

For immediate release

Shakespeare Lives on at British Council's Education UK Exhibition

Appetite for UK Qualifications still growing

Singapore, 26 February 2016 – 2016 is a particularly poignant year for UK Education, celebrating the life and times of one of the world's greatest, if not the greatest, playwright, William Shakespeare in this the 400th anniversary of The Bard's death. British Council's Education UK Exhibition will include dedicated displays and activities focusing on Shakespeare and his impact on UK Education and on Singapore. This is all part of a British Council led 'Shakespeare Lives' campaign promoting a huge variety of events and related activity throughout Singapore in 2016, check out what's on offer by visiting British Councils Singapore website - www.britishcouncil.sg/ShakespeareLives

The exhibition presents a great opportunity to meet directly with UK institution representatives and seek advice and insights into the options available for studying in the UK. With over 68 UK and local institutes represented, certainly there's no limit to the choices available for visiting parents and students and in addition there will be 16 Seminars offering essential information and sharing tips and guidance to exhibition visitors.

The popularity of the UK as a study destination for Singaporeans has not diminished over the years, UK Education opens the doors to a world of opportunity and being home to four of the world's top ten universities (according to the latest QS ranking), the UK boasts a heritage of academic quality, progress and innovation that few can match. The most current figures bear this out: the UK's Higher Education Statistics Agency (HESA) reported that close to 3,500 Singapore students started their studies at UK universities for the 2014/15 intake. This brings the total number of Singapore students in the UK to 7,820, which is an increase of 7% over the previous year.

At the same time, hundreds of thousands of students are now studying for UK degrees without setting foot on British soil. According to HESA, in 2014/15 there were more than 50,000 students pursuing UK degrees in Singapore, often through local private partner institutions.. This impressive figure excludes the thousands of others who are taking UK pre-university or professional courses in Singapore.

Mr Shabir Aslam, Director of Education at the British Council Singapore, , says "This year we are hosting our largest Education UK Exhibition so far and in many ways this is testament to the appetite in Singapore for UK Qualifications. The exhibition is a showcase of choice and opportunity that British Institutions provide for Singaporeans whether they want to study in the UK or here in Singapore. This is a great time to be thinking about studying in the UK, the current exchange rate means that it's even more beneficial for Singaporeans and

potentially there are savings of thousands of dollars to be made right now. Demand for UK education has always been high amongst Singaporeans who expect a high standard of quality and prestige, but with the Shakespeare celebrations and favourable currency conditions, 2016 provides even more good reasons to be considering the UK or UK qualifications as your preferred study choice.”

Details of the event are as follows:

Education UK Exhibition 2016

Saturday, 5 March 2016

Marina Bay Sands Convention Centre - Level 3

11.00 a.m. – 6.00 p.m., Free

Full details can be found on our website: www.educationuk.org/Singapore

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About the British Council

British Council is the UK’s international organisation for cultural relations and educational opportunities. We create international opportunities for the people of the UK and other countries and build trust between them worldwide.

We work in more than 100 countries and our 8,000 staff – including 2,000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the arts and delivering education and society programmes.

We are a UK charity governed by Royal Charter. A core publicly-funded grant provides less than 20 per cent of our turnover which last year was £864 million. The rest of our revenues are earned from services which customers around the world pay for, such as English classes and taking UK examinations, and also through education and development contracts and from partnerships with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.

For more information, please visit: www.britishcouncil.sg.

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