

# Middle East and North Africa (MENA) Region Education Presentation



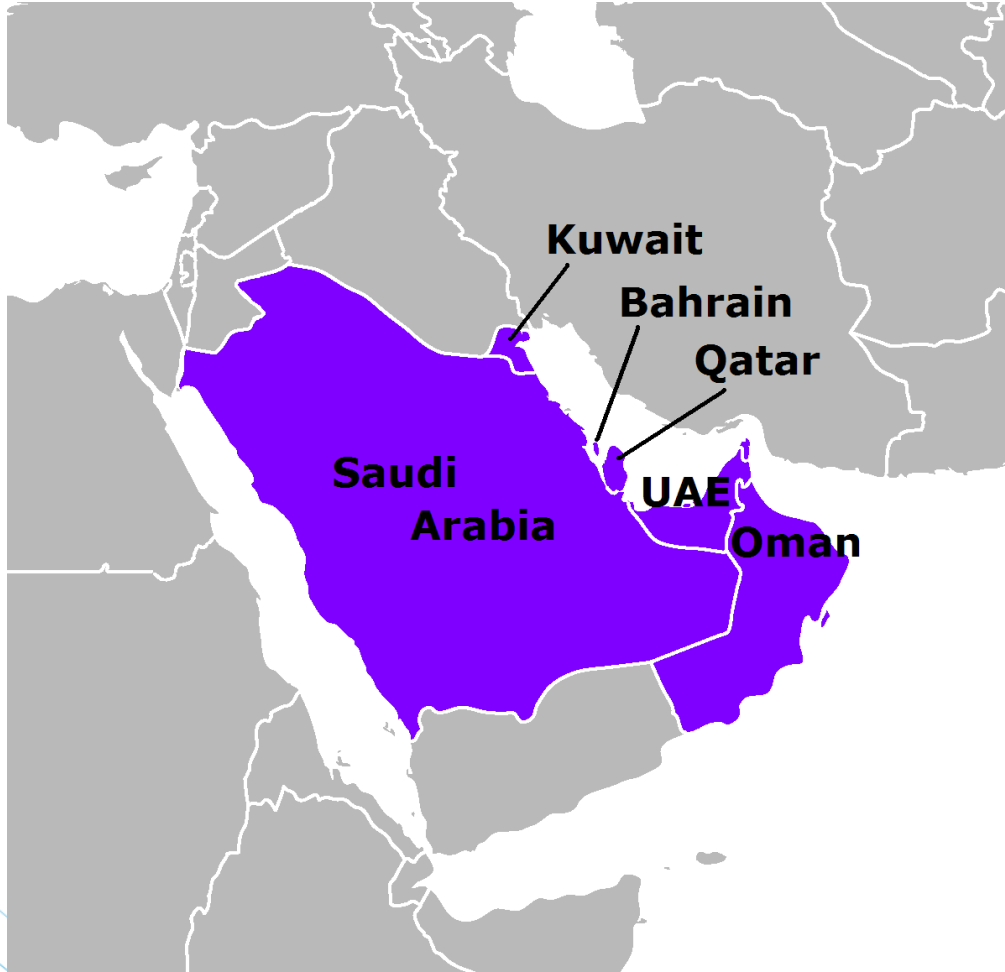
**Queensland**  
AUSTRALIA

endless opportunities

# Middle East and North Africa (MENA)



# Gulf Cooperation Council Countries



Country	Population in Millions
Saudi Arabia	30
UAE	9
Kuwait	3.9
Oman	3.2
Qatar	2
Bahrain	1.2

# Middle East and North Africa (MENA) Region


## Overview

- The MENA region is a strategic regional market for the QLD Education and Training Sector
- International engagement encompasses:
  - ❖ Recruitment of inbound students
  - ❖ Research collaboration
  - ❖ Trans-national education
  - ❖ Offshore industry development and training
  - ❖ Professional Development



# International Education and Training Middle East and North Africa(MENA )Region

## Opportunities:-

- ❖ Scholarships (both Government and private organisations)
  - ❖ Training of the Police and Military Personnel
  - ❖ MENA region Governments all increasing their Education budgets
  - ❖ In country delivery through partnering with local providers (joint collaborative research.)
  - ❖ Increasing awareness in the value of VET training
  - ❖ Privately funded students (expats)
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# International Education and Training Middle East and North Africa(MENA )Region

## Opportunities:-

- ❖ Partnership opportunities, double badged programs, joint supervision of PhD students (QUT MOU with Abu Dhabi University)
- ❖ Increasing need for higher level of English language skills
- ❖ Recent announcement by Abu Dhabi National Oil Company (ADNOC) to increase scholarship numbers to Australian Universities from 10 to 200.

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## Opportunities:-

- ❖ Great demand for Australian Schools as an alternative to many established British and American schools
- ❖ Rapidly growing expatriate Australian population – 16, 000 in UAE alone
- ❖ Only three schools in all of UAE teaching Australian curriculum – two of which are in the emirate of Sharjah where not a great number of Australians reside.
- ❖ Abu Dhabi Education Council (ADEC) requires 60 to 100 new schools to be built in the next 5-7 years
- ❖ ADEC is providing zoned land at attractive rates to encourage investors
- ❖ Very high demand for special needs education in schools for both locals and expatriates

# International Education and Training Middle East and North Africa(MENA )Region

## Challenges:-

- ❖ Cultural Sensitivity
- ❖ International competition
- ❖ Australian State competition
- ❖ Proximity and understanding individual market requirements
- ❖ Saudi Arabia and the abolition of Education Agents





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- ❖ 95% of locals are sponsored. Area of study pursued is dictated by what employment the sponsor want the student to follow.
- ❖ A contract is done between the sponsor and the student as of Grade 12.
- ❖ The student must then complete their studies and return to their country and to that employ.
- ❖ All living and study cost are paid for by the sponsor and the student is on the payroll of the pre determined employment from Grade 12.
- ❖ Abu Dhabi, the richest Emirate of the UAE, gives less towards scholarships as the students do not always have to be bound by specific employment.

# Saudi Arabia



- ❖ The King Abdullah Scholarship Program (KASP) aims to fulfil the requirements of work markets across the Kingdom so they can compete on an international level in the labour market and areas of scientific research.
- ❖ Scholarships are offered in order to local private Universities, Universities in other Arab countries then top-tier countries of US, UK, Australia and NZ. Scholarships mainly focus on the areas of health services and engineering.
- ❖ To be eligible; you have to be 18, not work for the Government and if female, must have a dignified male chaperone to live with them for the duration of their studies.
- ❖ As of June this year, the Cultural Attache to Australia decided to stop the use of Education Agents for Saudi scholarships. The premise is to roll the money previously spent on agents back into the KASP program.
- ❖ It is believed this will not work on several levels:-
  - ❖ The same scenario was attempted in 2009 and it only lasted 3 months
  - ❖ Fear the Cultural Attache will not be able to cope with the MANY applications himself or manage the VISA process for the students remotely in Australia.
  - ❖ Saudi students are not qualified to complete the application process themselves.
- ❖ There is resistance by Australian Universities as it will potentially lead to a huge loss in numbers of students without agents to streamline the process.

# Higher Education

- ❖ Australia features third in countries of choice behind the US and UK for Middle Eastern students. It is comparatively chosen less for higher education as students there are required to complete 1 year foundation studies in company with a degree, which can possibly push out study time to 5 years. US and UK doesn't have any such requirement for foundation study.
- ❖ There are 40 Universities in Australia, 300 in US, 180 in UK; therefore statistically, Australia features well in the region.
- ❖ Minister Robb recently signed an education MOU with Sheik Hamdan Bin Mubarek, the Minister of Higher Education UAE
- ❖ Main subjects of favour for this region are engineering, health services and business.
- ❖ Top UAE Universities are :
  - Khalifa University
  - Zayed University
  - Al Ain University
  - Abu Dhabi University
- ❖ Major International Universities that have campuses in this region are:
  - University of Wollongong (AU)
  - NYU
  - Sorbonne University (France)
  - Murdoch University (AU)
  - Herriot Watt (UK)
  - University of Bradford (UK)



# Vocational Education and Training - VET

- ❖ Increased interest from local institutions to be affiliated with international education providers to deliver their programs in the market.
  - ❖ Rail skills Australia and Real Serious Games – interactive rail training
  - ❖ Aviation Australia – just awarded \$38 million dollar contract to provide training at the Saudi Colleges of Excellence
- ❖ “Train the trainer” courses of particular interest and Occupational Health and Safety training – particularly oil and gas.
- ❖ The Ministry of Education has the intention to develop digital curriculum for students. There are opportunities for Australian organisations to provide consultancy services and implementation.
- ❖ Opportunities to work with Governmental organisations to develop and improve their current systems, teacher training with particular emphasis on vocational training.
- ❖ Most vocational training requirements are trade qualification based – oil and gas, plumbers, electricians, boilermakers, rail drivers and rail maintenance, aircraft maintenance.

# International Education and Training Middle East and North Africa(MENA )Region

## Inbound International Students

International students in Queensland from Middle East 2012-2015

	Data		Year					
	Sum of DATA YTD Enrolments				Sum of DATA YTD Commencements			
Sector	2012	2013	2014	2015	2012	2013	2014	2015
Higher Education	1,890	1,863	1,703	1,551	411	405	246	137
VET	539	476	322	189	185	107	79	35
Schools	10	10	11	9	3	1	0	4
ELICOS	1,014	815	654	557	403	343	273	213
Non-award	50	83	52	29	26	37	22	9
<b>Grand Total</b>	<b>3,503</b>	<b>3,247</b>	<b>2,742</b>	<b>2,335</b>	<b>1,028</b>	<b>893</b>	<b>620</b>	<b>398</b>

Source: Austrade Market Information packs and Australia Education International – International Student Data

# International Education and Training Middle East and North Africa(MENA )Region

## International Students by Country of origin

Middle Eastern Students in Queensland by Country of origin 2010-2013								
Nationality	Enrolments				Commencements			
	2010	2011	2012	2013	2010	2011	2012	2013
Saudi Arabia	3,121	3,159	3,437	2,983	1,868	1,928	1,991	1,628
Iran	420	440	465	455	229	223	227	178
Turkey	388	345	277	222	244	215	169	137
Kuwait	147	174	292	381	69	89	220	261
Lebanon	11	6	8	12	5	2	4	8
United Arab Emirates	519	389	328	286	262	174	152	146
Jordan	72	56	54	97	39	26	29	67
Oman	312	262	226	201	167	151	91	107
Libya	206	240	163	116	157	132	86	38
Iraq	70	74	80	131	44	37	32	85
Egypt	40	34	30	26	12	15	16	12
Israel	98	103	80	49	52	64	51	25
Bahrain	145	97	68	52	62	31	23	23
Qatar	29	37	18	16	15	31	3	10
Gaza Strip and West Bank	0	2	2	2	0	2	1	0
Syria	12	6	8	5	5	3	4	1
Morocco	3	5	5	7	2	4	4	5
Sudan	1	1	1	4	1	1	1	3
Yemen	6	5	2	2	2	1	0	2
Algeria	2	0	1	1	1	0	1	1
Tunisia	3	4	2	2	2	2	0	1
<b>Grand Total</b>	<b>5,605</b>	<b>5,439</b>	<b>5,547</b>	<b>5,050</b>	<b>3,238</b>	<b>3,131</b>	<b>3,105</b>	<b>2,738</b>

Source: Austrade Market Information packs and Australia Education International – International Student Data