



## EVENT PARTICIPATION OPPORTUNITY

# AUSTRALIA FUTURE UNLIMITED: EAST AND WEST AFRICA EDUCATION EXHIBITION 2019

NAIROBI (KENYA), ACCRA (GHANA), ABUJA & LAGOS (NIGERIA)  
27 SEPTEMBER - 5 OCTOBER 2019

**Access the growing markets of Kenya, Ghana and Nigeria.**

### About this event

The Australia Future Unlimited East and West Africa Education Exhibition is Austrade's flagship education event in Sub-Saharan Africa which provides an opportunity for Australian education institutions to access the growing markets of Kenya, Ghana and Nigeria.

Opportunities exist for:

- Student recruitment
- Transnational partnerships
- Institutional exchange programs.

The 2018 exhibition took place in Lagos, Abuja and Accra in April, and attracted over 18 Australian institutions and approximately 1,000 students.

The 2019 exhibition which will be extended to Nairobi in Kenya, in addition to Lagos, Abuja and Accra, and will involve seminars, an exhibition and a reception in each location.

### Why you should participate

- Raise awareness of your institutions profile in East and West Africa and showcase the benefits and attractiveness of your institution and its programs

- Recruit students from Australia's strongest growing markets in Sub-Saharan Africa
- Develop an understanding of the East and West African markets
- Opportunity to meet and establish contact with Australian Government officials including Austrade and the Department of Home Affairs.

### Important information

**Date:** 27 September – 5 October 2019

**Location:** Nairobi (Kenya)  
Accra (Ghana)  
Abuja and Lagos (Nigeria)

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

### Who should attend?

Australian providers of:

- Higher Education
- Transnational Education.

Apply now at

<http://www.austrade.gov.au/eastandwestafricaeduex2019>

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## Market Insights

### Kenya

- Kenya has grown to become one of the five largest and most diversified economies in Sub-Saharan Africa. Kenya has an estimated population of 45 million and is projected to grow to 60 million people by 2030. Almost 45 per cent of Kenya's population is under the age of 15.
- Kenya is currently the largest market for student recruitment in Sub-Saharan Africa. There are more than 4,600 students from Kenya currently enrolled to study in Australia (December 2018). Demand for postgraduate study in Australia is rising as Kenyans recognise the value of an international education experience as a way to strengthen employment prospects in an increasingly competitive labor market.

### Nigeria

- Nigeria is Africa's largest economy and the most populous country. Demographically, the country is young and still growing, with 62 per cent of the population under the age of 24 and a high average annual population growth rate of 3.5 per cent. The UN forecasts Nigeria will replace the US as the world's third most populous country by 2050.
- The growing demand for quality education from an expanding middle class is greater than the capacity of Nigerian schools and tertiary institutions.
- Nigeria is an emerging market for Australian international education. In 2016, Nigeria recorded the strongest growth (59 per cent) in Australia's top 50 source markets for international students. There are more than 2,800 students from Nigeria currently enrolled to study in Australia (December 2018).

### Ghana

- Australian education and curriculum is a relatively new concept in Ghana and mainly known by people who have either studied in, lived in, or had some other form of engagement with Australia. That said, there is increasing interest in Australia as a study destination because of the quality of its education institutions and perceptions on safety and liveability.
- Push factors for the demand in study abroad by Ghanaians include a growing middle and upper class with the ability to fund international education. According to recent reports, Ghana's middle to upper class has expanded and makes up about 20 per cent of the market's population of approximately 28 million (2016).
- There are opportunities for growth in student enrolments from Ghana to Australia. As of December 2018, there were 668 Ghanaian students enrolled to study in Australia.

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## Market Information Package (MIP)

Visit [Kenya](#), [Nigeria](#) and [Ghana](#) education market profiles 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
27 September 2019	Nairobi Kenya	<ul style="list-style-type: none"> <li>Delegates, including Government representatives arrive</li> <li>Austrade briefing – East and West Africa Education Market</li> </ul>
28 September 2019	Nairobi, Kenya	<ul style="list-style-type: none"> <li>Education Exhibition in Nairobi</li> <li>Austrade Networking Reception hosted by Australia's High Commissioner to Kenya</li> </ul>
29 September 2019	Nairobi, Kenya Accra, Ghana	<ul style="list-style-type: none"> <li>Depart Nairobi for Accra (please note Kenya is 4 hours ahead of Ghana)</li> <li>Arrive in Accra, Ghana</li> </ul>
30 September 2019	Accra, Ghana	<ul style="list-style-type: none"> <li>Austrade Networking Reception hosted by Australia's High Commissioner to Ghana</li> </ul>
1 October 2019	Accra, Ghana	<ul style="list-style-type: none"> <li>Education Exhibition in Accra</li> </ul>
2 October 2019	Accra, Ghana Abuja, Nigeria	<ul style="list-style-type: none"> <li>Depart Accra for Abuja</li> <li>Austrade Networking Reception hosted by Austrade and Australia's High Commissioner to Nigeria</li> </ul>
3 October 2019	Abuja, Nigeria	<ul style="list-style-type: none"> <li>Education Exhibition in Abuja</li> </ul>
4 October 2019	Abuja, Nigeria Lagos, Nigeria	<ul style="list-style-type: none"> <li>Depart Abuja for Lagos</li> <li>Arrive in Lagos</li> </ul>
5 October 2019	Lagos, Nigeria	<ul style="list-style-type: none"> <li>Education Exhibition in Lagos</li> <li>Austrade Networking Reception hosted by Australia's Honorary Consul in Nigeria</li> </ul> <p>End of 2019 East and West Africa Education Exhibition Delegates depart</p>

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## Your participation options

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

Options	Package inclusions	Total cost
Kenya, Ghana and Nigeria	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> <li>• hiring of exhibition venues in Nairobi, Accra, Abuja and Lagos</li> <li>• development of marketing and promotional materials</li> <li>• promotion and advertising of the education exhibitions</li> <li>• ground transportation to official events</li> <li>• airport pick-ups in Nairobi, Accra, Abuja and Lagos</li> <li>• catering for networking events</li> <li>• catering for participants at exhibition venues</li> <li>• regional flights (Nairobi-Accra-Abuja-Lagos)</li> <li>• coordination of regional flights (Nairobi-Accra-Abuja-Lagos)</li> <li>• management of event logistics and security at exhibition venues</li> <li>• facilitation of on ground transport, including airport pick-ups</li> <li>• facilitation of networking functions in Nairobi, Accra, Abuja and Lagos, in market briefing</li> <li>• on the ground support by Austrade during exhibitions and networking events</li> <li>• coordination of marketing campaigns in Kenya, Ghana and Nigeria</li> <li>• end of mission de-brief and follow ups.</li> </ul>	A\$9,800

**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 60 days.
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- Participation cost is per delegate per institution.
- Costs include regional flights associated with event. Other costs, including accommodation and international flights to and from the event are not included.
- The direct 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](http://www.austrade.gov.au) or call 13 28 78.

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## Apply online

Apply online at <http://www.austrade.gov.au/eastandwestafricaeduex2019> 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](http://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](http://cricos.education.gov.au) or contact [Stella Nyarko](#).

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](http://www.austrade.gov.au/FutureUnlimited).