Asia Rising

New Findings in Supply and Demand

Bertrand LABORDE
Studyportals
Studyportals at a Glance

- 8 Portals
- 28+ million unique users every year
- 370,000 international student enrolments (2017)
- 3,050+ participating institutions
- 190+ employees
- 35 different nationalities
Help us bridge the gap and create a better educated, more equal and more tolerant world.
By 2030, an estimated increase of nearly 120 million students in higher education and 2.3 million internationally mobile students.

- **World Population**
  - 2015: 7,383,009
  - 2030: 8,551,199
  - Change: 1,168,190 or 16%

- **Higher Education Enrolment**
  - 2015: 212,669
  - 2030: 332,240
  - Change: 119,571 or 56%

- **International Student Enrolment**
  - 2015: 4,538
  - 2030: 6,869
  - Change: 2,331 or 51%

All numbers in thousands

Source: UNESCO Institute of Statistics
Chinese Ambitions

• Incoming Mobility 2014
  - 2014 – 380,000 students from >200 countries
  - 35% based in Beijing and Shanghai
  - 56% on short term non-degree programmes

• Study in China
  - Study In China launched in 2010 which aims to attract 500,000 students by 2020
  - Challenge is to encourage students for degree seeking

• Outgoing Mobility 2014
  - 1.7 million Chinese students enrolled internationally.
  - 460,000 departed that year
Chinese Ambitions

A Chinese degree now means a brighter future for Southeast Asians

By Study International Staff | March 20, 2018

Why more Southeast Asian students are choosing China for higher education

China moving to expand student recruitment in Southeast Asia

6 Dec 2016

Short on time? Here are the highlights:

- China currently hosts about 70,000 students from Southeast Asia and aims to expand that base to 100,000 students in the coming year
- Chinese scholarship funding for Southeast Asian students continues to expand this year
- Recruitment policy in the region is being influenced in part by high-priority trade and investment programmes of the Chinese government that seek to expand commercial and diplomatic links between China and Southeast Asian markets

Chinese universities using events to recruit UK students

13 March 2018 - 0 Submitted by Paul Colston

Chinese universities have identified the UK as a fertile recruitment ground for students, and more than 35 institutions from China are set to descend on events in London and Manchester this month (17 & 18 March) in a bid to tempt students to study in the East.
Japanese Ambitions

• The number of outbound Japanese students grew by roughly 15% between 2015 and 2016 (more than 200,000 Japanese students were studying abroad in 2016 in university, college, secondary school, and language programmes.)

• Double the number of international students in Japan from 135,000 in 2013 to 300,000 by 2020

• Foreign enrolment in Japan grew sharply again in 2016 to reach nearly 240,000 students

• 10 Japanese universities to be ranked in the world top 100 within 10 years
Japanese Ambitions

Asian Ambitions

• Japan wants to double its number of international students by 2020; hosted 267,040 international students in 2017

• Study In China launched in 2010 which aims to attract 500,000 students by 2020; hosted 440,000 international students in 2016

• Malaysia continues to build its international enrolment, and aims to host 250,000 foreign students by 2025

• South Korea had a growth of 18.8% of international students in 2017 (123,850 international students) and wants 200,000 students by 2023

• Taiwan wants to increase international student numbers to 58,000 by 2019

Source: http://monitor.icef.com/2017 and 2018
Studyoportals Insights

- Inserted information on all English-Taught Bachelors and Masters into our database
- Mined the database to get interesting information
- Plan is to do this every 2 years to see the trend
Asian countries with most student interest

Vertical coloured bars: relative demand in page views
Horizontal dark lines: relative supply of programmes
Which students want to study in Asia?
Asian Countries with Most English-Taught Programmes

- Malaysia
- China
- Hong Kong
- Israel
- United Arab Emirates
- India
- Taiwan
- Japan
- Thailand
- Singapore
- South Korea
- Qatar
- Macao
- Iran
- Indonesia
Tuition fees

Australia
USD 11,000-26,000

China
USD 3,000-25,000

Taiwan
USD 2,000-35,000
Supply and Demand
What impact do you think the growing number of ETP in Asia will have for you, your university and the industry?
Thank you! Do you have any questions?

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Please complete the session evaluation on the APAIE 2018 conference app

Session 2

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