



**Anderson Education**, the UK Boarding School specialists have extensive experience of working in the Middle East and with British Forces and FCDO families. Our regular Tours, Exhibitions and Information Days **provide families with free help and advice** on the best educational environment for each child.

Schools are enthusiastic about the service we provide; although we are predominately placing **British Full Boarders** in schools, during this academic year students were recruited from: UAE, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, Nigeria, Gabon, Hong Kong, Azerbaijan, France, Monserrat, Jamaica, Italy, Ghana, China, Sychelles Kosovo, Iran, Russia, Vietnam, Sri Lanka, Singapore, Pakistan and Netherlands.

### The Middle East

The Middle East continues to grow and develop at a tremendous rate, Anderson Education were the first to bring UK Boarding Schools to the Gulf and we have stayed at the forefront of the market since 1999 by evolving with the continually changing economic & cultural environment of the Middle East.

### UK Boarding School Exhibitions Dubai and Saudi Arabia

Our UK Boarding School Exhibitions welcome a small number of leading schools from across the UK and are popular with local and expat families who are seriously considering the option of a UK boarding education for their children.

Saudi Arabia is an exceptionally vibrant market and we are excited to be the first UK boarding school specialists and education consultancy

to be working in the Kingdom. Our In-Country Representatives are vital in keeping the Anderson Education name in the market throughout the year by attending and sponsoring events and updating us with changes and developments.

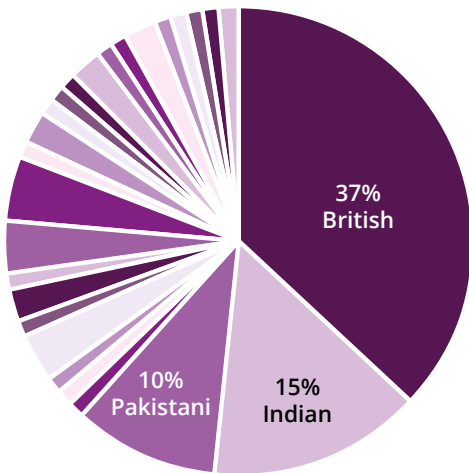
We have been working in the UAE since 2006 and the reasons families consider the option of a UK boarding education has not changed - stability of education, stepping stone to university, learning support or to fulfil a passion in sport, music or performing arts. As members of the British Chamber of Commerce Dubai, we take part in a wide range of events – The Great British Day Out, Spotlight Introductions, sponsoring the Annual BCCD Golf Tournament.

Sarah, our In-Country Representative regularly attends events that we sponsor through British Mums Dubai, HSBC Exiles Dubai Youth Rugby Sevens, Ocean Kids Entertainment, Youth Talent Music Competitions, Viking Surf Sports, Azul Football Club, Hoxton Wealth Management, St James's Place Wealth Management, to list but a few!

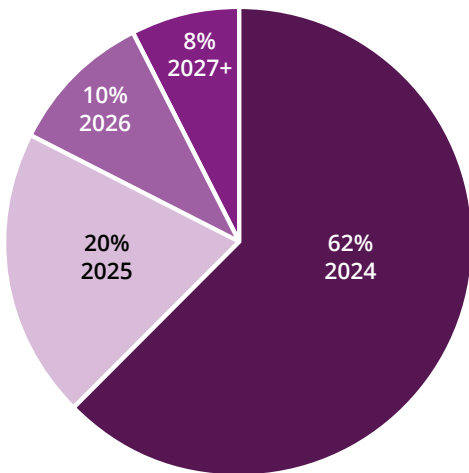
Promoting in Saudi has proved to be a whole new world, we are lucky to have Sam based in Riyadh and Natalie in The Eastern Province, on the ground approaching our target market through compounds, schools, clubs, sport and business groups. By offering a 3-city Exhibition in the Middle East it is a cost-effective option for schools with only one return international flight.

2023/24 Exhibition Visitors

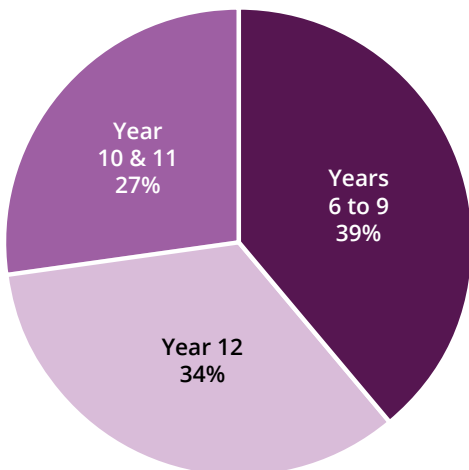
Registrations by Nationality:



Visitors by Proposed Year of Entry:



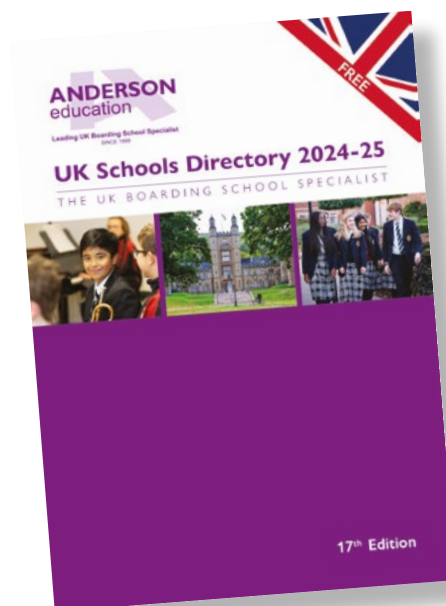
Year Group of Entry:



UK Boarding School Middle East Tour



In 2023 and 2024, Sara and Nikki visited Bahrain and Kuwait to meet with families and promote UK boarding schools. We were welcomed by the Bahrain Rugby Football Club to host our event on a busy Friday morning and met families considering both a UK boarding education and summer school programmes. In Kuwait we met with the Deputy Director of Trade and Investment at the British Embassy to plan for our next visit.



Our 17th Edition of the **UK Schools Directory 2024-25** is available online and widely distributed throughout the Middle East to schools, clubs, hotels, airport lounges, HR departments of international companies, our exhibitions and events that we attend and sponsor. Schools that take an entry in our directories also feature in our online directory [www.boardingschoolsAdvice.com](http://www.boardingschoolsAdvice.com).



### British Forces & FCDO

Helping **British Forces** and **FCDO** families is at the very core of Anderson Education; increased investment in marketing through Garrison magazines, Army & You, Carousel and BFBS radio has raised the profile of Anderson Education within British Forces and FCDO communities. The **UK Boarding School Exhibition – British Forces** are popular events with both families and schools.

Our main events are at the **Tidworth, Aldershot** and **Catterick** Garrisons, with smaller events hosted in **Abingdon** and **Colchester**. Jen Reehal is our dedicated Education & Marketing Consultant for British Forces and works with schools to develop their marketing and recruitment strategy. The UK Schools Directory 2024-2025 is our 21st edition and features 87 schools, information about CEA and personal stories from some of the many families that we have helped.

### Ruwad Oman Scholarship Programme

The Ruwad Oman Scholarship Programme is a partnership between the Government of Oman and Takatuf Oman. They first contacted us in 2012 to recommend UK boarding schools to join the programme and welcome two students each year, we were delighted to be welcomed to introduce a further ten schools in 2024. Representatives from ten leading boarding schools joined us to present to Dr Qasim Al Mamari at The British Omani Society in London.

The programme aims to prepare Omani students to succeed in their personal and professional paths. It also equips them with necessary skills to help them adapt to a fast-paced global environment in order to effectively contribute to building the future of Oman

under the guidance of His Majesty Sultan Haitham Bin Tariq. The programme accurately selects academically strong Omani students to receive a first-class quality education and training while enrolled in leading boarding schools across UK.

### 25th Anniversary Celebrations

In June 2024 we celebrated **Anderson Education's 25th Anniversary**. Representatives of over 45 schools joined us to celebrate and raise a glass to our founder, Sue Anderson. We acknowledged the support of schools and highlighted the first student placement in September 2000 at Millfield School, the most students placed in one school to Dean Close School, the most British Forces placements at Hazlegrove School and to Bromsgrove School for unwavering support and attending the most UK Boarding School Exhibitions.

**We are proud to have always been true to our ethos and aims of:**

- Offering families free impartial advice and guidance
- Finding the right school for each individual child
- Supporting the schools that support us, our Exhibitions and Directories.



*The Anderson Education UK Team (L-R) Lucy, Jen, Jane, Nikki, Sara, Jackie & Erica supported by Sarah (UAE), Natalie and Sam (Saudi Arabia).*

**We look forward to working with you in the next academic year 2024-2025!**

**For further information please contact Jackie:**  
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