

Hong Kong partnership meeting in September 2008

Summary and feedback

The sixth country partnership meeting was held on 18 September in British Council Spring Gardens office in London. A total of 38 institutional representatives attended. We invited David Marsden, Director, UK & Ireland for Hong Kong Trade Development Council, to set the Hong Kong socio-economic scene. This was followed by a market update by Katherine Forestier, Director Education Services of British Council Hong Kong. She spoke on the latest trends and issues in international student recruitment, and provided updates on Hong Kong education reform. She also introduced a recently completed market report on the health-related education sector. Juhanie Cheung, Education Manager (Transnational Education) reported the highlights of market research study on postgraduate TNE market in Hong Kong. A review and update of EUKP and marketing work was given by Terry Chau, Education Partnerships Manager.

Feedback on the meeting has been positive. The following key points arising from discussion were noted:

- The sector-specific market intelligence is valued, although this varies depending on interests. Other subject areas such as creative industry, law, finance, education and IT would be useful.
- Partners valued the market intelligence work that the Hong Kong team has developed. Other areas of market intelligence could be: market study on postgraduate research market, perception of UK higher education qualifications, and employability of Hong Kong graduates from UK universities.
- Partners are interested in how BC China and Hong Kong can coordinate on events.
- More details and updates on the senior secondary education and university reform would be useful, particularly for the acceptance of new Hong Kong Diploma of Secondary Education.
- More information on the difference between Higher Diploma and Associate Degree would be helpful.

We will follow up on this feedback and continue to monitor the development of the education reform. Further significant updates will be presented at the next partners' meeting.

Following the healthcare education sector study, a study of market opportunities for the UK creative industries education sector in Hong Kong and Singapore is underway. The research aims to inform UK institutions and stakeholders about creative industries opportunities and changes in demand. The Hong Kong section will be completed in time for the next country partners' meeting.