

UK Education Exhibition and Conference

Addis Ababa, Ethiopia
Thursday 23rd – Sat 25th February 2012

About Ethiopia

- Currently the fastest growing non-oil producing economy in Africa
- Largest GDP in East Africa
- Second largest buyer of British goods and services in East Africa
- Second largest populous nation in Africa (80 million)

Ethiopia's Education Sector

The Ethiopian government plans to achieve the following between 2009/10 and 2014/15:

- To more than double the number of undergraduate students to 467,000;
- To nearly double the number of postgraduate students to 16,000; and
- Provide universal access to primary education by 2015.

Opportunities exist in, but are not limited to, the following sectors:

- Agro-processing and commercial farming
- Consultancy
- Energy
- Food and beverages
- IT
- Manufacturing
- Minerals

The UK is highly regarded for its global standards within the education and training sector.

Who Should Take Part?

This event will be centred on international education partnerships, professional and technical qualifications, as well as educational resources.

The event will enable UK companies to:

- Gain insight into opportunities in the education sector in Ethiopia; and
- Meet potential buyers and distributors of their products and services.

This offer is open to all UK companies, universities, and colleges who are looking to develop international education and training partnerships, and who develop and deliver training programmes especially in:

- Business and Specialist Trainings
- Corporate and Executive Training
- Higher Education Partnerships
- Professional Development Systems/Software
- Professional Trainings
- Vocational Training

A list of specific business opportunities will be completed and issued in a follow-up market survey report.

Event Programme

The event programme will offer UK participants the opportunity to profile their expertise and/or products to key buyers, ministries, and agencies involved in the sector and meet with potential agents, distributors and customers.

Draft outline programme

Thursday

Day 1: Morning session

Public sector presentations – Ministry of Education, Higher Education Relevance and Quality Assurance Agency, ICT and Telecommunication Agency and National Bank of Ethiopia and others.

Afternoon

The Exhibition will be open for visitors.

Friday

Day 2: Morning session

Private sector presentations to include Ethiopian Private College and University Association, one of the major educational material importers (to be identified), BIS Ethiopia and other presentations on the research findings of the market survey on Education Providers in TVET Colleges, Higher Education Institutions and Professional Qualifications in Ethiopia and panel discussion and experience sharing event on international education partnerships.

Afternoon

Visit to the exhibition will continue.

Saturday

Day 3: Morning session

B2B meetings between UK and Ethiopia education service providers.

Afternoon

Visit to the exhibition will continue.

Marketing

Prior to the event British Council will produce an event brochure with company profiles with representatives details and participants are requested to supply 100-word company description, contact details, photo(s) and company logo.

The brochure will be e-mailed to all business contacts prior to the event to alert them to your visit to Ethiopia.

For further information contact:

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