

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



Question: **WHY INDIA?**
Answer: **India's Talent Landscape!**

KEY INDICATORS

Education Market

- 19.000.000 students are enrolled in a high school every year
- 10.000.000 are enrolled in graduation course every year
- 2.100.000 graduates pass out from a non-engineering college every year
- 300.000 postgraduates pass-out from non-engineering college every year
- 410.000 graduates from Indian engineering college every year

Job Market

- India is the third most popular country for sourcing foreign talent after China and the US, (survey by global recruiting firm Manpower Inc.)
- India has the highest percentage of nationals working abroad with tertiary education. Of the nearly 2.2 millions of Indians working abroad, 53 percent have acquired tertiary education
- 17 million people available for job in the IT industry in 2008
- 400 million labour force and addition every year of 13 million

General trends

- Large pool of young skilled labour force
- Largest youth population (one quarter of the world's youth lives in India)
- Strong emphasis on English as the means of education
- Strong in science and mathematics
- Indians are very mobile and appreciate global opportunities
- Indian students are the largest in number among foreign students in USA.
- Economic and political stability.

