

# BESA Export Masterclass 2024

*Preparing to export: The big picture*

Krishna Joshi, Head of International Education,  
Department for Business and Trade

February 15 2024



# The UK is a global services superpower



**81%**  
of the  
UK's GVA

[ONS: GDP low-level aggregates 2022](#)



The UK is the **biggest services exporter in the world after the US.**

[DBT 2023](#)



**75%**  
of the UK's  
registered  
businesses

[ONS: UK business: activity, size and location 2023](#)



**£411bn**  
UK services exports  
reached record highs  
in 2022

[ONS: UK total trade: all countries, seasonally adjusted 2022](#)



**85%**  
of the  
UK's jobs

[ONS: Workforce jobs by region and industry 2022](#)



**49%**  
of the  
UK's exports

[ONS: UK total trade: all countries, seasonally adjusted 2022](#)



# Education creates £123bn GVA – and UK education exports are valued at £25.6bn+

The DBT team covers 4 sub-sectors:

- 1. Higher Education
- 2. Technical and Vocational Skills (TVET) and Chartered Bodies;
- 3. EdTech, Early Years and Schools; and
- 4. English Language Training.

**EdTech is one of the UK's fastest growing sectors**

...with over 1,000 companies, accounting for 4% of all digital companies

**UK Universities bring strong domestic growth and have global reputation**

UK universities' international work generates huge revenues and contributes to local GVA growth

**The UK's EdTech sector leads the world**

More than 1 in 4 of Europe's EdTech companies are based in the UK, many of whom looking to export

**The International Education Champion (IEC) has delivered successes**

Sir Steve Smith is a trusted sector leader. He spearheads the International Education Strategy and builds vital partnerships

**International students provide economic value**

686k+ Int'l Students in UK. £37.4bn expected total net benefit from int'l students starting university courses 21/22. 532k study overseas for a UK degree

**Education brings critical soft power benefits**

Education plays a pivotal role in diplomacy, G2G MoUs and long-term trade

# The team is guided by the International Education Strategy, co-delivered with DfE

## Two main objectives

- [DBT focus] Increase education exports to £35bn per year - **latest - £25.6bn exports**
- Increase international student numbers to 600k by 2030 - **already met – latest 686k+ students**

## Priority countries



The team also supports education exports to 'tier 1' and 'tier 2' countries e.g. Pakistan, Brazil, China and Hong Kong, Kazakhstan, USA, Mexico, Italy

Note: DBT worked with DfE on an update to the strategy in 2023, [link here](#).

## International Education Strategy: 2021 update

Supporting recovery, driving growth





# In the last year, the team has achieved £552m export wins in 5 priority markets and secured 5 MoUs with governments

## India

- **28** university Vice Chancellors on 2023 trade mission, HMTC South Asia attended resulting in **12 UK-India university partnerships**, aided by 2022 UK-India Mutual Recognition of Qualifications MoU.
- **£415m - £830m+** combined 5yr value for 83 higher education institution's TNE 21/22.
- **8 UK Skills Providers** approved by India Government to deliver automotive green Skills Training and financial skills **5yr value £7m**.

## Saudi Arabia

- **Sir Steve Smith, PM's Special Representative to Saudi Arabia for Education**
- **5 UK independent schools opened campuses since 2021** as a result of a trade mission. Expected to double by 2025.
- **UK schools remain the preferred providers**, winning contracts of > **£38m** (EduReach).
- **UK-Saudi Taskforce** was set up Dec 2023 and sets joint ambitions and UK's proposed role in Saudi's educational reform.
- **£120m** skills and training export win for Lincoln College.
- **£50m+ MoU** signed with Pearson to deliver BTECs.

## Nigeria

- **First ever UK TNE mission to Nigeria** inc. Rupert Daniels, DfE, FCDO and British Council – currently developing relationships into university partnerships.
- UK as a partner of choice for **launch of Nigeria TNE Guidelines** - a direct result of Sir Steve's 18-month engagement with Nigeria.
- K-12 schools activity continues to grow and build on 2022 wins of **£6m**.

## Indonesia

- Facilitated deal between **Lancaster and Deakin University**.
- **MoU signed** with SoS Education and arranged Cambridge University as advisor to the **Nusantara roadmap**.
- Supported **Kings College London** to set up a campus in Singhasari Special Economic Zone.
- **£250k win** delivering Maritime skills for City of Glasgow College on FCDO programme.

## Vietnam

- Several **MoUs recently signed on UK HE** partnership projects.
- **6 UK private schools** engaged in country – more are also seeking partnerships.
- Recently facilitated a deal for EdTech company, Tribal, valued at **£1.5m**.
- **Pearson and ACCA signed MoUs** with Skills Ministry and **£3m wins** between UK providers due to a DBT Trade Mission in 2023.

## The Team enables export wins beyond priority markets e.g.

Kazakhstan: De Montfort Uni setting up a campus worth £30m | China: Resulting from CIFTIS IMI setting up office 5yr value £40m+

Jordan: Pearson £70m+ BTEC contract win | Malaysia: Stonyhurst International School £30m+ | China: Oxford Brookes University £31m+

# Case study: BETT is a world leading tradeshow helps the UK retain its position as the #1 country for EdTech in Europe

## BETT 2024 Key outcomes:

UK pavilion was one of the **most visited** of 600 company stands and 24 country stands

**UK Ministerial attendance** from Lord Offord, DfE SoS, Minister Hinds and Sir Steve Smith

**16 Overseas Education Ministers** and 30 Vice Ministers hosted

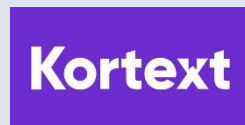
DBT Education supported **23 Post colleagues** and **9** high-level inward delegations

Over **28k** buyers, providers and attendees over 3 days, of which **40%** were international

**280 B2B meetings** delivered and over **100** UK companies supported on the stand

**2 MOU** signed with Queens University Belfast and Narxoz Kazakhstan, and with Lebanon

**20** meetings to progress EdTech investment in UK



From BETT 2023, there were six tracked Export Wins amounting to £38m. At BETT 2024, >200 feedback forms were gathered on the UK stand – and we are now proactively tracking leads / potential export wins with UK businesses and Post.

# How can you get support from DBT in the UK?

## Government-to-Government dialogues:

- Close work with DfE to enable these
- Thought leadership and aligning of policies

## Direct business support:

- Identifying international opportunities
- Making introductions to potential buyers and partners overseas, working closely with overseas commercial officers, e.g. at BETT UK and BETT Asia
- Working with our network of International Trade Advisors
- Working with UK Export Finance
- Building relationships with global development banks to identify opportunities

## Supporting Trade Policy:

- Feeding in sector views to trade policy/ trade negotiations
- Facilitating ministerial engagements

## Market Access

- Identifying barriers to international operations and market entry
- Working with policy teams in UK and across international network to feed in sector intel

## Inward visits:

- Facilitating and supporting ministerial delegations to learn about UK education system

## Trade Missions, Webinars and Events:

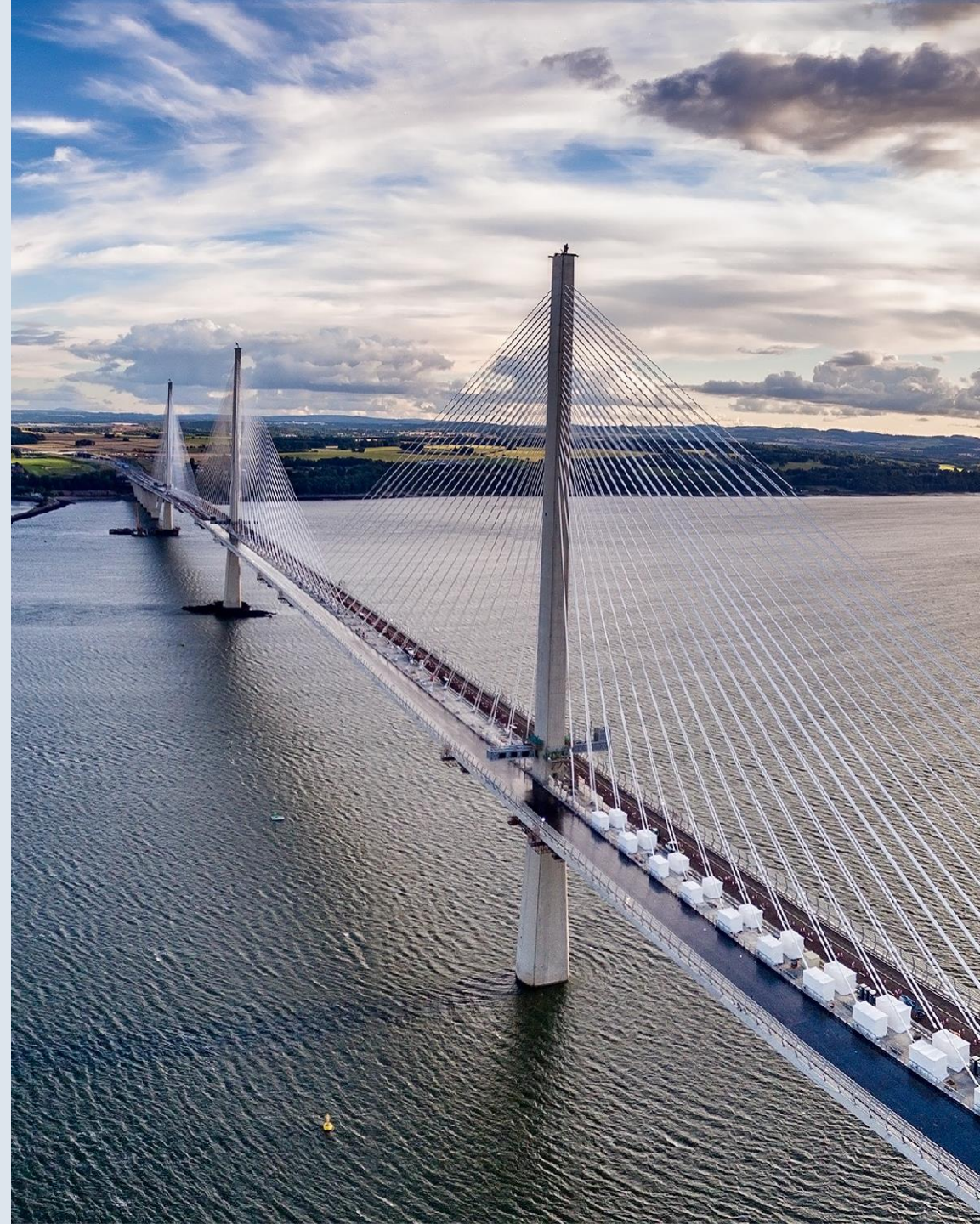
- B2B and B2B matchmaking
- Physical and virtual

Please do get in touch with myself, or Thea Wiltshire, our EdTech, Schools and Early Years Specialist in DBT Education if you require support: [Thea.Wiltshire@BusinessandTrade.gov.uk](mailto:Thea.Wiltshire@BusinessandTrade.gov.uk)



# Top tips for UK education companies

- Understand the local context, demand, regulation and policies (e.g. at a city / state level)
- Seek advice – from DBT and organisations like BESA
- Carefully consider price point
- Understand your partners and their objectives
- Explore B2B and B2C opportunities (who are you selling to?)
- Be patient!





# Q&A

**Krishna Joshi**

Interim Head of International Education,  
DBT in London

[Krishna.joshi@businessandtrade.gov.uk](mailto:Krishna.joshi@businessandtrade.gov.uk)

**For further information on support from DBT Education:**  
<https://www.events.great.gov.uk/website/5744/home-58/>