

EDUCATION IN SYRIA IS BIG BUSINESS FOR EDEXCEL



In just four years, following on from an exploratory visit to Syria organised in 2002 by the British Embassy, Edexcel has firmly established itself in the country.

Edexcel is certainly not new to the world of international business, partnering with 4,500 centres and attracting 2.5 million students in over 112 countries across the world. This expertise and the opening up of the education system in Syria has created a number of exciting opportunities for Edexcel, and has been fundamental to their continued success. In particular, the requirement for private universities to have a foreign partner has had a positive influence on Edexcel's growth.

Edexcel offers a wide portfolio of internationally recognised academic and vocational qualifications, and innovative support services to public and health & social care services, government bodies, schools, colleges, universities, training providers and employers. In Syria alone, they are already working for prestigious partners including the Ministry of Tourism, the Syrian Virtual University, New Horizons, Al Hadara Centre and the International School of Choueifat.



The Syrian Virtual University demonstrates the real benefits of partnering with Edexcel. Through this partnership they teamed up with the University of Greenwich to offer Syrian students the chance to study for an UK University degree through an unique e-learning programme designed to equip students with the skills and knowledge to enhance their employment opportunities. It is taught entirely online, giving students control over when and where they study.

Robin Helmer, Edexcel's Regional Manager for Syria, explains: "Quality and international recognition is what makes our offer attractive. Students want to access international qualifications without having to go overseas, but with the flexibility of choosing to finish their studies abroad if they wish." This is shown by the fact that well over a thousand students across all the major cities in Syria have

studied, or are currently studying, an Edexcel qualification.

So what does the future hold for Edexcel? Robin Helmer shares some of his plans: "We've been delighted with our success so far, and intend to build on this by nurturing our relationships with existing partners, and attracting new partners in cities across the country. We will also continue to invest in the future of private education in Syria through the provision of high quality, innovative qualifications and services that not only meet but exceed our customers expectations."

Educational establishments in Syria interested in offering Edexcel qualifications should contact: Robin Helmer, Regional Development Manager, Edexcel by email: Robin.Helmer@edexcel.org.uk or visit the website: www.edexcel.org.uk/mea

