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Department for
International Trade



British Embassy

Levant Mission

3 – 7 September 2018

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BRITISH EDUCATIONAL
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Israel

Key facts

- UK exports to Israel have grown steadily.
- It is the UK's fourth largest market in the Middle East and North Africa region.
- Israel is ranked 54 in the World Bank's 2017 'Ease of Doing Business' report.
- HSBC and Barclays have a major presence in the market.
- Israel has a strong economy with annual growth of 2 to 3%. This is expected to continue.
- Israel has low unemployment at under 6%.

Israel's Education Sector

The state curriculum is standardized by the ministry of education and culture. The academic year runs from September through to July, 6 days a week, and the teaching medium is either Arabic or Hebrew. Education is compulsory and free (although some materials must be bought).

Two years of nursery school are prescribed by law, as are the 8 years of primary education that follow. Here pupils learn the academic basics, as they prepare perhaps for the form of secondary education they may follow.

Four years of secondary education follow, all of which are free although only the first two are compulsory. Academic high schools prepare students for university, while comprehensive high schools provide a combination of academic and vocational training.

Vocational high schools either prepare students for practical careers, or provide the grounding for technical tertiary study for example in engineering and science. They are well equipped and are feeders to the nation's industrial strength.

There are seven Israeli universities for which students must pass the **bagrutentrance** examination to enter. Other post-secondary institutions provide teaching and nursing training, as well as preparation for other technical and semi-professional careers.

The nation's oldest university is the Israel Institute of Technology, founded in 1924. It offers degrees in science, engineering, architecture, industrial management, medicine and technical education.

Opportunities in Israel

- Israeli companies are always on the lookout for joint venture and collaboration opportunities.
- There are good opportunities for UK companies with international marketing expertise to become partners with Israeli technological organisations.
- British companies should appoint a local agent or distributor, rather than attempt to sell direct.
- Israel is geographically small with short distances between the main population centres. One agent is usually able to cover the whole market.
- UK companies can also establish a joint venture partner, set up a company or acquire an Israeli company. The success of this form of relationship will very much depend on the nature of the product or service and the level of domestic competition.
- It is not difficult to open a company in Israel. However, you should get legal and accounting advice.

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Jordan

Key Facts

- Population: 10.2 million (2018) - GDP US\$ 65.43 billion (2016), business is the most open in the region.
- Jordan has a strategic position and is politically stable, with an open business environment.
- The Education Sector was the third-largest employer in 2016, accounting for 11.5% of total workforce.
- Well-educated and highly skilled workforce (70% of Jordan population are under the age of 30).
- The Education Sector is one of six priority sectors for economic development.
- Jordan's literacy rate for people aged 15 years and older stood at 93.2% in 2016.

Jordan's Education Sector

PM Theresa May's two visits within a span of six months last year marked the beginning of a UK-Jordan Partnership; a long-term commitment for the UK to work with Jordan to transform its economy and education system. The UK will provide £94.5 million to improve education, create jobs and boost the economy, as well as fund reform programmes to make the private sector an engine of growth. Particularly, the UK will continue to support all children in Jordan regardless of their nationality receive a quality education, improve the quality of education for millions of children, apprenticeships or vocational skills training and , improve English language and support vocational education to help build the workforce of the future. Jordan prides itself on its advanced education. Despite some strained resources, the Ministry of Education developed a highly advanced national curriculum and requires curriculum from International bodies, specifically the UK. Many other nations in the region have developed their education system using Jordan as a model. The system however is currently in need of strategic reform. The National Strategy for Human Resource Development 2016-2025 outlines essential developments needed to ensure that all children have access to quality early childhood learning and development experiences that promote primary school readiness; substantially increase the number of youth and adults who have relevant technical and vocational skills for employment, decent jobs, and entrepreneurship; and ensure fair access to affordable and quality university education opportunities. With the need for reform, the Government is working on new investment and public private partnerships with leading international institutions to help improve access and quality to schools including infrastructure, and integrating innovative technologies to enhance student learning, teacher training and capacity building. English instruction is a specific priority and focus area for the UK. Despite nearly four decades since English language was formally introduced in public schools, including nearly 20 years since English teaching became a core school subject for all grades, Jordan remains one of the lowest performing countries in the Global English Proficiency Index. Supporting Jordan improve language for the workforce is a UK priority. Jordan's Government developed Vision 2025 to record the country's long-term national strategies based on economic and social policies. The Ministry of Education is looking to see significant growth in vocational training to help equip Jordanians with skills needed to succeed and boost employment rates. The Ministry of Education has strong interest in EdTech by seeking: technological tools to allow for better communication of knowledge; different learning management systems for improved curriculum management; training management systems for better budgeting and logistics; and providing better e-learning systems; and most importantly, equipping schools and training centers with technologically advanced tools. Additionally, coding is well-demanded in Jordan, with the rise in innovation and entrepreneurship in the ICT sector.

Opportunities exist in, but not limited to the following areas:

- Education technology and coding
- Academic and education publishing and publishers
- All levels of English language. Including specialised English language - business, banking, etc.)
- School construction and accreditation
- Technical and vocational education and training and teacher training
- Learning and development of soft skills and Arabic translation of English content for regional markets (Arabisation)



Lebanon

Key Facts

- Population: 4.5 million - GDP US\$ 47.54 billion (2016) - UK Exports £370 million (2017)
- Largest buyer of UK goods & services in Levant region
- Strategic geographical location – gateway between east & west with no censorship on advertising
- Liberal economic system in which private sector plays a prominent role
- A hub for international companies to do business in the MENA region
- Strong banking sector and existence of banking secrecy law

Lebanon's Education Sector

Lebanon has one of the highest adult literacy rates in the Arab world standing at 93.9% (UNESCO 2015). Education is a high priority for the Lebanese government, and there are opportunities for UK companies in both the public and private education sector. The Lebanese education system has always relied heavily on private schooling, which forms around 70% of all provision, to accommodate the growing demand for learning in the country. In recent years, the public education has doubled in size to enable over 220,000 Syrian refugees to enrol, with strong support from the international community for Lebanon's Reaching All Children through Education (RACE II) strategy.

There is strong interest from the Lebanese government (particularly the Prime Minister's Office and the Ministry of Education and Higher Education) to encourage UK investment into the EdTech Sector. Ideally the government would like to foster partnerships between Lebanese and UK firms to ensure that the national education system benefits and keeps up with developments in the EdTech sector. As English is one of the three national languages of Lebanon there is a clear opportunity for UK firms looking to adapt their products and services for wider Middle Eastern and North African markets. The UK Department for International Development is looking to support pioneering EdTech solutions that improve education outcomes for children of school age. One area of opportunity identified is around the use of education data to drive improvements in the system.

The Government of Lebanon would like to see strong growth in the digital industry as part of its economic vision. In 2013, Lebanon's Central Bank, Banque du Liban (BDL), issued Intermediate Circular 331 which aimed to inject US 400\$ million into the development of Lebanon's knowledge economy and providing critical funding to the country's promising start up ecosystem. Beirut is now home to the Beirut Digital District which combines value added services and state-of-the-art infrastructure so that companies can increase their productivity and grow. BDD today hosts innovative start-ups and includes Commercial Parks to accommodate medium and large enterprises. The UK Lebanon Tech Hub is based at BDD and can offer support to UK EdTech companies looking to set-up in Beirut.

Opportunities in Lebanon

- Academic and education publishing
- Technical, vocational education and business/professional training
- Education Technology goods and services, Distance and e-learning
- Educational resources, technology and management information systems for schools
- Higher education partnerships
- Special Education Needs