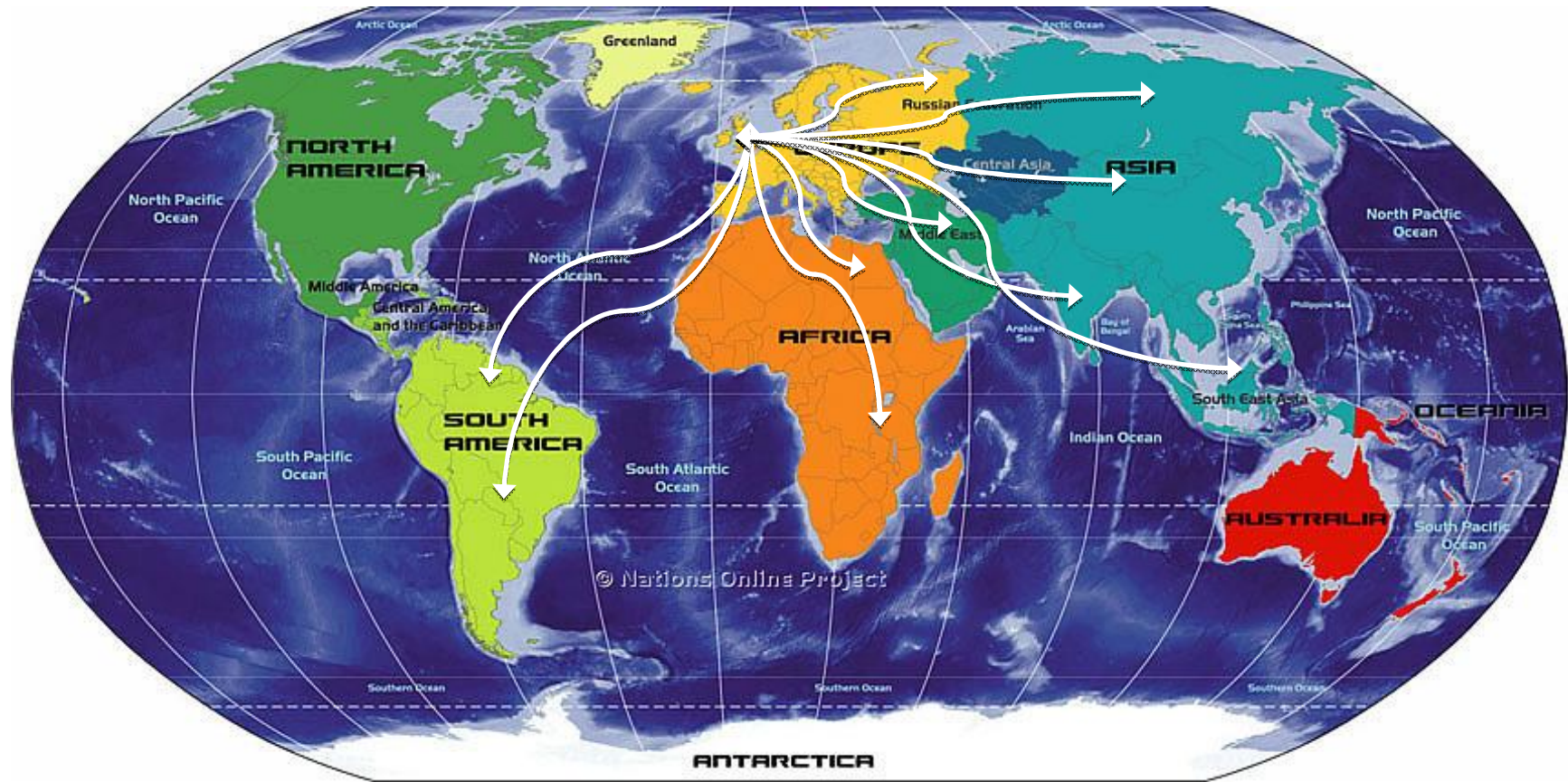


New International Business Opportunities

Sanjeev Ohri



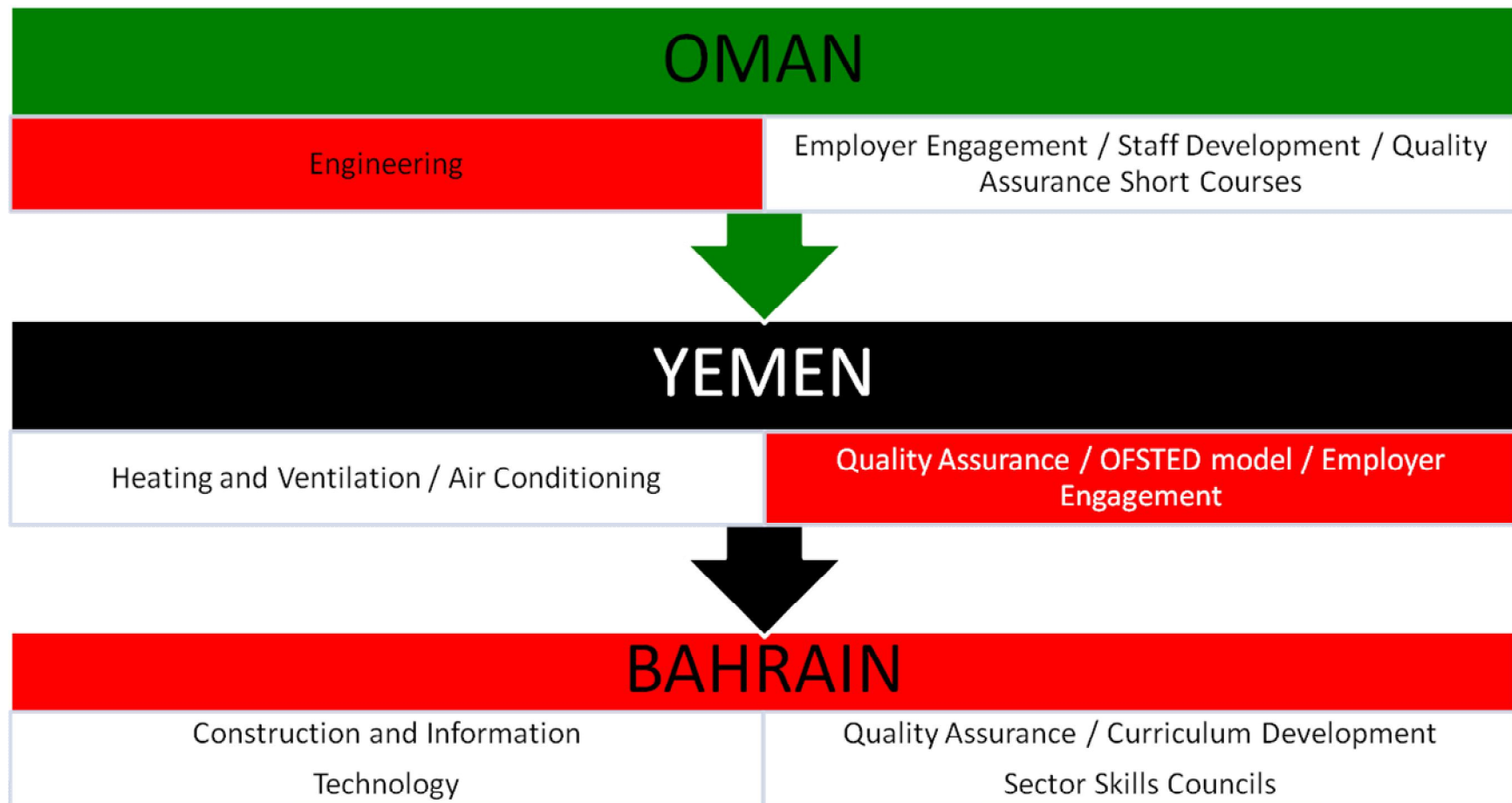
DUDLEY COLLEGE



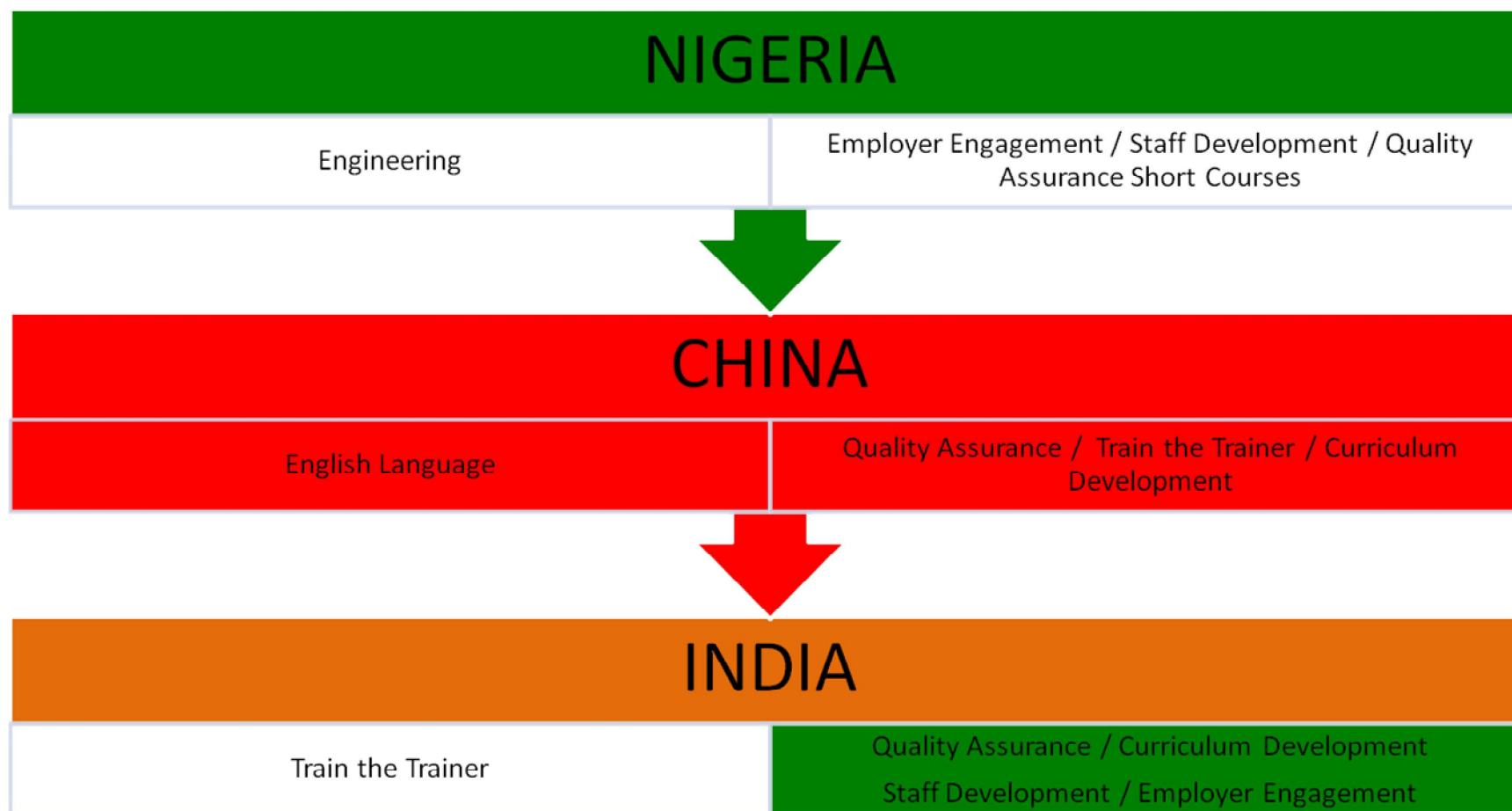
Sustainable Relationships



Current Projects



Current Projects



European Projects

- Leonardo/Comenius project
- Teacher/student exchange
- Work experience – internship
- Bespoke programmes – very often short and subject specific
- Cost effectiveness



Opportunities

- Develop In country strategic Partnerships – Colleges / Universities / Employers
- Developing long term strategic partnerships
- To efficiently and effectively manage the relationships the College has with partners, sponsors, governments, TVET, British Council, UKTI and other stakeholders
- Sharing of good practice – two way process
- Developing new employers – UK and Overseas
- Entry into a new markets around the world – choose your markets carefully
- Long term investment – impact on college
- Income – donor agencies
- To diversify and grow existing sources of funding from international markets
- Spin offs



Challenges

- India is exploring ways to train 500 million people by 2020; both in blue collar and white collar jobs, across urban and rural India
- Clarifying ownership of the project
- Managing expectations, in particular to overseas partners
- Projects should be less intensive, over a longer period
- The national impact of projects needs to be realistic
- Continuity of staff often leads to more successful projects
- Language barriers / cultural awareness – sensitivities



Challenges

- Intense Competition
- Price Difference
- Different Political and Legal Systems
- Different Social Environment
- Different Business Practices
- Challenging environments – Yemen / Bahrain / Oman / Egypt / Libya – security risks
- There remains a confused message from UK plc (TVET / UKTI / BC / AOC)



TIPS



- Research
- Identify the decision makers
- Find multiple points of influence (multinational companies)
- Be prepared to be challenged and challenge
- Prepare to negotiate – Price / length of programme etc
- Consider a partnership approach
- Perseverance – If one approach does not work try another - India
- Continual engagement
- Allocation of a client relationship manager
- Ask questions, Ask Questions, Ask Questions

Dudley International

“Successful internationalisation is not simply a matter of promoting and developing income-generating opportunities

It is about preparing and enabling the college to position itself in different international markets that will lead to **long term** sustainable growth”

Sanjeev Ohri
International Business Development Executive

