

THE TUTORS' ASSOCIATION

Tuition Trade Mission to the Middle East -
Autumn 2025

Prospectus for Potential Delegates

Why Consider Exporting Tuition to the Middle East?

The Middle East, particularly the United Arab Emirates (UAE), Saudi Arabia, and Qatar, presents a rapidly expanding market for educational services, especially those aligned with the British curriculum. The region has witnessed significant growth in the number of international schools, reflecting a strong demand for quality education.

United Arab Emirates (UAE):

The United Arab Emirates (UAE) is one of the world's leading hubs for international education, with a diverse and rapidly expanding market. The country hosts over 600 international schools, making it one of the largest international school markets globally. Dubai alone has 90 British curriculum schools, with approximately 37% of students enrolled in British-based education. The British curriculum remains one of the most sought-after, alongside the International Baccalaureate (IB) and American curricula.

The UAE's strong expatriate community, comprising over 85% of the population, fuels demand for high-quality international education. Government policies support this growth, with authorities such as the Knowledge and Human Development Authority (KHDA) in Dubai and ADEK in Abu Dhabi regulating and promoting the sector.

Key areas of demand include international qualification tuition (IGCSE, A-Level, IB), English Language Training (ELT), school entrance preparation (for both UK and UAE-based British schools), and university admissions support (particularly for UK universities). With ongoing investments in education and the UAE's goal of positioning itself as a global knowledge hub, opportunities for tuition providers remain strong, especially for those offering high-quality British education services.

- **Number of Schools Following the British Curriculum:** As of recent data, the UAE hosts 596 international schools, with a substantial number offering the British curriculum.
- **Market Estimates for Educational Services:**
 - **International Qualification Tuition (e.g., IGCSE, International A Level, IB):** The prevalence of British curriculum schools indicates a robust market for tuition services supporting these qualifications.
 - **English Language Training (ELT):** Given the global ELT market's significant growth, the UAE's diverse population and emphasis on English proficiency suggest a substantial and growing market for ELT services.
 - **School Entrance Support:** The high number of British curriculum schools indicates a strong demand for preparatory services for both local British international schools and UK independent schools.
 - **University Entrance Support (British):** With many students aiming for higher education in the UK, there is a notable market for university entrance preparation services.

Saudi Arabia (Kingdom of Saudi Arabia, or KSA):

Saudi Arabia's international education sector is expanding rapidly, driven by Vision 2030, which prioritises education as a key pillar of economic diversification. The country is home to over 240 international schools, with a growing number offering the British curriculum, alongside the American and IB curricula. As Saudi Arabia continues to attract expatriate professionals and invest in educational reform, demand for high-quality international education is rising.

The British curriculum is particularly popular among both expatriate and high-net-worth Saudi families, especially for those seeking globally recognised qualifications such as IGCSEs, A-Levels, and the IB Diploma. There is also increasing demand for English Language Training (ELT), as English proficiency becomes a key focus in the country's workforce development initiatives. Additionally, school entrance support (for UK-based independent schools and international schools within Saudi Arabia) and university admissions preparation (particularly for British universities) represent growing markets.

Saudi Arabia's international school sector benefits from government-backed private sector investment, with reforms encouraging foreign education providers to establish a presence.

- **Number of Schools Following the British Curriculum:** Saudi Arabia has 240 international schools, with several offering the British curriculum.
- **Market Estimates for Educational Services:**
 - **International Qualification Tuition:** The presence of British curriculum schools suggests a growing market for tuition services in IGCSEs and A Levels.
 - **English Language Training (ELT):** The global ELT market's expansion, combined with Saudi Arabia's educational reforms emphasizing English proficiency, points to a significant market for ELT services.
 - **School Entrance Support:** The increasing number of international schools indicates a demand for services assisting with admissions to British curriculum schools.
 - **University Entrance Support (British):** As more students seek higher education opportunities abroad, particularly in the UK, the market for university entrance support services is expanding.

Qatar:

Qatar has a well-developed and rapidly growing international education sector, driven by its large expatriate population and government investment in high-quality schooling. The country hosts over 160 international schools, with a significant number offering the British curriculum, alongside the IB and American curricula. British education is highly valued, particularly among expatriate families and Qatari nationals seeking internationally recognised qualifications such as IGCSEs, A-Levels, and the IB Diploma.

The demand for British curriculum tuition is strong, with many students requiring additional support to excel in international qualifications. There is also a growing market for English Language Training (ELT), as English proficiency is essential for both higher education and career advancement. Additionally, school entrance support (for British international schools in Qatar and UK-based independent schools) and university admissions preparation (particularly for UK universities) are key areas of demand.

The Qatari government's commitment to education is evident in initiatives such as Education City, which hosts several international universities.

- **Number of Schools Following the British Curriculum:** Qatar has 164 international schools, with a notable proportion offering the British curriculum.
- **Market Estimates for Educational Services:**
 - **International Qualification Tuition:** The significant number of British curriculum schools indicates a strong market for tuition in international qualifications.
 - **English Language Training (ELT):** With the global ELT market on the rise and Qatar's focus on English-medium education, there is a considerable market for ELT services.
 - **School Entrance Support:** The demand for British curriculum education suggests a market for services aiding entrance into these schools.
 - **University Entrance Support (British):** A growing number of students are pursuing higher education in the UK, indicating a market for university entrance preparation services.

TTA is committed to supporting its members, both businesses and individual tutors, in establishing and expanding their presence in these high-potential markets. For those unable to travel to the region, TTA offers affordable representation through its trade missions, facilitating valuable connections and relationships with key stakeholders. This initiative is particularly beneficial for individual tutors and smaller tuition businesses aiming to expand internationally without incurring significant costs.

Please note that references to tuition businesses in this prospectus also encompass individual tutors operating as sole traders or through their own limited companies.

Tuition Regulation in the Middle East

United Arab Emirates

In the United Arab Emirates (UAE), the regulation of the tuition and supplementary education sector is primarily overseen by federal and emirate-specific educational authorities to ensure the delivery of quality education and adherence to established standards.

Federal Oversight:

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Registered office: Knowle House, 38 York Road, York, England, YO24 4LZ
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The Ministry of Education (MoE) holds the overarching responsibility for regulating education across the UAE. Established under Federal Law No. (1) of 1972, the MoE's mandate encompasses the development of educational policies, curricula, and quality assurance mechanisms applicable to both public and private educational institutions. This includes the oversight of supplementary education services such as tutoring centers and training institutes. The MoE ensures that these entities comply with national educational standards and policies.

Emirate-Specific Authorities:

- **Dubai:** The **Knowledge and Human Development Authority (KHDA)**, established in 2006, is responsible for the quality assurance and regulation of private education in Dubai, including early childhood education centers, schools, and training institutes. KHDA issues licenses, conducts inspections, and publishes performance ratings to maintain and enhance educational standards within the emirate.
- **Abu Dhabi:** The **Abu Dhabi Department of Education and Knowledge (ADEK)** oversees the educational landscape in the emirate, including the regulation of private schools and supplementary education providers. Established by Law No. 24 of 2005, ADEK is responsible for issuing licenses, monitoring compliance, and implementing development initiatives to ensure the quality of education.

Licensing and Compliance:

Educational institutions, including tuition centers and supplementary education providers, are required to obtain the necessary licenses from the relevant authorities before commencing operations. These licenses are contingent upon meeting specific criteria related to infrastructure, faculty qualifications, curriculum standards, and safety protocols. Regular inspections and audits are conducted to ensure ongoing compliance with the established regulations.

Recent Developments:

In 2021, the UAE issued Federal Decree-Law No. (48) on Higher Education, aiming to enhance the quality and governance of higher education institutions. While this decree primarily targets universities and colleges, its emphasis on quality assurance and institutional accountability reflects the broader regulatory environment affecting all educational sectors, including supplementary education.

Overall, the UAE's regulatory framework for the tuition and supplementary education sector is designed to ensure that educational services meet high standards, thereby supporting the nation's commitment to educational excellence and innovation.

Saudi Arabia

In Saudi Arabia, the tuition and supplementary education sector is primarily regulated by the Ministry of Education (MoE), which oversees both public and private educational institutions to ensure quality and compliance with national standards.

Regulations for Private and International Schools:

The MoE has established specific regulations to enhance the role of the private sector in education, aiming to improve educational outcomes and streamline administrative processes. Key aspects include:

- **Internal Organisational Structure:** Schools are granted the authority to manage and modify their internal structures, provided they adhere to guidelines ensuring that staffing and roles align with the institution's educational objectives and student needs.
- **School Day Scheduling:** Private and international schools have the flexibility to determine the duration of the school day and scheduling, within specified limits, to accommodate enrichment programs and adhere to required learning hours.
- **Academic Calendar:** These schools can set their academic calendars, including start and end dates of semesters and vacations, as long as they comply with the total number of school days mandated by the approved calendar.
- **Use of Educational Electronic Platforms:** Schools are permitted to utilize their own educational electronic platforms, provided they meet minimum e-learning standards, ensuring continuity and quality of the educational process.

Tuition Fee Regulations:

To regulate tuition fees in private and international schools, the MoE has implemented the following measures:

- **Fee Registration:** Schools must register their tuition fees, effective dates, and any changes through the private education portal at least one year before the academic year begins. Amendments after this period are not permitted, and fee increases during the academic year are prohibited.
- **Oversight Committee:** A committee within the MoE reviews and decides on tuition fee matters, ensuring schools comply with regulations and maintain a comprehensive database of fees. This committee also addresses complaints and safeguards the rights of students, schools, and guardians.

Supplementary Education and Tutoring Services:

There are few specific regulations for supplementary education and tutoring services and these services typically fall under the broader regulatory framework of private educational institutions. Providers are required to obtain the necessary licenses from the MoE and adhere to established educational standards to operate legally.

Overall, Saudi Arabia's regulatory framework for the tuition and supplementary education sector is designed to ensure that educational services meet high standards, aligning with the Kingdom's Vision 2030 objectives to enhance the quality of education and promote private sector involvement in the educational landscape.

Qatar

In Qatar, the tuition and supplementary education sector is governed by a comprehensive regulatory framework established by the Ministry of Education and Higher Education (MoEHE). This framework ensures that educational services meet national standards and align with the country's educational objectives.

Regulatory Framework:

The primary legislation overseeing educational services is Law No. 8 of 2015 on Educational Services. This law defines 'educational services' to include education and training in fields such as languages, computing, secretarial work, accounting, business administration, and other areas determined by the Minister of Education and Higher Education. Notably, this law does not apply to private schools providing education from kindergarten through secondary school, as they are regulated separately.

To further clarify the provisions of Law No. 8, the MoEHE issued Resolution No. 10 of 2017 on Providing Educational Services. This resolution expanded the scope of educational services to encompass:

- Reinforcement classes.
- Educational training.
- Mental math.
- Visual arts training, including drawing, sculpture, photography, and decoration.
- Education and training for individuals with disabilities.

Entities or individuals intending to offer these services must obtain the appropriate licenses from the MoEHE, ensuring compliance with the established standards.

Licensing and Compliance:

The licensing process requires applicants to submit detailed documentation, including business plans, descriptions of educational programs, infrastructure details, and proof of faculty qualifications. The MoEHE conducts regular inspections to assess compliance with safety regulations and the availability of educational resources.

Recent Developments:

In November 2024, Qatar's MoEHE participated in the International Policy Forum on Private Supplementary Tutoring at UNESCO headquarters in Paris, alongside representatives from TTA. This involvement underscores Qatar's commitment to understanding global trends in supplementary education and integrating best practices into its regulatory framework.

Additionally, the MoEHE issued the Guideline for Public Policies in Private Education Phases 2024. This guide provides a clear framework for establishing and operating private schools in Qatar, emphasising high national standards, inclusive education, and the integration of students with disabilities.

Qatar's regulatory approach to the tuition and supplementary education sector reflects a commitment to maintaining high educational standards, ensuring inclusivity, and aligning with international best practices.

Overview for Prospective Participants

The trade mission will take place between **Sunday the 9th of November and Friday the 21st of November 2025**. The trade mission will include:

- A visit to Dubai, UAE, including GESS 2025 and a networking event hosted by the World Education Network.
- A visit to Riyadh, Kingdom of Saudi Arabia, including meetings planned with Tatweer, Tetco and Talemia.
- A visit to Doha, Qatar, planning to meet government officials there and discuss how to support the supplementary education sector there.

Options for Participating in the Trade Mission

TTA is offering three options for participation:

1. An 'all-inclusive' option, which includes all meetings, accommodation (4* or 5* hotels) and internal transfers (flights between target markets within the region). Flights to and from the UK are **not** included. Please note, this is **not** an 'all-inclusive' holiday and delegates will still need to purchase their own food and drink whilst they are there; breakfast will be provided and meetings *may* include complimentary food and drink.
 - a. The cost of this option will be **£3,950 +VAT**, payable to TFA (TTA's trading subsidiary).
2. A 'meetings only' option. All meetings will be included but delegates will be responsible for arranging their own accommodation, travel (e.g. internal flights) and transport to/from the delegation hotel where travel will be organised to meetings from (alternatively, delegates can meet the rest of the delegation at the meeting venue). It is the delegates' responsibility to ensure they arrive at the meetings.
 - a. The cost of this option will be **£1,500 +VAT**, payable to TFA (TTA's trading subsidiary).
3. A 'representation' option. ***With this option, TTA members will not be travelling to the Middle East themselves.*** Instead, TTA representatives will represent members and collect contacts on their behalf, promoting those specific members and their businesses and passing contact details back to the member to follow up from the UK.
 - a. The cost of this option will be **£250**. It will be provided directly by TTA (so VAT will not apply).

For each option, a **50% deposit is due by Friday the 11th of April**. This is refundable if TTA decides not to proceed with the trade mission but is *not* refundable if the member declines to attend/participate. The **balance is payable by Wednesday the 25th of June**. Please do not book any flights or make any other bookings until your place on the trade mission is confirmed and we confirm the trade mission will be going ahead.

Please note: TTA trade missions are only open to TTA members who comply with our Code of Practice. If you are not a TTA member you will not be able to participate but you could consider joining TTA, which is very

affordable and includes a wide range of other benefits and support. Where possible, we will also accommodate BESA members.

Objectives

The objectives for the trade mission are as follows:

1. For TTA members to develop commercially valuable connections with potential clients, agents and other partners in the Middle East.
2. To increase awareness amongst Middle Eastern government officials, companies, schools and prospective clients, as well as amongst UK government and related entities, of the value of UK tuition exports to both target markets in the Middle East and the UK.
3. To increase understanding amongst UK tuition businesses and individual tutors of the tuition sector in Middle East and how to best approach building partnerships and exporting tuition (or related products/services) to that market.

TTA expects that this will be a very significant opportunity for participating members, offering tutors and businesses the ability to really develop connections in key Middle Eastern markets and an understanding of it so that they can develop substantial commercial opportunities there.

What to Expect

A trade mission is not a holiday and you should expect it to be hard work. You will be dealing primarily with businesses or prospective clients who are likely to have very different cultural expectations than you might otherwise be used to. You should not necessarily expect that prospective partners will want your products/services in their current form and you would be well advised to learn from them and to explain to them what flexibility you can offer in adjusting your products/services for their market.

You should expect that most of your time will be occupied by meeting potential clients and networking with other delegates. You should not expect to be able to do your usual day job to the same extent at the same time and you would need to make arrangements to ensure your work is covered. TTA encourages all delegates to work collaboratively with each other; as anyone with extensive experience of international trade will be able to tell you, it is quite likely that your business will benefit just as much from relations with other delegates in terms of mutual support and sharing contacts as you will from meeting prospective clients.

Whilst TTA will be arranging an array of meetings for all delegates, it is quite likely that some meetings will need to be cancelled, rearranged or otherwise changed at short notice. TTA cannot accept any liability for any particular meeting(s) being cancelled or changed at any point. We will endeavour to ensure that alternative arrangements are made for the benefit of delegates where possible.

Delegates are not obliged to attend all meetings and are welcome to elect to do something else instead if they wish. TTA will arrange transport to and from meetings but delegates that are not present at the designated meeting point at the time of departure will have to make their own way to the meeting.

Pre-Mission Briefings

TTA will hold a **mandatory one-hour pre-mission briefing** prior to the trade mission. All delegates must commit to attending the pre-mission briefing session (dates to be confirmed) or watching the recording. These briefings will provide essential information on the Middle Eastern market and advice and guidance to help you ensure you can get the most out of it. For members electing to be represented, the pre-mission briefing is not mandatory but is highly recommended.

TTA may also hold other briefings or provide optional further guidance in the lead-up to the trade mission.

Expected Conduct of Delegates

Delegates will need to ensure that they meet a minimum standard of conduct and professionalism. This is essential in order to safeguard the reputation and integrity of the trade mission, TTA and the other delegates. In particular, delegates should avoid saying or implying anything derogatory, offensive or disparaging about other delegates, about TTA or about any potential client or official. This would not be likely to make clients more inclined to deal with you.

Delegates are reminded that Middle Eastern countries have very different laws, cultural expectations and political norms to the UK and many other Western countries. TTA cannot take any responsibility for delegates doing or saying things that cause them to be in trouble and is unlikely to be able to do anything to assist delegates who get themselves into a situation where they are detained by the police or similar authorities. In particular, countries in the Middle East take a very strict approach when it comes to alcohol consumption, dressing modestly/appropriately (especially for females), and drugs (which may include prescription drugs). For example, in Saudi Arabia it is prohibited to carry, store, buy/sell or consume alcohol. Penalties for breaking the law, even slightly, can be very harsh, including imprisonment, public flogging, deportation and in extreme cases (e.g. smuggling recreational drugs), capital punishment.

If you do have any issue during the trade mission, TTA will endeavour to provide you with advice and support to the extent that we are able to do so.

Delegates who do not comply with reasonable standards of conduct may be refused access to trade mission events and will not be entitled to any refund of fees paid.

Draft Itinerary

The draft itinerary is as follows:

Date	Item	Notes
Sunday the 9th of November	Delegates arrive in Dubai, UAE, by air.	Delegates to arrange their own flights from the UK.
Monday the 10th of November	Meetings in Dubai (TBC).	
Tuesday the 11th of November	Guided tour of GESS Dubai 2025.	
Wednesday the 12th of November	Meetings/potential school visits (TBC).	
Thursday the 13th of November	Daytime meetings TBC. Education networking event in collaboration with the World Education Network.	
Friday the 14th of November	Morning: Networking opportunities. Afternoon: Travel to Riyadh, Saudi Arabia.	Flights from Dubai to Riyadh will be booked for Option 1 delegates. Option 2 delegates will make their own arrangements.
Saturday the 15th of November	Cultural excursion.	
Sunday the 16th of November	Meetings: Tatweer, Talemia and Tetco executives.	
Monday the 17th of November	Further meetings with representatives from Tatweer, Tetco and Talemia.	
Tuesday the 18th of November	School visit (TBC).	
Wednesday the 19th of November	Travel to Doha, Qatar.	Flights from Riyadh to Doha will be booked for Option 1 delegates. Option 2 delegates will make their own arrangements.
Thursday the 20th of November	Meetings in Qatar (TBC).	
Friday the 21st of November	Return to the UK from Doha, Qatar.	

November		
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Next Steps

If you would like to take part in the TTA's Trade Mission to the Middle East, please do the following:

1. Complete the [registration form here](#) (link: <https://forms.gle/586cvLZ4HbVnR1zi7>) **by Wednesday the 9th of April 2025** at 23:00.
2. Pay the 50% deposit for your chosen option by **Friday the 11th of April**; you will receive an invoice within a few days of filling in the registration form. This is fully refundable if, for any reason, TTA does not go ahead with the trade mission; however, it will **not** be refundable if TTA goes ahead and you decline to participate. If, for some reason, you do not receive the invoice, please email: info@thetutorsassociation.org.uk
3. Await further information from TTA by the end of April with confirmation that the trade mission will be going ahead and further details.

Further Information

For further information please contact TTA at:

info@thetutorsassociation.org.uk