



Australian Government

Australian Trade and Investment Commission



Australia

FutureUnlimited

EVENT PARTICIPATION OPPORTUNITY

AUSTRALIA FUTURE UNLIMITED: EDUCATION EXHIBITION HONG KONG

HONG KONG

2-3 MARCH 2019

Showcase Australian education excellence in Australian Government's premier education exhibition in Hong Kong.

About this event

Among all North Asia markets, Hong Kong is the third most valuable education market for Australia in terms of export income. It is also a key market for recruiting high-quality students.

From a population of just 7.4 million, the total student enrolments from Hong Kong were 17,800 in December 2017. It is the 8th largest source market for Australian higher education, 4th for schools and 7th for non-award programs.

Through participation in AFUEE 2019, Australian institutions and student support service providers engage with Hong Kong students and families directly under the Australian government banner.

Austrade Hong Kong will run an extensive marketing campaign in the lead up to the event. The promotional outreach will range from print and online advertising, outdoor advertising, plus a social media and direct marketing campaign reaching prospective students, families, schools and teachers.

A highlight of this year will be an extra targeted PR campaign and media engagement strategy including profiling participating institutions and providers who commit early.

Participating institutions and student support service providers are encouraged to showcase their education excellence and innovation through themed seminars, exhibits and/or demonstrations at their booths.

Why you should participate

- Leverage the badge of the Australian Government to enhance brand awareness of your institution in Hong Kong's competitive environment.
- Engage with the market and talk directly to prospective students, families and teachers.
- Showcase your education excellence and student outcomes through themed seminars.
- Visualise your institutions' strengths by displaying innovative exhibits and/or demonstrations at your booth.
- Use AFUEE Hong Kong 2019 as an anchor event for your in-market outreach activities.

Important information

Date: 2-3 March 2019

Location: Hong Kong

Application deadline: Refer to the [event page](#)

Who should attend?

Australian providers of:

- Higher education
- VET
- ELICOS
- Schools
- Foundation programs/pathway study programs
- Student support services, etc.

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

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Market insights

- Hong Kong is the 9th largest source market in terms of education export income for Australia (the 3rd largest among North Asia markets) contributing A\$785 million in 2017. It is also a significant market for Australian education providers to recruit high-quality students and enhance diversity.
- The Hong Kong market is now in its fifth year of consecutive growth for student enrolments. From a population of just 7.4 million, the total student enrolments from Hong Kong were 17,800 in December 2017. It is the 8th largest source market for Australian higher education, 4th for schools and 7th for non-award programs.
- Given the limited and competitive places in local universities, the demand for professional degree programs is strong, in particular for the disciplines of medicine, allied health sciences, business and finance, veterinary sciences, design and creative arts and aviation-related programs.
- According to the Hong Kong Education Bureau's statistics, Australia is the second most popular English-speaking study destination for Hong Kong Diploma of Secondary Education (HKDSE) graduates pursuing further studies. Agent feedback suggests the recent social and political tensions are influencing more Hong Kong people to consider migration and study abroad. There is also growing interest from parents to send their children to study overseas at a younger age.
- The post-study work visa scheme has been received positively by Hong Kong students. They are placing greater emphasis on programs that offer work experience; notably industry based learning and internships or job placements.

Market Information Package (MIP)

Visit the [Hong Kong](#) 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.

Date	Location	Activity
Saturday 2 March 2019	Hong Kong	<ul style="list-style-type: none">• Hong Kong market briefing• Education Exhibition (Day 1)
Sunday 3 March 2019	Hong Kong	<ul style="list-style-type: none">• Education Exhibition (Day 2)

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Your participation options

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

Options	Total cost	Direct costs	Austrade service fee
Option 1 SINGLE BOOTH	A\$4,750	A\$4,200 includes: <ul style="list-style-type: none"> venue hire, table and chair set-up in an Australia Future Unlimited branded exhibition costs for marketing campaign and advertising for promoting AFUEE Hong Kong 2019 event and participants production of the exhibitor guide and exhibition information. 	A\$550 (2 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> project management, including event organisation and logistics coordination of marketing campaigns that target students, parents, school teachers and decision-makers coordination of the Australian exhibitor guide and exhibition materials on-site market briefing and support.
Option 2 SHARED BOOTH	A\$3,150	A\$2,600 includes: <ul style="list-style-type: none"> As above. <p>Note: (1) Two institutions per shared table. Space allocated to each will be half of one single table; (2) Indicate which institution you intend to share your booth with, Austrade will not accept shared booth registrations that do not have a nominated institution.</p>	A\$550 (2 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> As above.

FULL PAYMENT: 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 30 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/afueehk 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

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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 [Eve Ching](#).

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:

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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.