International Development and Overseas Marketing on a Budget

Dudley Worldwide Operations

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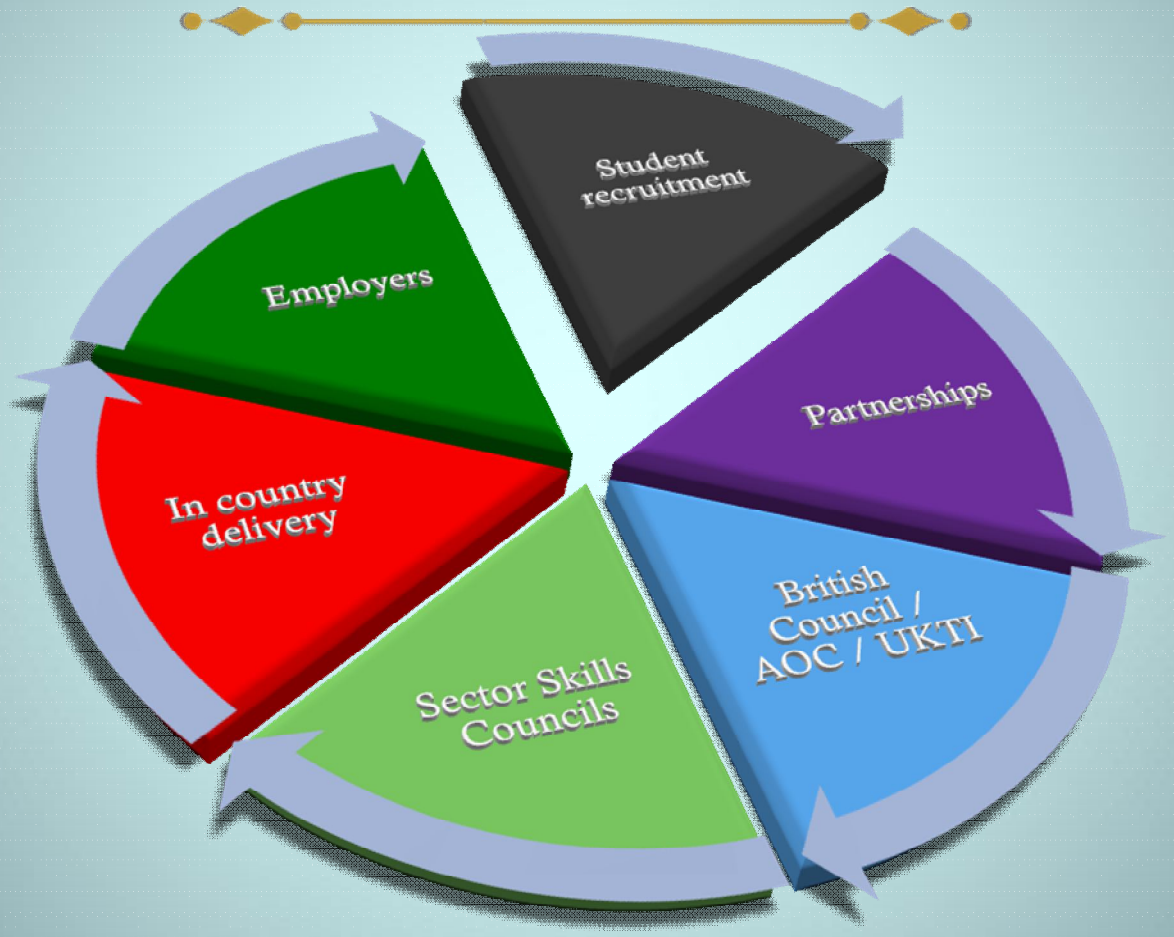
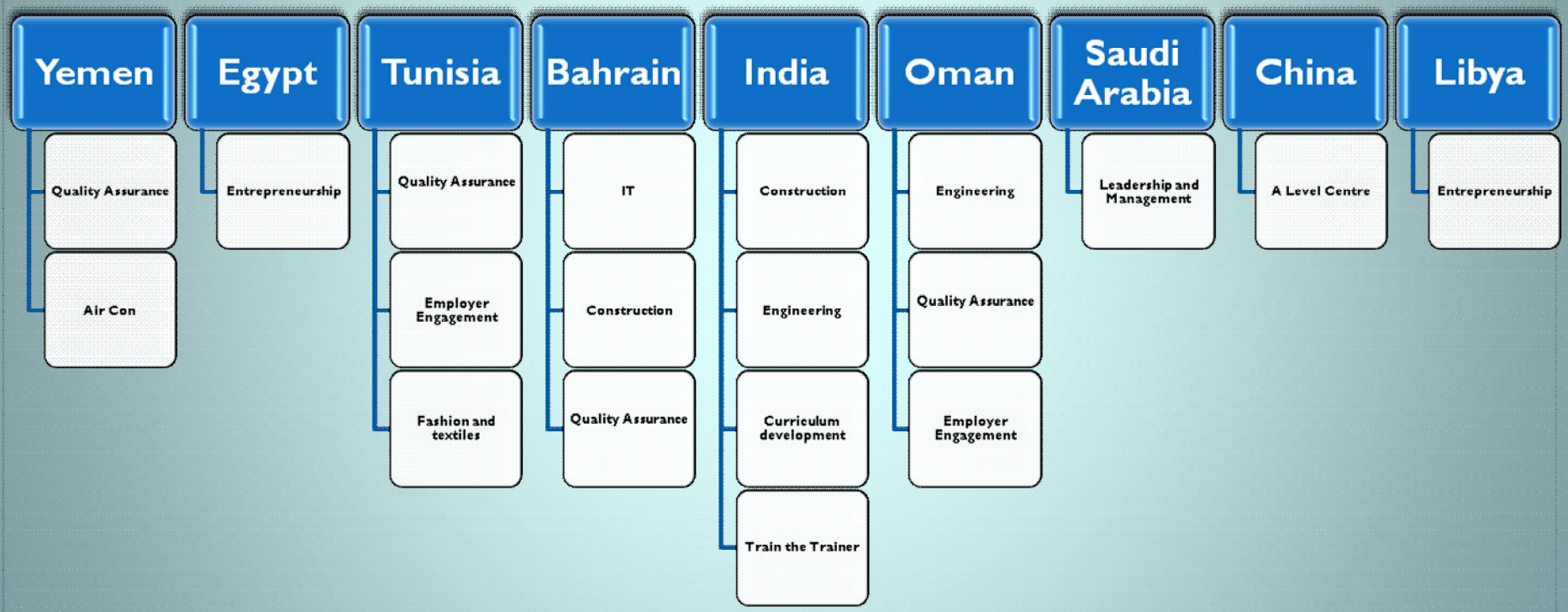
WARNING
CHALLENGES
AHEAD

International Strategy



International Markets



International offer

Benefits

- Developing long term strategic partnerships
- Developing new employers – UK and Overseas (construction)
- Entry into a new markets around the world
- Long term investment - financial impact
- Spin offs – International (Saudi Arabia, India, Yemen)
- Spin offs – UK Colleges
- Recruiting international students to the UK
- Student / Staff exchanges and overseas work placements
- Staff exchanges and joint education projects
- Offshore delivery, franchising and distance learning services
- Consultancy and advisory services

Challenges

- Intense Competition – Local and International
- Price Sensitivity – AB registration and certification costs
- Different Political and Legal Systems
- Different Social Environment
- Different Business Practices
- Challenging environments – Middle East
- Cultural Awareness
- Perceptions
- Institutional culture change
- Capacity
- UK Brand - BC / UKTI / TVET / AOC etc.

“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

Director of Worldwide Operations

What's your international strategy?

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