



# NIGERIA – THE UK EXPERIENCE

Neil Fitzroy  
AIEC Adelaide 2015

# NIGERIA – MY CONTEXT



2000

First visit

2002 – 2004

HiPACT Consortium

2004

Coventry University

2005

University of Sunderland

2008 – 2014

Navitas UK

100+

6000+

# NIGERIA – IN CONTEXT



More Muslims  
than Saudi  
Arabia, Syria and  
Afghanistan  
combined

More English  
speakers than  
the UK

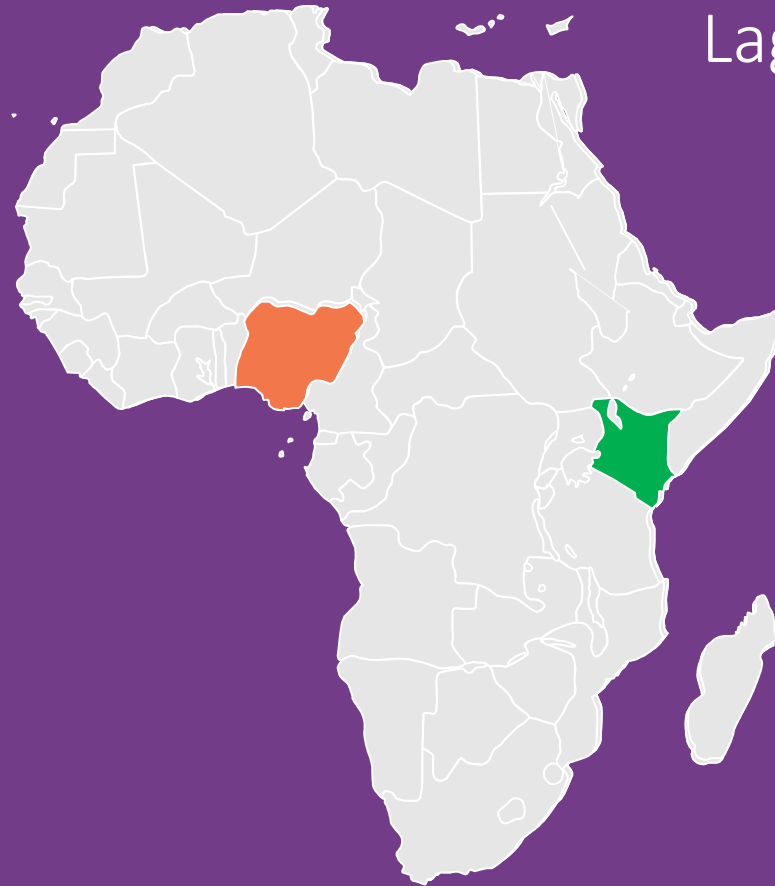
2.5 bn barrels per day  
– oil is 95% of exports

GDP \$510bn now  
largest in Africa.

1 in 6 Africans is a  
Nigerian

More PhD holders  
than rest of Africa  
combined

# NIGERIA – IN CONTEXT



Lagos and Nairobi –  
complementary?

# DEMAND FOR STUDY ABROAD



Chronic undersupply  
2014: 1.6m school leavers, 520k places

Lack of trust and reliability  
Facilities, fraud, strikes

Prestige

Politics

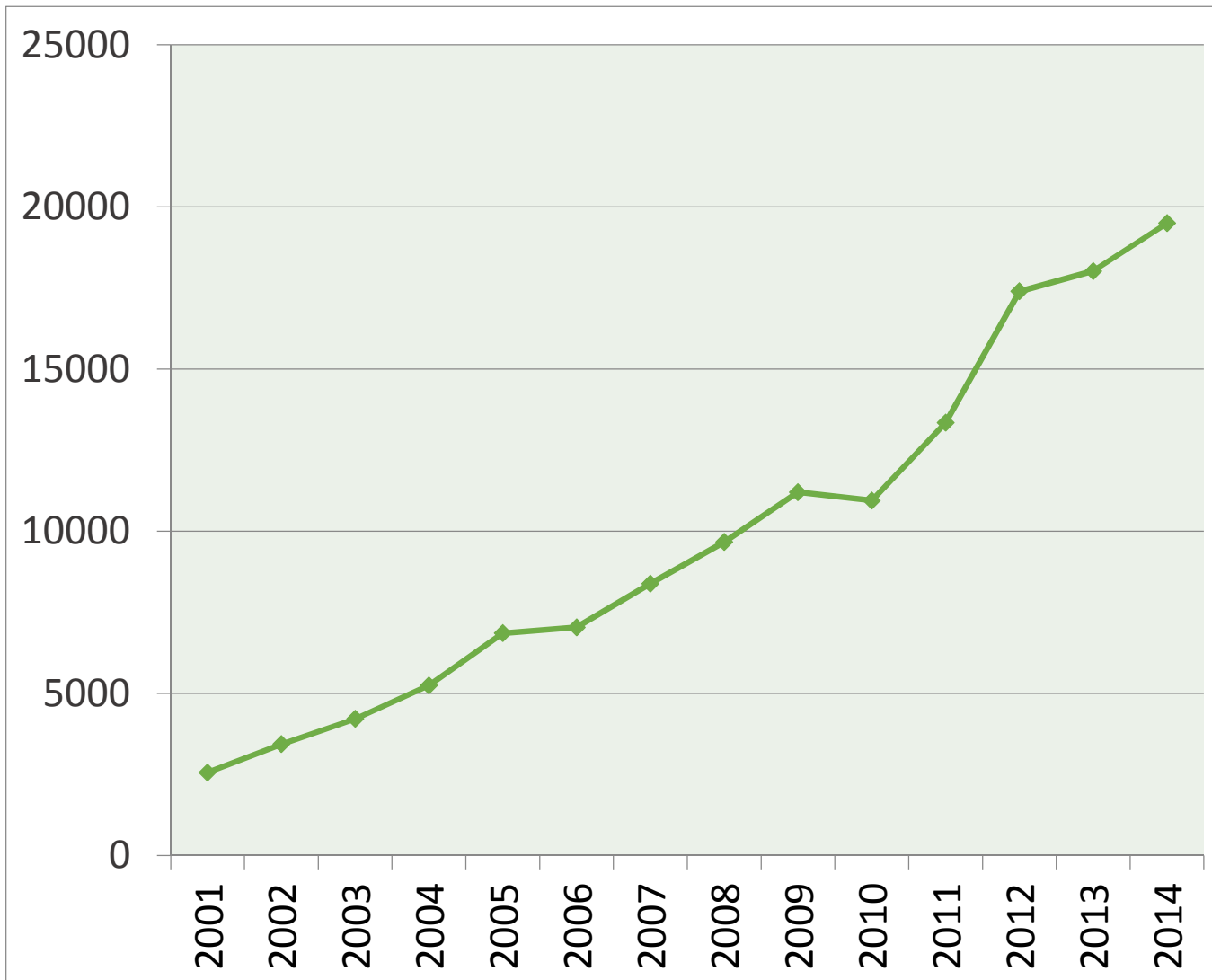
Employability

## WHY UK?



- 1999 – Newly democratic; coinciding with UK HE growth
- English language
- Geography – 6 hour flight from London
- Historical links and diaspora (now estimated >1m)
- UK HE tools to attract including 1 year Masters, then PSW

# UK GROWTH - NIGERIA

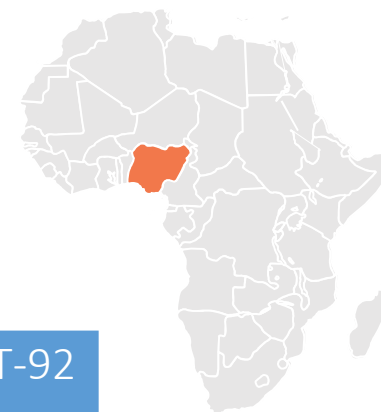


2005: 80% PG  
2014: 57% PG

20% China  
5.3% India  
4.1% Nigeria

Source HESA Statistics 2013/2014

# DESTINATION?



	HEADS	LONDON	POST-92
Coventry University	953		✓
University of Hertfordshire	406	✓	✓
University of Manchester	380		
Robert Gordon University	369		✓
University of Greenwich	346	✓	✓
Middlesex University	344	✓	✓
Anglia Ruskin University	312		✓
University of Wolverhampton	311		✓
University of Leeds	279		
University of East London	276	✓	✓



# WHAT SUBJECTS?



Broad strokes...

Engineering	40%
Business and Management	30%
Environment, Health and Safety	10%
IT and IS	10%
Other	10%

# WHERE FROM?

- Agents (52%)
- Direct applications
- Feeders and TNE
- Scholarship bodies
  - Federal Government
  - State Governments (36)
  - Local Area Governments (774)
  - Petro funds (PTDF, NDDC)
  - Petro companies (Shell, Chevron)
  - Others (NUC, ETF)



# CHALLENGES

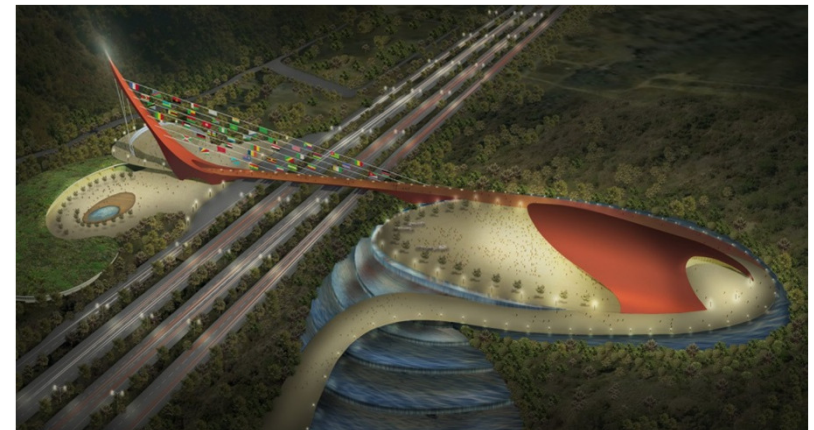
- Operating cost and security
- Conversion rate
- Agent training and quality of service delivery
- Fraud, source of funds
- Political instability – scholarship funds
- Communications and timing!



# WHAT'S IT LIKE NOW?



- Democratic generation reaching maturity
- More private money and industry – greater numbers of Nigerian expatriates returning home
- Established agent network and ‘industry’
- Security more unpredictable



# MY THOUGHTS



- Clear potential for Australia
- We need those first movers to create brand(s)
- But, ensure your processes are fit for Nigeria
- Regional unis and campuses take note
- Helicopter approach unlikely to work – prove concept and then resource (marketing, business development and support)
- Scholarships are great opportunities, though with caveats



[Neil.fitzroy@navitas.com](mailto:Neil.fitzroy@navitas.com)