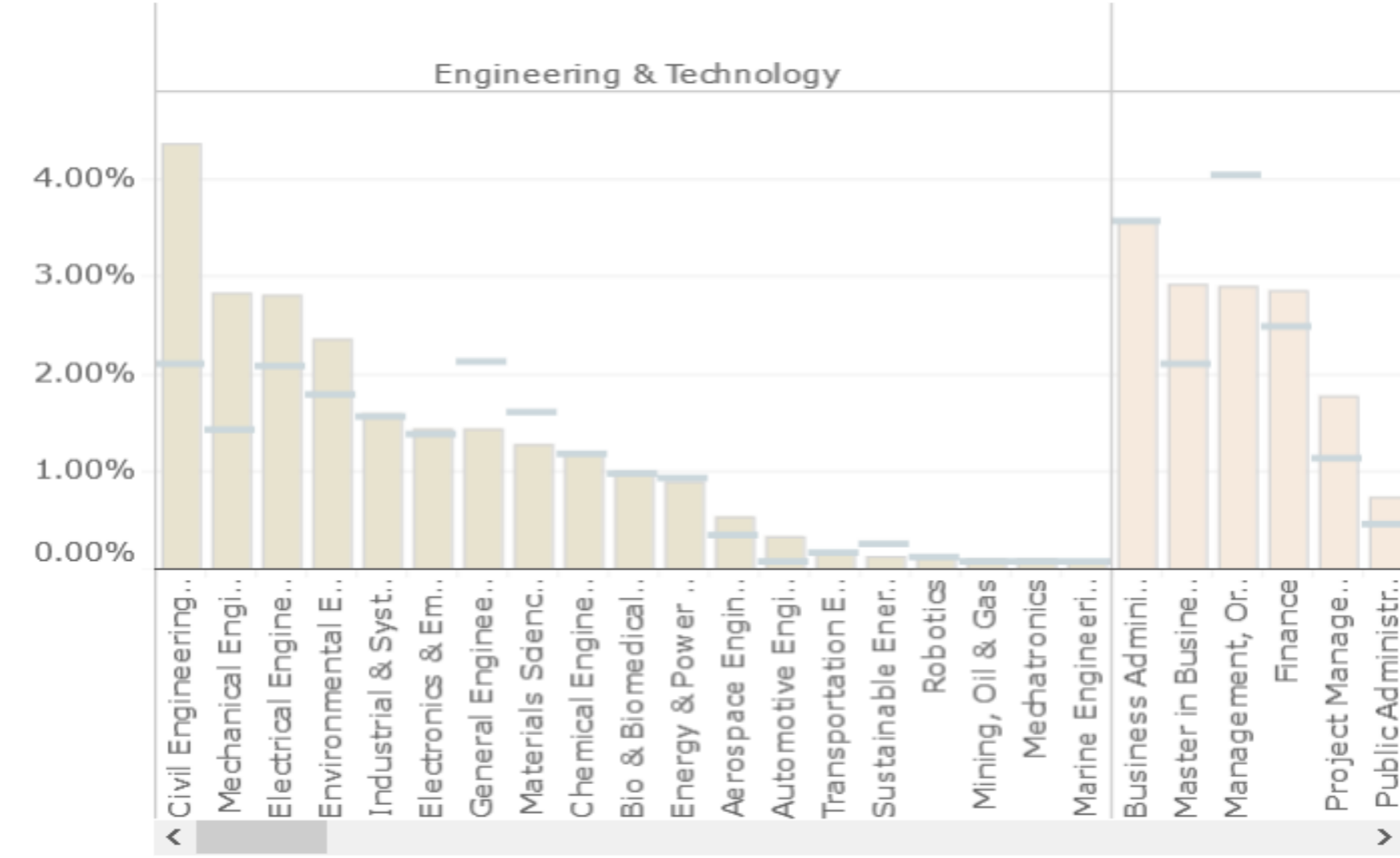
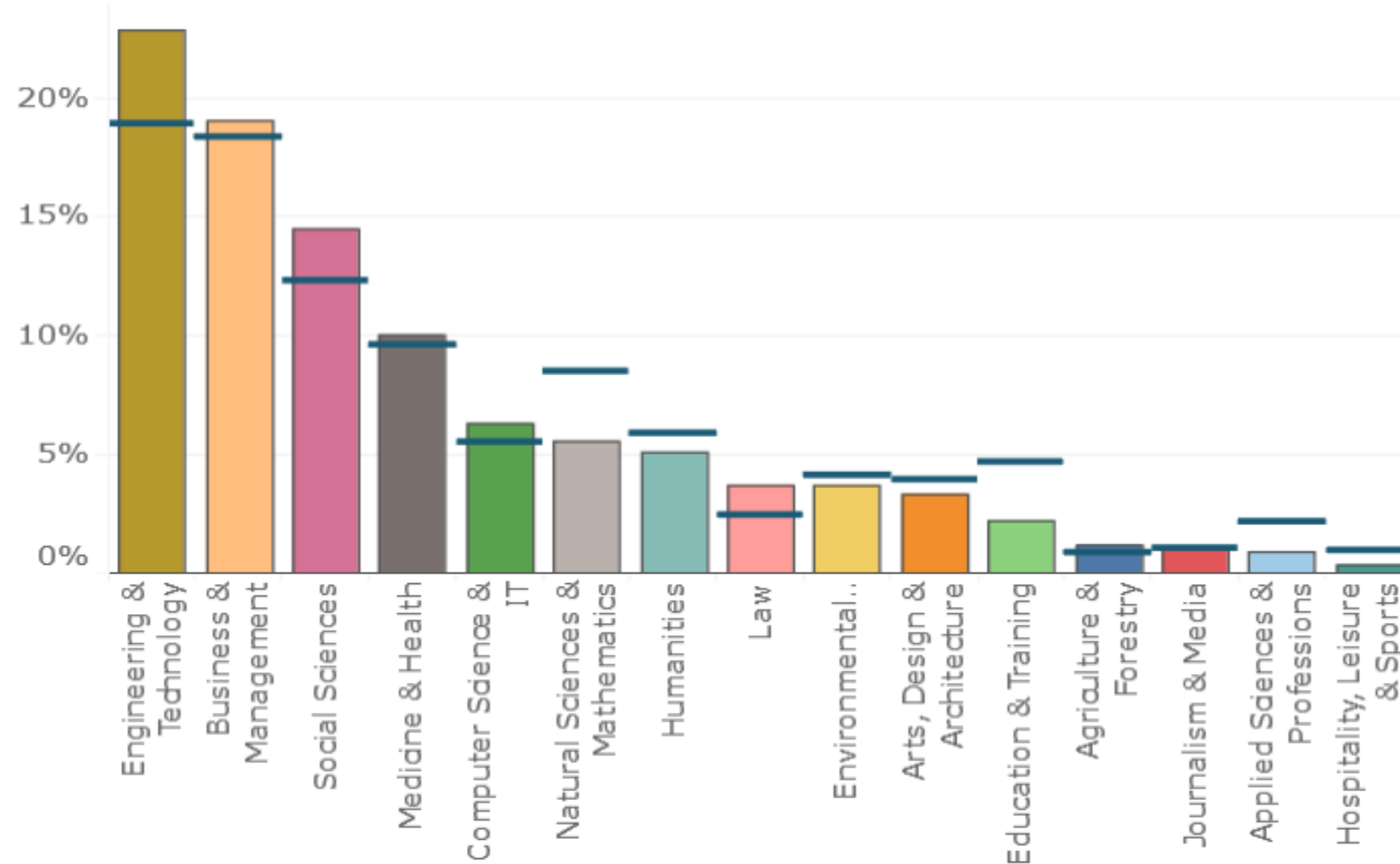
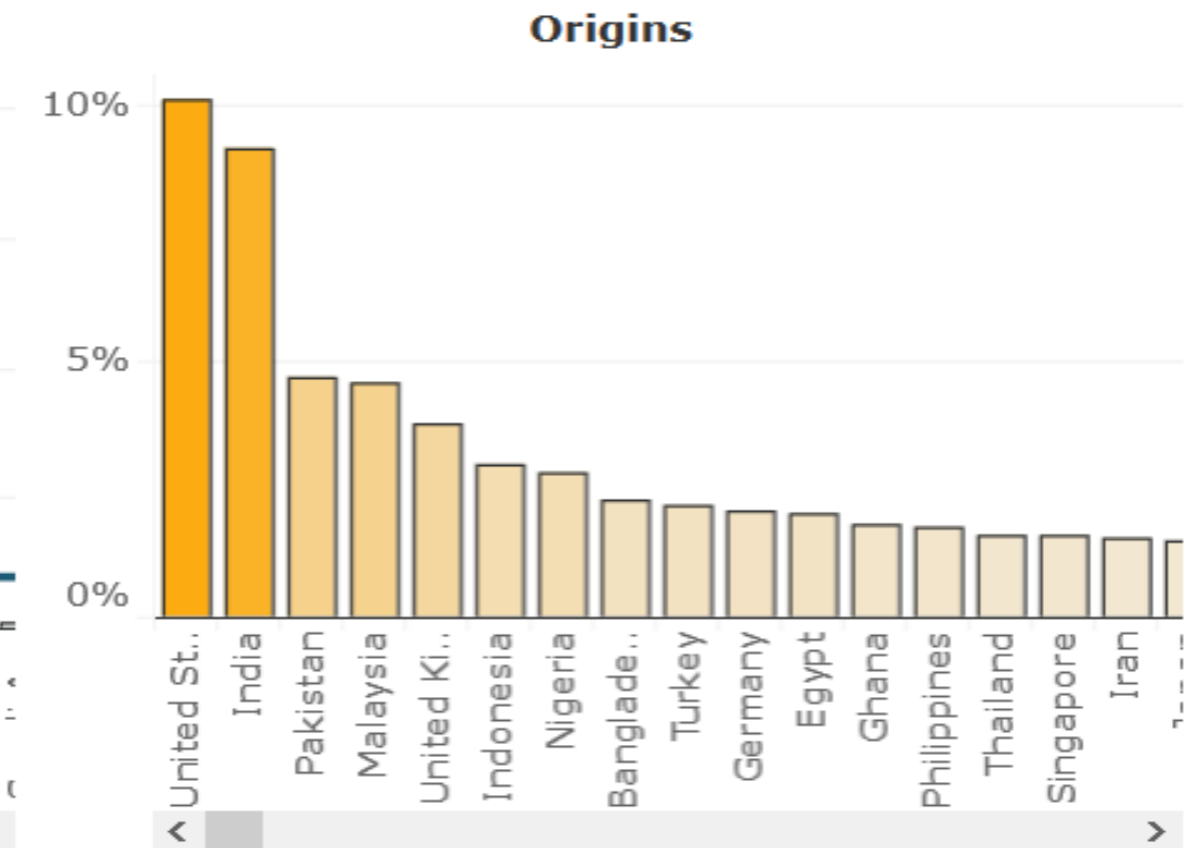
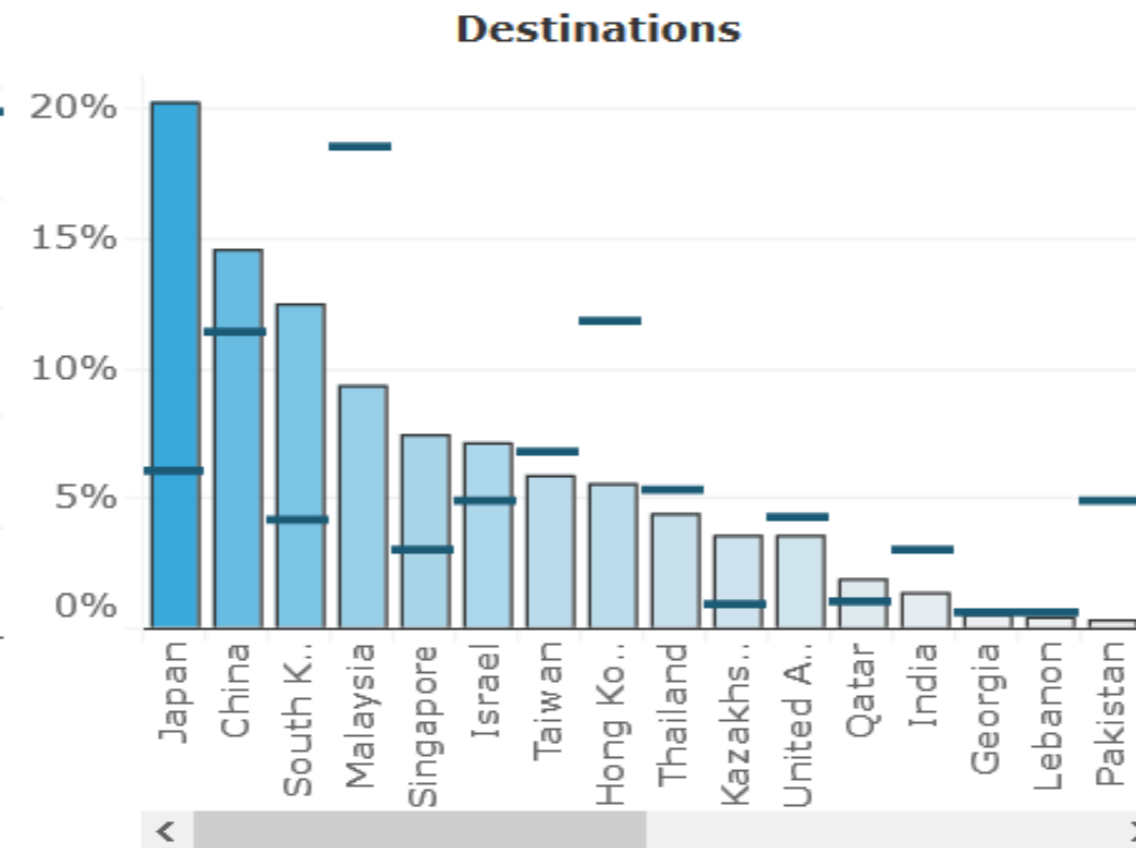
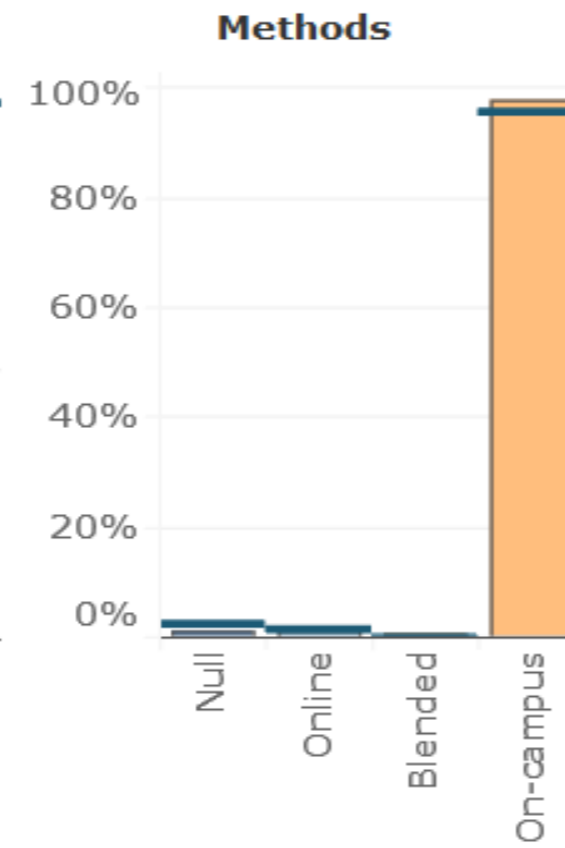
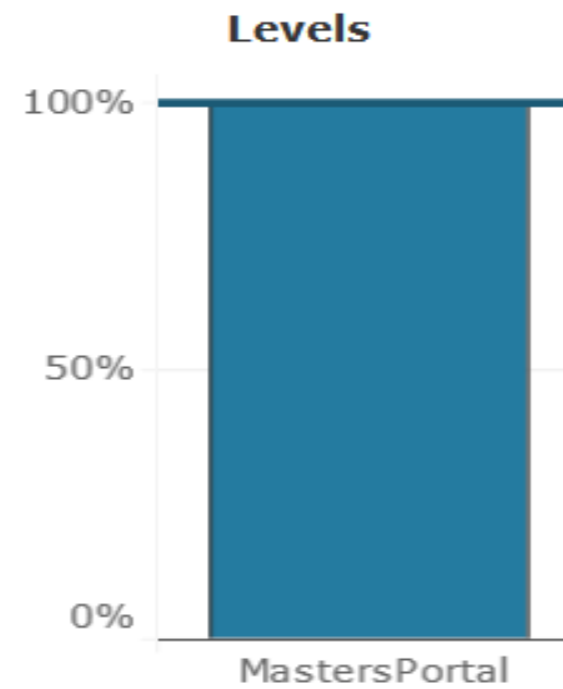
Origin country: (All)

Discipline: (All)

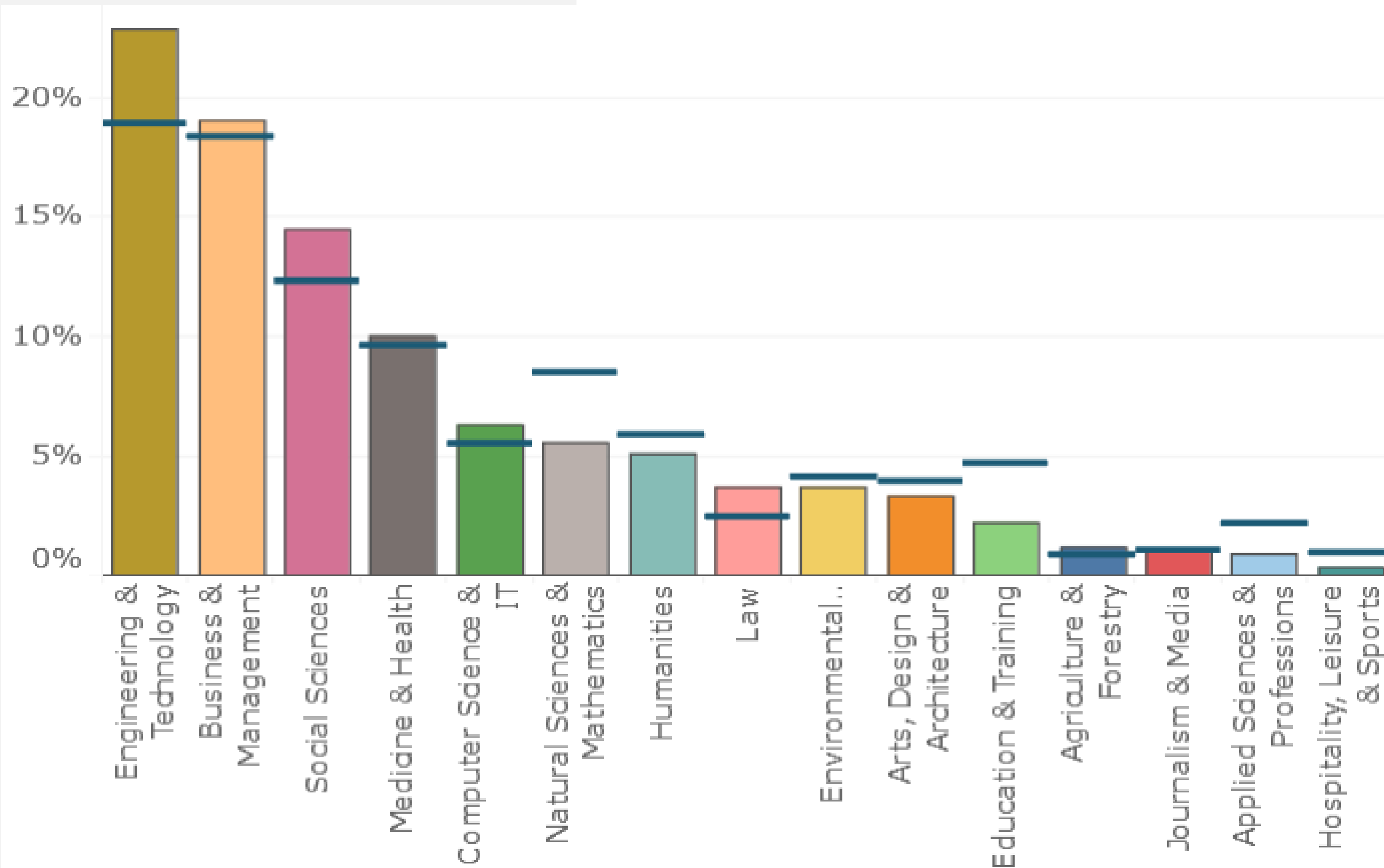
Sub-discipline: (All)

Selection sample size

Page views	392,762
Programmes	2,582



Supply and Demand for Asian Bachelor Studies



Headquarters

Klokgebouw 280
5617 AC Eindhoven

The Netherlands

Intelligence Agency

Vasile Lascar St. 5-7
020491 Bucharest 1

Romania

US Sales Office

Floor 2, 281 Summer St,
02210 South Boston, MA

United States

Asia Pacific Office

Level 23, 40 City Road,
Melbourne VIC 3006

Australia

UK Sales Office

Manchester

United Kingdom

magnus@studyportals.com

+31 40 292 0060