International Schools Program: The view from inside the market

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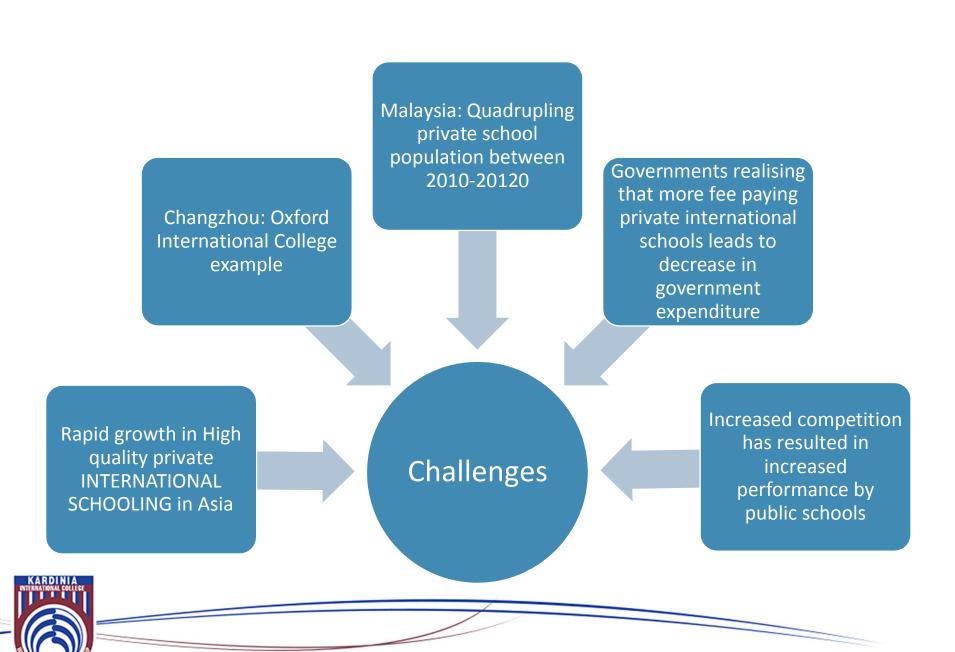
Partnerships between governments and private providers (China, Hong Kong, Singapore) Rise of the Brand schools (Dulwich College, Nord Anglia, Harrow)

Rapid rise in the affluent middle class particularly China

Trends

Growth of the international school sector in Asia. Hong Kong alone has over 170 international schools and over half of all international schools in the world are in Asia





Opportunities

By 2025 Asia will have 3.2 billion middle class consumers The key to getting even a small % of the market is QUALITY and BRAND

Chinese middle class rank Education as one of their top 3 spending priorities

Differentiation:
Curriculum,
accommodation,
lifestyle,
pedagogy

