

Chinese Agents' UK Tour Flies into the Met



Chinese visitors trying out the new cabin crew training facility at Glasgow Met

Business Development International (BDI) welcomed 40 education recruitment agents from all over China on a British Council UK tour in February 2007 as part of a campaign to raise the profile of UK education and to explore opportunities in the China market. Glasgow Met was selected as the Scottish College partner visited with input from Langside College.

The Chinese government states that agents deliver more than 50% of Chinese students to study abroad. The British Council also recognise the important role of education agents as "frontline soldiers" in the student recruitment market and encourage them to work more closely with partner institutions like Glasgow Met. Mr. Shi Yi, the Education Manager in the Beijing office told us *'we work closely with Chinese licensed agencies who play a very important role in the student recruitment market. Many students and their parents rely on agents to get the information they need.*

Therefore it is crucial for us to enhance agents' understanding about Education UK'

The group, led by Ms. Liu Jing from the Cultural and Education sector of the British Embassy were clearly impressed by the range of practical, vocational programmes as they spoke to students and observed classes whilst touring some of our specialist areas including the TV Studio, Architectural Technology, Graphic Design, Model Making, Scholars' Restaurant, Bistro and Kitchens, the Travel Agency, Call-centre and Simulated Aircraft Cabin.

The Glasgow Met Board has a strategy to grow in overseas markets such as China, and BDI continues to expand the number of in-country agents and strengthen links with key institutions as part of our marketing strategy. So far we have contacts in Beijing, Shenyang, Shanghai, Nantong, Fuzhou, Tongling, Chongqing and Chengdhu and we will follow-up with the agents from this visit in new provinces in October 2007 as part of our international strategy.

Our two main products for China are English Language and HNDs, which have industry relevance, excellent value for money in the global market, offer valuable job opportunities and progression route to university. The BDI team would like to thank the many staff and students involved in helping prepare for and deliver on the day. It was a great cross-college effort.