

Setting new milestones with the return of the Education UK Exhibition 2016 to Pakistan!

Just like the past few years, the Education UK Exhibition 2016 returned to Pakistan in October/November 2016. This year however, the exhibition not only went bigger but better as well. We ventured into four cities: Karachi, Lahore, Islamabad and Faisalabad with a delegation of 19 UK universities. This was the first time that the exhibition landed in the port city of Karachi and the industrial hub of Faisalabad.

The tour kicked-off from Karachi, moving onto Islamabad followed by Faisalabad and concluded at Lahore. All four exhibitions were extremely well attended. Karachi and Faisalabad exceeded expectations as first time exhibition cities. In addition to the day long exhibitions, the universities also undertook British Council arranged Campus Counselling visits to A Level schools and universities in Islamabad and Lahore. They were warmly welcomed by career counsellors and prospective international students at each campus. The SIEM team had also arranged several networking events to facilitate connections between the participating UK institutions and key contacts from the public and private education sectors. The university delegates also enjoyed networking dinners and evenings hosted by the provincial British Council Area Directors, the Country Director and dinner receptions hosted by the British High Commissioner, the Higher Education Commission of Pakistan and the concluding dinner at Lahore hosted by the Minister of Education for the government of Punjab.

Over 5,000 people participated in the Exhibition UK Exhibitions tour across four cities 2016, a number that is significantly higher than the previous exhibitions. What was good to observe was that the exhibition was not only popular amongst students who wished to pursue higher education in the UK, but it also attracted parents, training managers, prospective employers and representatives of the Pakistan tertiary institutions seeking transnational partnerships. The participating UK universities also had a chance to meet government officials; specifically Punjab Education Minister Rana Mashhood Ahmed Khan. They were also briefed on the Lahore Knowledge Park which is looking to draw partnerships with UK intuitions in order to facilitate the opening of their international campuses in Lahore.



Krystyna Januszczak, International Marketing Officer for University of Leeds said, 'I was so impressed by the outstanding job British Council Pakistan team have delivered during the exhibitions in Karachi, Islamabad and Lahore (I didn't do Faisalabad but I heard it was very good). I think all delegates would agree with me that they not only have given credit to the British Council making us feel safe and organising an exceptionally good tour ensuring our time in the country was well spent on meeting students and networking with exactly the right people but they have also given a huge credit to the country and people of Pakistan changing our perception of the country completely. I left Pakistan wondering why I didn't start coming three years ago and a big part of that is the exceptional job the team has done during the tour.'



The participating universities for this year were: University of Leeds, University of Surrey, Cranfield University, Robert Gordon University, Queen Mary University of London, University of Strathclyde, The University of Manchester, University of Dundee, The University of Nottingham, University of Warwick, The University of York, University of Kent, University of Glasgow, Newcastle University, Kings College London, Sheffield Hallam University, University of Law and University of Hertfordshire and University of Edinburgh.