EVENT PARTICIPATION OPPORTUNITY
AUSTRALIA FUTURE UNLIMITED:
THAILAND EDUCATION AGENT BUSINESS
MATCHING FOR STUDY TOURS 2018
BANGKOK, THAILAND
28 SEPTEMBER 2018

Establish or extend your education agent network opportunities in Thailand with one-on-one business meetings with potential Thai student recruitment agents focused on study tour operation.

About this event
This event will provide an opportunity for Australian study tour providers across all states including student service operators to meet with potential Thai education agents for study tour recruitment, with the aim of increasing the number of non-student holders (particular under 18) studying short courses in Australia during school holidays.

The half-day event will consist of a market briefing session by Austrade followed by one-on-one business discussions with owners and decision makers of up to 10 education agencies.

A maximum of 15 Australian education providers will be accepted for participation on a first come first served basis. Around 30 education agents based in Bangkok and regional Thailand will be invited to attend the event. There will be a combination of long-established agents who are specialist for Australia study tours, and those education agents who operate study tours to other destinations, but are keen to add Australia. The agents will be carefully selected by Austrade to suit Australian study tour providers.

Why you should participate
- Increase prospect study tour students from Thailand (particular under 18) which may lead to full time student enrolments in Australian education institutions.
- Meet with potential study tour education agents from different regions of Thailand in one place, and obtain a list of contact details of participating agents
- Promote your institution’s profile and study tour services among Thai education agents
- Gain insights into the Thai education market, student enrolment trends and guidance on building successful relationships with agents.

Important information
Date: Friday 28 September 2018
Time: 1.00pm – 5.00pm
Location: The St Regis Bangkok, Thailand
Application deadline: Refer to the event page

Who should attend?
Australian providers of:
- ELICOS
- Schools
- Student accommodation
- Insurance companies
- Airlines.

Apply now at www.austrade.gov.au/thaistudytoursseminar

Apply now at www.austrade.gov.au/thaistudytoursseminar
Market insights

- None of official record is available for numbers of study tour students from Thailand. According to key study tour education agents, it is assumed that there were at least 250 young Thais attended study tour programs in Australia during March/April school vacation this year.
- Demand of study tours students from Thailand to overseas has been increasing every year, particular for age 9-13 years old. The popular destinations are UK, New Zealand, Australia and Singapore.
- Integrated classes with local students in Australian schools become more interested by Thai parents whose kids are capable in English communication.
- Thailand’s study tour market is driven by education agents. The agents provide one-stop services in study tour operation from promoting programs to students, parents and teachers in schools, application processing, payments, visitor visa applications, accommodation and transport arrangements including accompanying to Australia.
- There are 127 education agencies recorded in Austrade Bangkok’s database. Around 50 of them are potential study tour operators. They are both experienced study tour agents and those are new for Australia study tour destination. Among those 50 agencies, half of them have obtained Qualified Education Agents Counsellors (QEAC) certificates.

Market Information Package (MIP)

Visit the Thailand education market profile for more insights, news, opportunities and detailed student data.

The MIP is Austrade’s online market intelligence service for the Australian international education sector. Information on how to subscribe is available on the Austrade website.

Event program

Below is a brief overview of the program. A detailed version will be provided in the Event Participation Kit.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 28 September</td>
<td>The St Regis</td>
<td>- Thailand Market Briefing for Australian education providers, Austrade</td>
</tr>
<tr>
<td></td>
<td>Bangkok, Thailand</td>
<td>- Ten 20 minute sessions of one-on-one meeting between education agents and Australian institutions</td>
</tr>
</tbody>
</table>
Your participation options

You can choose the level of participation that suits your marketing needs and budget.

<table>
<thead>
<tr>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade service fee</th>
</tr>
</thead>
</table>
| A$510      | A$235 includes:  
- hired venue  
- afternoon tea break  
- design and printing of event materials  
- on-site staff.  | A$275 (1 hour @ A$275 per hour) includes:  
- project management and preparation of venue and assistance with logistics  
- on-site liaison attendees throughout the event  
- in-country market briefing  
- identify potential education agents and distribute invitation letters  
- manage attendee registration and confirmation of business matching sessions. |

- PAY: Full payment of the full amount must be paid by the date specified in the invoice.
- Please refer to the event Terms & Conditions for further detail. Non-payment of the deposit or full payment by the applied deadline will result in the forfeit of your reserved place on the event.
- In reference to the event Terms & Conditions the Withdrawal Period is 20 days.
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.

Apply online

Apply online at www.austrade.gov.au/thaistudytoursseminar and our country and industry specialists will review your application. If your application is successful, we will send you an Event Participation Kit to give you all the information you need to prepare. In order to provide the highest level of service to delegates, places are strictly limited.

If you are considering attending this event, Austrade recommends that you consult ‘Smartraveller’, the Australian Government’s travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Your institution may need to be CRICOS-registered before you can participate in this exhibition. To determine your requirements, please visit cricos.education.gov.au or contact Pattarin Wirojchoochut.

Please note that Austrade will work only with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations, including anti-bribery laws, both in Australia and overseas.
Key Austrade contacts

If you would like to discuss participating in this event, please contact:

Pattarin Wirojchoochut
Education Manager
Austrade Bangkok
T +662 696 4835
E Pattarin@austrade.gov.au

Other events of interest

For more information about upcoming Austrade education events please visit the Education Events Homepage.

Future Unlimited brand

The Future Unlimited brand has been created for organisations whose core business is Australian education and training or the international marketing and promotion thereof. It is a marketing tool to raise the profile of and increase the preference for Australian education.

For further information on how to use the brand, visit www.austrade.gov.au/FutureUnlimited.