



English is Great

An invitation to India

English language training in India is a diverse and attractive market, with a wealth of opportunities in school curricula, exam preparation and training, supply of materials, higher education and vocational and corporate training. The total market value is expected to rise from \$2.75 billion in 2012 to \$4.65 billion in 2015.

The British High Commission aims to facilitate new business partnerships, enable firms to forge new links, learn about the market and widen their impact in India.

We are organising flagship events in Delhi and Bangalore in **March 2014** with an aim to **promote British providers of English language training within India**. We want to use these events to send a strong signal to UK providers about the opportunities for them in India, build business links with private schools, technical colleges and universities. These events would also act as a platform to secure new joint venture partnerships for existing UK providers and new UK providers considering entering the Indian market. Through these events, we also aim to target Indian businesses offering English language or broader vocational training, in particular teacher training, wishing to expand their reach and enhance quality through joint ventures with the UK.

Whether you already have a presence in India, have looked at the market in the past or are interested in learning more, the British High Commission invites interested UK businesses to be a part of this delegation and participate in these events.