



# IRAN

## Mission 2016

an English UK market scoping mission to Tehran

Thursday 13 – Tuesday 18 October 2016



ENGLISHUK 

[www.englishuk.com](http://www.englishuk.com)



# The English UK mission to Iran

## Why Iran and why now?

The nuclear non-proliferation deal agreed in 2015 between Iran and the international community has brought a lifting of international sanctions and has opened the way for re-engagement.

There is a huge demand for education. The population of Iran grew rapidly following the Islamic Revolution of 1979. It is estimated at about 80 million people today, with roughly 60% aged 30 or younger.

University enrolment in Iran began a period of rapid expansion from about 2001 onwards, tripling in the case of public universities and more than doubling in the privately-owned non-profit HE sector.

The economy is rebounding and there is a greater openness to the world. Significant challenges and obstacles remain, but there is a high demand among Iranian students for an overseas education.

We are aware that our competitors are actively engaging with Iran. Despite the outstanding difficulties, we feel that the time is right to stage a scoping mission in order to ensure that the UK's ELT sector is well-positioned to take advantage of the exceptional opportunities in the Iranian market.

## The mission

The British Council and British Embassy have limited representation in Iran. As such, we are coordinating our programme of visits together with the British Iranian Chamber of Commerce.

The three-day programme will include a series of group visits to key stakeholders including Iranian Government ministries and departments, study abroad agencies and educational consultants, universities, corporations, training institutions and private language schools. There will also be a market briefing and networking reception.

## How to join us

As a market scoping mission, the size of the delegation is limited to 10-12 members. So register your place quickly at [englishuk.com/overseas-events](http://englishuk.com/overseas-events) or contact Jodie Gray at [jodie@englishuk.com](mailto:jodie@englishuk.com).

Organised by



English UK  
219 St John Street, London EC1V 4LY, UK  
t: +44 20 7608 7960 e: [jodie@englishuk.com](mailto:jodie@englishuk.com)

## Outline programme

### Thursday 13 October

21:10 Depart London Heathrow (BA153)  
05:25 + 1 day Arrive at Tehran Imam Khomeini

### Saturday 15 October

Day Marketing briefing, programme of visits and networking reception

### Sunday 16 October

Day Programme of visits

### Monday 17 October

AM Programme of visits  
PM Free time for follow up meetings

### Tuesday 18 October

07:35 – 11:10 Fly to London Heathrow (BA152)

## The package

Mission fee is £2,990 + VAT and includes:

- Programme of visits with key stakeholders organised with the British Iranian Chamber of Commerce
- Airport transfers and transport in Tehran
- Evening networking reception

The travel package is £1,250 and includes:

- Return British Airways flights
- Tehran airport VIP 'meet & greet' service
- Five nights at The Parsian Esteghlal International Hotel (including night of 13 October to allow for early check-in)

Additional costs:

- Visa invitation: £75 + VAT
- Visa application fee (payable in cash to the Iranian Embassy): £170

[englishuk.com/overseas-events](http://englishuk.com/overseas-events)