

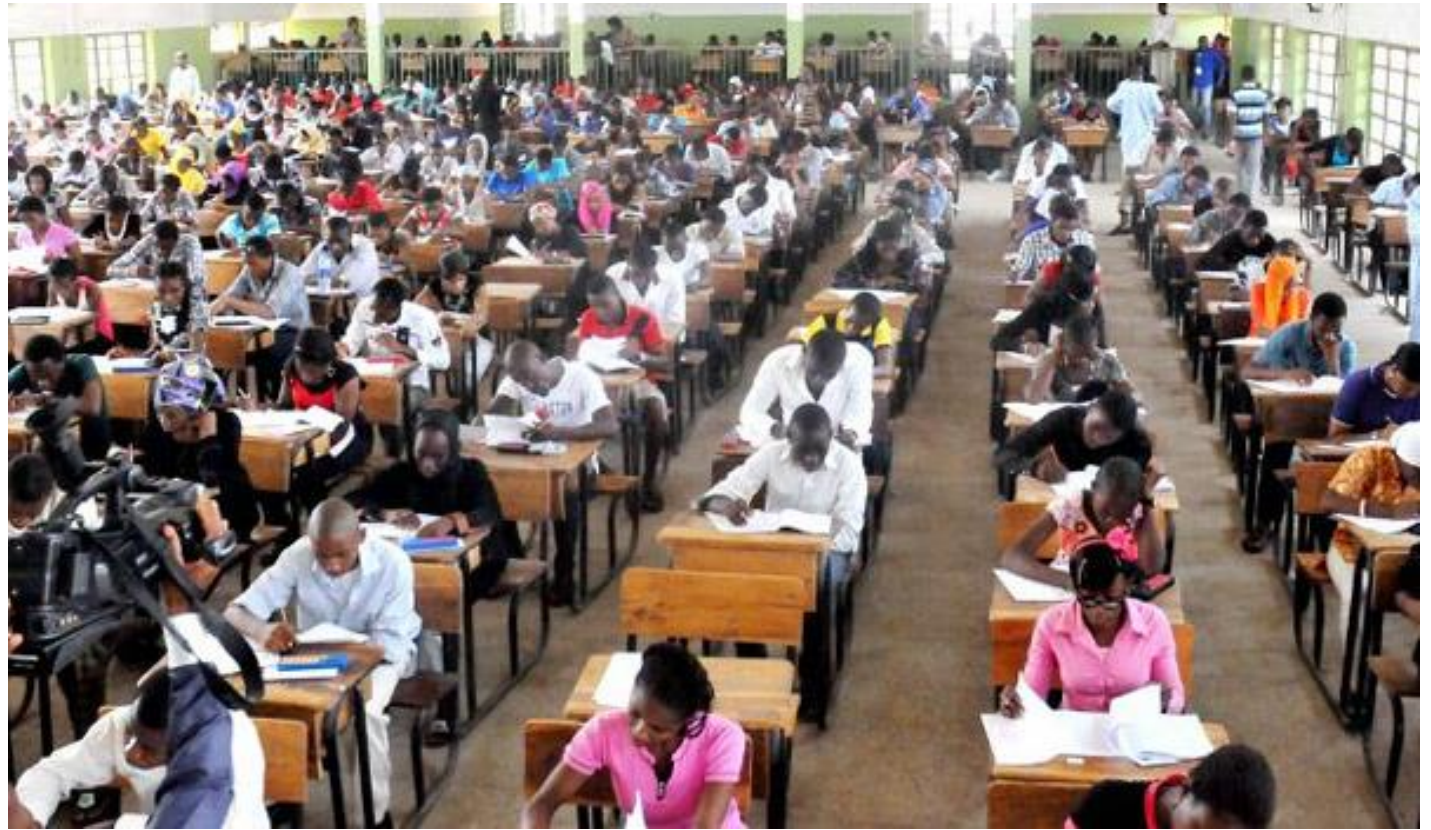


THE NIGERIAN EDUCATION MARKET

**Opportunities & challenges for
EI client companies**

OUTLINE

- ❖ A bit about Nigeria
- ❖ The education market
- ❖ Opportunities
- ❖ Challenges
- ❖ Visa issues



NIGERIA: WHAT IS THE FIRST THING YOU THINK OF?



- ❖ Boko Haram bomb attacks
- ❖ 200 missing school girls
- ❖ Widespread corruption
- ❖ Oil wealth, militants & kidnapping
- ❖ An underdeveloped, poor country
- ❖ Email scams
- ❖ Crowded & congested cities
- ❖ Difficult place to do business

In short: “a place I want to avoid”

NIGERIA: THE NEW FRONTIER FOR BUSINESS



- ❖ Largest economy in Sub-Saharan Africa: GDP of \$509bn
- ❖ Average growth 6.5% over last decade
- ❖ Population of 170m; by 2020 Nigeria 3rd most populous country in the world
- ❖ Household expenditure to double in next 4 years; growing middle class
- ❖ Relatively diversified economy
- ❖ Strong position of international companies

IS THERE A MARKET? POPULATION & EXPENDITURE

- 1 in every 43 people is a Nigerian
- With a median age of 17.9 years, Nigeria has over 87 million people below the age of 18
- 110m people are below 25 years of age.



- Highest 10% income earners account for 40% of total expenditure
- Most companies target the “rising strivers” (21% or 34m people).
- High spenders are the “cosmopolitans” (7%, 11m) and the affluent (2%, 2.5m people)

THE EDUCATION SECTOR

Not much to be proud of

- ❖ Literacy just over 60%
- ❖ 140th of 144 countries in primary school enrolment
- ❖ 1/6th of all girls out of school are Nigerian
- ❖ Education spending under 10% of total government spending
- ❖ Nigeria once attracted students from all over the region...



Main issues

1) Quality

- Infrastructure | Faculty & teaching | Industry relevance of curriculum

2) Access

- Cost of education | Admission

3) Management

- Lack of leadership | Strikes

EDUCATION SYSTEM

Universal basic education (UBE)

- Education the shared responsibility of Federal, State & Local governments
- Education starts at 6 years of age
- 9 years primary, 3 years secondary, 4-7 years tertiary
- West African Examination Council (WAEC) exam before tertiary
- National service to follow tertiary

Tertiary education

- Universities & polytechnics
- Admission rate between 12-33% in last 5 years
- Rising tuition fees (doubling even!) for diminishing quality
- 40 federal universities, 38 state universities and 50 private universities.
- First private university in 1999

The American and the British curricula are the most popular in Nigeria

Educational partnerships

Online content & courses

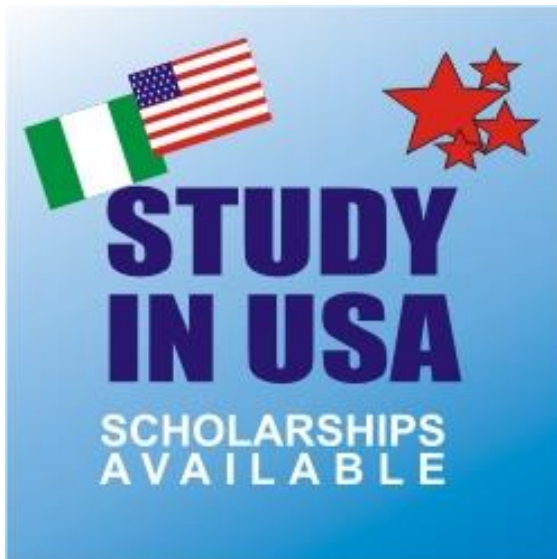
Student recruitment

OPPORTUNITIES

The largest underserviced education market in the world...

A massive English speaking population looking for, and valuing, quality education...

International suppliers are starting to see, or experiencing, the opportunity



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Nigerian Students Abroad (2007-2010)						
Year	Top Five Overseas Study Destinations					Total
	First	Second	Third	Fourth	Fifth	
2010	UK (16,486)	USA (6,510)	Malaysia (5,443)	Ghana (1,649)	Canada (1,302)	38,851
2009	UK (14,380)	USA (6,153)	Malaysia (1,407)	Ghana (1,349)	South Africa (1,084)	31,405
2008	UK (11,783)	USA (6,229)	Ghana (1,349)	South Africa (649)	Malaysia (497)	24,953
2007	UK (11,136)	USA (6,074)	Ghana (1,349)	Germany (430)	Canada (405)	22,712

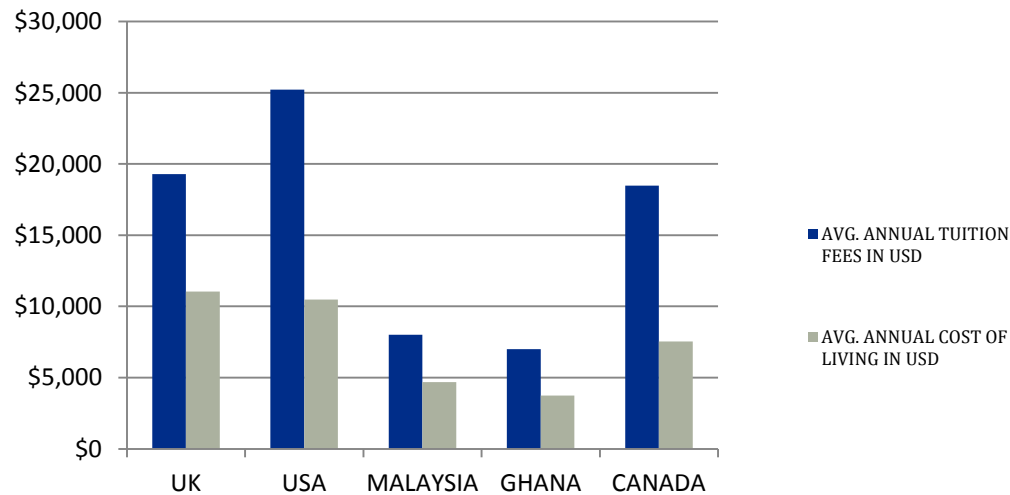
Source: UIS GED

COMMITMENT TO STUDY ABROAD

Parents will value the education of their kids above anything else.

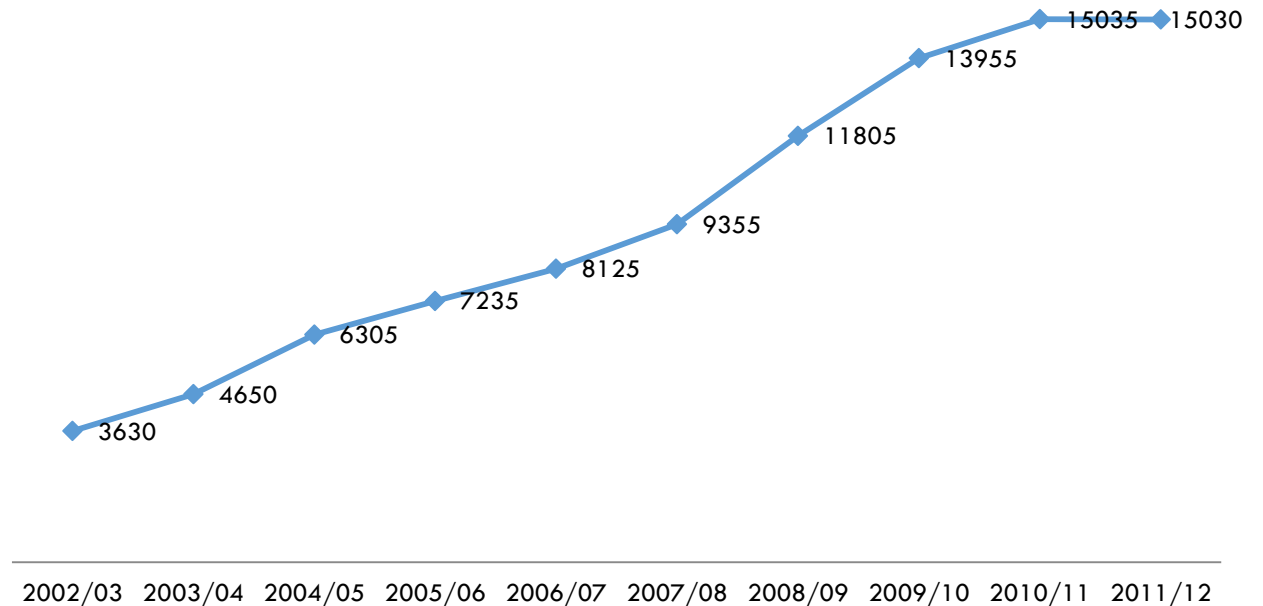
Even primary school can cost 20,000 euro per year

Average annual costs of studying abroad for international students



Source: HSBC; international students pay most for education in Australia, the USA and UK 2013

Example: Nigerian students to the UK



SO YOU WANT TO GET STUDENTS FROM NIGERIA?

Challenges

- ❖ Working with agents
- ❖ Recruiting directly
- ❖ Identifying partners
- ❖ Selling the brand “Ireland”
- ❖ Visa for those who want to come



PROCESS

- Fully complete online application form
- Photographs and fee
- Go to VFS with supporting documents
- Sign summary application form
- Go through procedure in VFS
- Application submitted to Embassy
- Decision in 8 weeks **PROVIDED** all required documents are submitted

ISSUES

- Students must prove they have immediate access to €7,000
- Students must pay at least €6,000 in tuition before applying for visa
- Frequently school fees are paid by “sponsor” rather than e.g. parents
- Difficult to produce paper trail for sponsor/ parent income and source of funds in the account
- Good applicants suffer under visa tourism

TO SUM IT ALL UP

- ❖ Nigeria is too big to ignore
- ❖ The opportunity is too big to ignore
- ❖ And your competitors are already out there

It's not an easy market though... it's not a country for the taint hearted nor for those without the resources or patience... but...

the business is there!



Welcome to Nigeria: the Giant of Africa



THANK YOU

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