

BESA Export Masterclass 2024

Agenda.

13.00–13.05 Introduction from BESA [Julia Garvey](#), Deputy Director General, BESA.

13.05–13.25 Why bother with international markets? [Julia Garvey](#), Deputy Director General, BESA.

13.25–13.40 Preparing to export – Part One: The BIG PICTURE [Krishna Joshi](#), Head of International Education, Department for Business and Trade

13.40–14.20 Preparing to export – Part Two: Question Time with the Department of Business and Trade Panel *Chair:* [Krishna Joshi](#), Head of International Education, DBT *Panellists:* [Jonathan Ledger](#), Technical and Vocational Education and Training, and Professional Bodies Specialist International Education Team, DBT [Thea Wiltshire](#), EdTech, Schools, and Early Years Specialist, DBT, and [Mark Henebury](#), Sector Specialist: Education – English Language Training (ELT) and Teacher Training, DBT, [Simon Bedford](#), International Trade Adviser | UK Trade Delivery, DBT

14.20–14.35 Preparing your export strategy – Part One: How BESA's export services and support can help... [Sven Huber](#), Co-Founder and CEO, Fiction Express Education and Chair, BESA's Export Special Interest Group.

14.35–15.00 Preparing your export strategy – Part Two: Picking a winner [Ian Hunter](#), Founder and CEO, Lime Education Consulting.

15.00–15.05 Comfort Break

15.05–15.35 Partners in market – BESA member success stories [Richard Grainger](#), COO/Director, Everybody Counts, [Andrew Ridgeway](#), Co-Founder, Everybody Counts, [Al Kingsley](#), CEO, NetSupport and Chair, BESA's EdTech Special Interest Group.

15.35–15.55 Before you get on the plane [Steve Whitley](#), Founder EdTech Consulting.

15.55–16.20 Addressing IP and legal issues once you've won the business [Martin Noble](#), IP Partner, Freeths .

16.20–16.40 Cultural considerations [Ting Zhang](#), CEO, Crayfish.

16.40–17.00 Dispatching the goods to market – BESA Member Masterclass [Heath Weber](#), Head of International Operations, TTS.

17.00 Closing remarks from BESA [Dave Smith](#), Head of Partnerships and Events, BESA.

Why bother with international markets?

Pros and cons

UK market

- Known entity
- Lower risk and cost
- Budget constraints
- Political uncertainty
- No curriculum change
- Market saturation

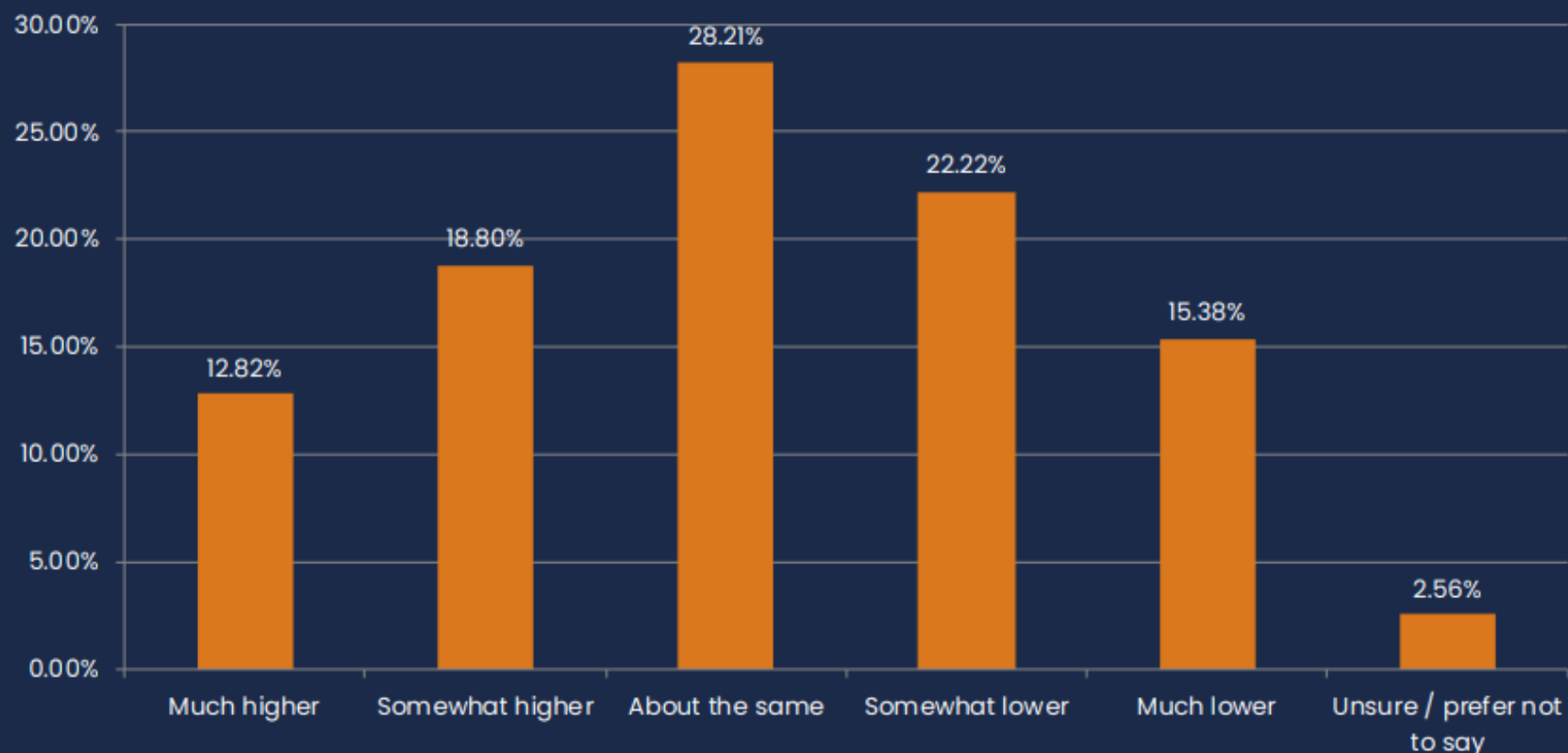
International markets

- High demand for UK education
- Growth of International schools
- B2G contracts
- Growing markets
- Scary but support available
- Higher cost?
- Regulation, distribution, legal

Q4 2023 – UK Performance.

Q4 2023 vs Q4 2022.

Compared with sales activity in Q4 (Oct – Dec) of 2022, how has your sales revenue to UK schools changed in Q4 of 2023?



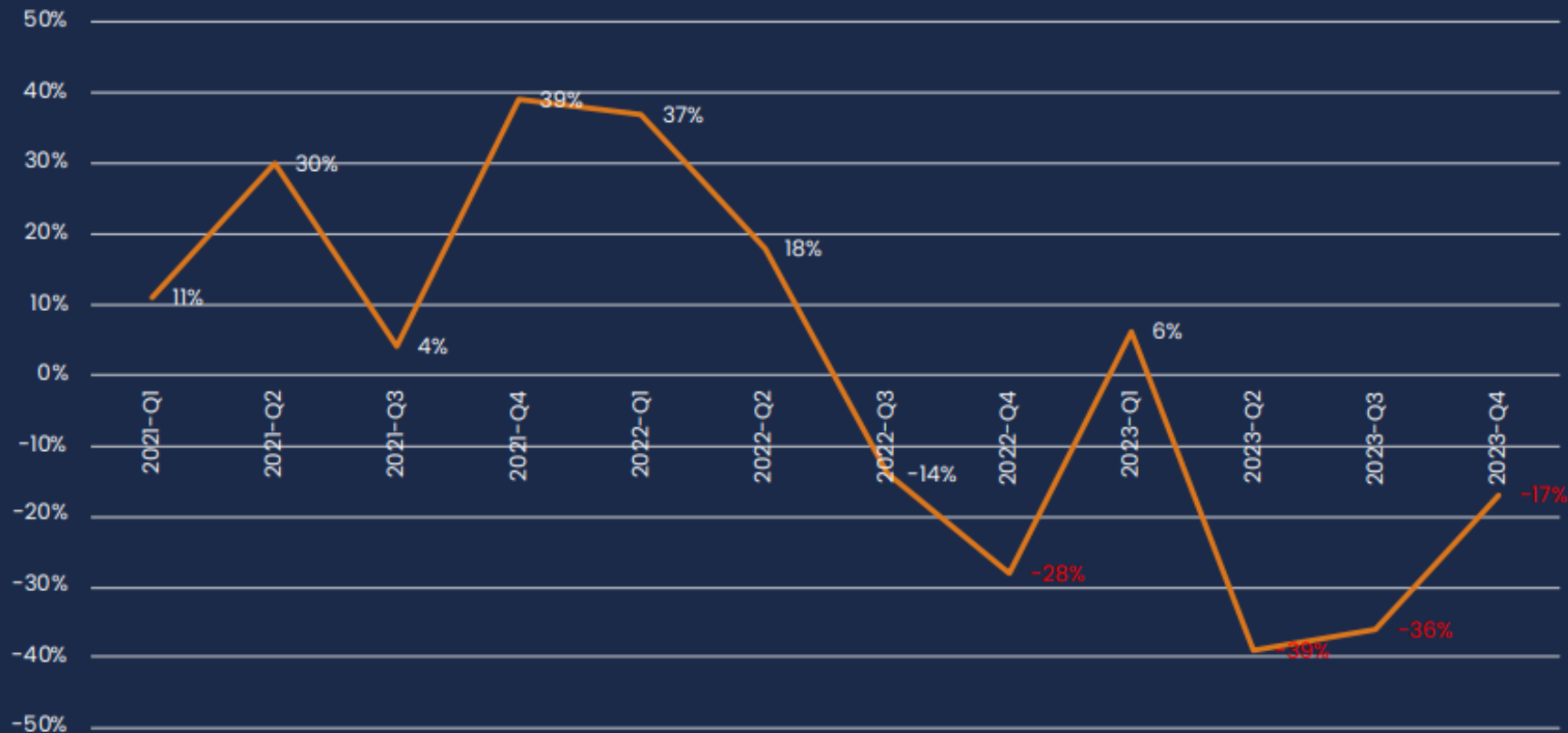
In Q2, 37% of members reported a year-on-year sales increase. In Q3 that **dropped** to 25%. In Q4 we see a slight improvement with 32% reporting an increase and 38% reporting a drop compared to 45% in Q3.

The secondary sector has performed better than the primary sector.

Confidence in the UK market.

Outlook for industry sales of education products & services UK schools in the next 12 months.

Net Confidence Bias - Trend Over Time

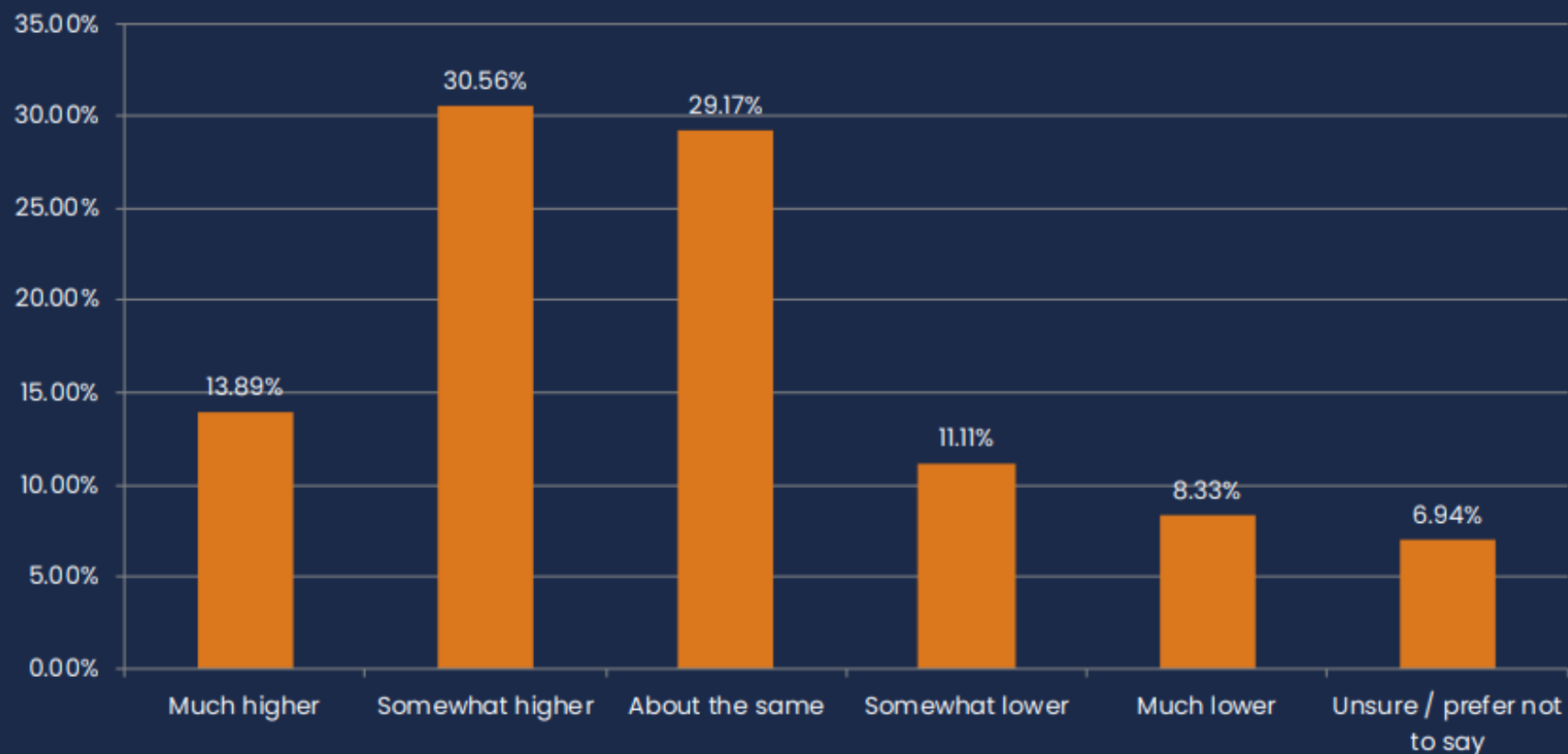


Confidence in the outlook for the industry has been poor throughout 2023. As we end 2023, confidence for the industry has improved but remains net negative.

Q4 2023 – Export Performance.

Q4 2023 vs Q4 2022.

Compared with EXPORT sales activity in Q4 (Oct – Dec) of 2022, how has your EXPORT sales revenue changed in Q4 of 2023?



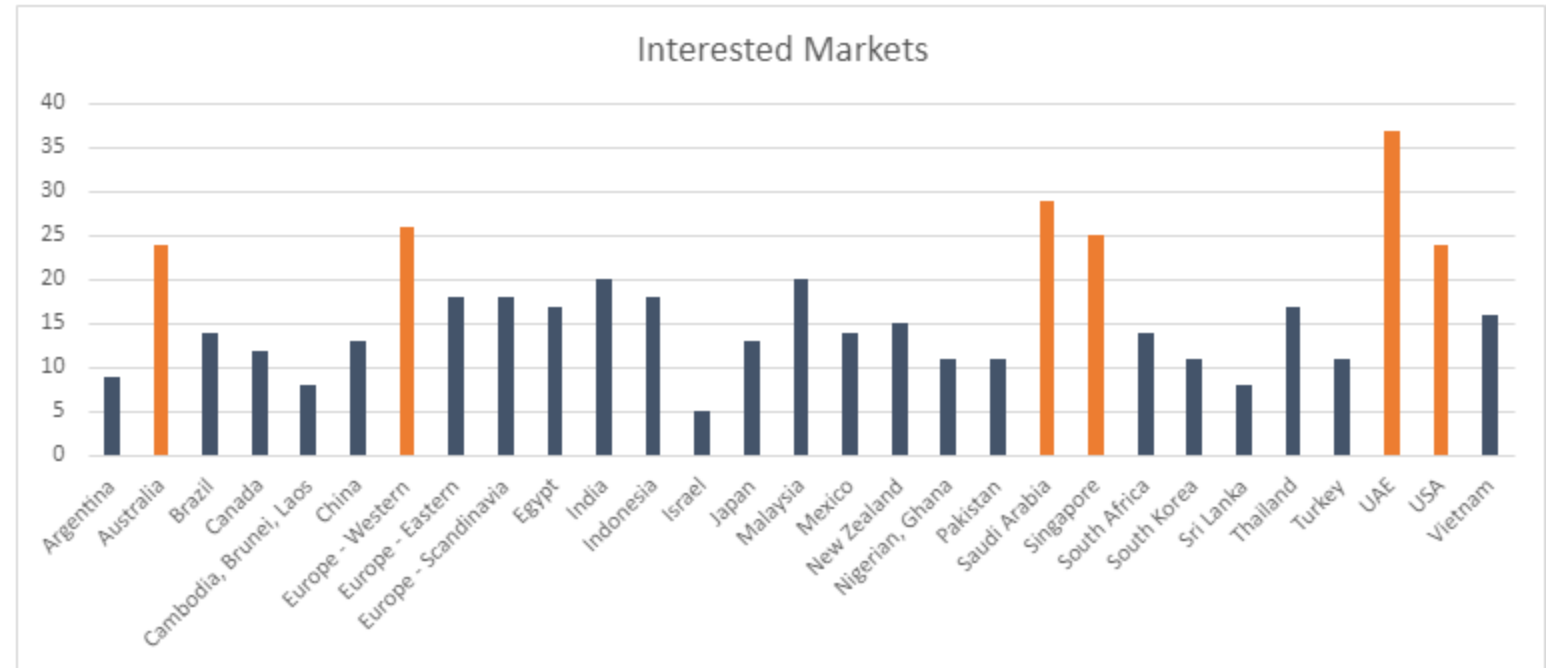
With 50% of members who export reporting an increase in sales for Q4 2023 vs Q4 2022 compared to 32% for UK sales, the international market remains a strong opportunity..

Ansoff's matrix



Most popular markets BESA members

- USA
- UAE
- Saudi Arabia
- Western Europe
- Singapore
- Australia



Source: BESA membership survey October 2023

International schools as their own market



- [ISC research](#) – best source of data and intelligence on international schools market
- [Cobis](#) – 270 schools. International conference 11-13 May 2024 London
- [Fobisia](#) – 96 schools

Getting started

- Sources of help
- Research your strategy
- Reconnaissance
- Tradeshows as a springboard – don't rely on them
- Be focused – don't try to do too much all at once
- Be patient – won't happen overnight
- The more you do, the more business grows organically