

Targeted Marketing & Focussed Promotion of European Education & Training in India



Marketing European Higher Education in India



Europe & India Co-operation - windows of incredible opportunities

India is a country of 1.3 billion people and India is projected to be sending 510,000 students offshore by 2025 (IDP Study). To explore this potential market of students iEBC – Institute for Education, Business and Culture – has created a special division with a focus on the European Higher Education’s interest in India.

iEBC Ltd., based in Copenhagen, Denmark and in New Delhi, India has successfully worked with International Universities going to India, and has helped them establish their brand via targeted marketing and focused promotion.

Sanjeev Roy and Jens-Jorgen Pedersen, iEBC,
Copenhagen and New Delhi



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iEBC – a philosophy

We are committed to seek co-operation both-ways; to and from Europe & to and from India. This is done by combining deep knowledge of BOTH the European AND the Indian way of thinking, societies way of functioning and educational systems way of working. We believe strongly in developing with a mutual respect of diversity – a diversity between the EU and India, but also a diversity within the EU and within India. By combining bases in EU and India we are trying to be “in the eye of the storm of cooperation” and contribute to mutual progress by facilitating educational establishments with our commitment to Learning in all its facet’s adding value to societies and individuals.

iEBC – Core Strengths

- Market Research and Feasibility Studies
- Marketing and Promotion
- Student Recruitment
- Own-Man-in-India Offices

This means that we can offer to:

1. Undertake market research and identify strengths of the given institution and identify domain specific collaborative opportunities with Indian institutions
2. Organize road shows to help universities recruit students

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3. Developing marketing and promotional strategy and creating marketing materials to help institutions create their brand in the Indian market place
4. Help executing all promotional activities such as placing advertisements, organizing events for promotion of the institution and its activities in the region.
5. Evaluate the performance of agents currently recruiting for the institution and suggest appointment of agents at different cities who will be productive in recruiting students
6. Provide all logistic support for local, domestic and international travel for office personnel and visiting University personnel
7. Help in setting-up recruitment office in India
8. Provide Management and Secretarial services

Projects Undertaken

Samples of the various projects undertaken by the iEBC staff are briefly enumerated below to illustrate the nature of activities which have been successfully delivered to universities in the field of European Higher Education with relation to India.

1. Organizing promotional events, road shows, seminars and workshops to promote Erasmus Mundus programs in India
2. Developing reports for national and international education organizations to identify opportunities for collaboration with Indian education and training providers and industry wanting an entry in India
3. Facilitating tie-ups between international education organizations and Indian education and research organizations for delivery of programs in-country, accrediting programs in country and transfer of students to international education institutions for further study
4. Providing advisory services to international education organizations in setting up their establishments in India and managing administrative, financial and logistics for their offices in India
5. Managing offices of international education organizations in India as well as providing them advise on partnerships, advise on networking with recruitment agents
6. Recruitment of Human Resources for specialized jobs
7. Development of Content for Academic programs

If you would like to discuss further please contact:

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