



## EVENT PARTICIPATION OPPORTUNITY

# AUSTRALIA FUTURE UNLIMITED EDUCATION EXHIBITION TAIWAN 2019

TAIPEI, TAIWAN

28-29 SEPTEMBER 2019

### Join AFUEE 2019 to capitalise on the strong market growth in Taiwan.

#### About this event

The Australian Future Unlimited Education Exhibition (AFUEE) is the premium showcase for Australian education institutions and opportunities in Taiwan.

Through participation in the event, Australian institutions engage directly with Taiwanese students under the Australian government banner.

The 2018 exhibition attracted 50 exhibitors and more than 1,100 visitors in Taipei alone (2019 AFUEE will be held in Taipei only as opposed to a three-city event previously).

In addition to the exhibition, participants will have the opportunity to join three other value-adding activities before and after the exhibition to directly engage with local educational institutions: institutional partnership forum, study tour seminar and [School Counsellors' Workshop](#).

The 2019 exhibition will reinforce Australia as the choice of study destination, while highlighting its capabilities towards career development.

A promotional feature of AFUEE 2019 is that it encourages on-the-spot applications.

#### Why you should participate

- Access industry-specific expertise and the 'Australian government badge' offered by Austrade Taiwan.

- Support your Taiwanese education recruitment agents by providing them with direct institutional presence to targeted student cohort.
- Profile your international student support service through participating in topic-specific seminars.
- Leverage the three value-adding activities before and after the exhibition to directly engage with local educational institutions: institutional partnership forum, study tour seminar and [School Counsellors' Workshop](#).

#### Important information

**Date:** 28-29 September 2019

**Location:** Taipei, Taiwan

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

#### Who should attend?

Australian providers of:

- Higher education
- VET
- ELICOS
- Schools
- Ancillary service providers.

#### Apply now at

[www.austrade.gov.au/eduexhtaiwan2019](http://www.austrade.gov.au/eduexhtaiwan2019)

# AUSTRALIA FUTURE UNLIMITED EDUCATION EXHIBITION TAIWAN 2019 TAIPEI, TAIWAN

## Market insights

- The overall 2018 student commencements had slowed down but Taiwan remained to be the tenth source country of international student commencement for Australia.
- While VET and ELICOS decreased by 2.3 and 5.2 per cent respectively, School and Foundation remained relatively stable in 2018.
- Growth of 23 per cent in postgraduate and 17 per cent in undergraduate drove the 2018 total higher education student commencement up by 20 per cent. The top three popular programs included management & commerce, IT and health.
- Australian dollar value has dropped more than 30 per cent against the Taiwanese dollar from its peak eight years ago, making Australia a more attractive study destination over other countries.
- Programs leading to permanent residency have increasingly become the preferred choice, regardless of the level of study.
- To increase job prospects after graduating, Taiwanese students are placing greater emphasis on programs that offer work experience; notably industry based learning and internship or job placements.

## Market Information Package (MIP)

Visit the [Taiwan](#) 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 28 September 2019	Taipei	<b>Day 1:</b> Australia Future Unlimited Education Exhibition Taiwan 2019
Sunday 29 September 2019	Taipei	<b>Day 2:</b> Australia Future Unlimited Education Exhibition Taiwan 2019  Debriefing dinner

# AUSTRALIA FUTURE UNLIMITED EDUCATION EXHIBITION TAIWAN 2019 TAIPEI, TAIWAN

## Your participation options

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

Options	Participation package	Total cost
<b>Option 1</b> <b>Taipei</b> <b>SINGLE BOOTH</b>	This package includes the following inclusions: <ul style="list-style-type: none"> <li>• 3m x 2m furnished booth in an Australia Future Unlimited branded pavilion</li> <li>• catering and logistics costs for dinner function</li> <li>• design and printing of the Australian exhibitor guide and exhibition information</li> <li>• marketing costs for promoting AFUEE Taiwan 2019 and the participating institutions</li> <li>• project management, including event organisation and logistics</li> <li>• Austrade market briefing</li> <li>• coordinating the Australian exhibitor guide and exhibition materials</li> <li>• organising the dinner function, and assisting exhibitors in identifying hotels</li> <li>• coordinating marketing campaigns that target students, graduates, parents and decision-makers</li> <li>• onsite assistance as required.</li> </ul>	A\$4,200
<b>Option 2</b> <b>Taipei</b> <b>SHARED BOOTH</b>	This package includes the following inclusions: <ul style="list-style-type: none"> <li>• 3m x 2m furnished booth in an Australia Future Unlimited branded pavilion, with a maximum of two institutions per booth</li> <li>• Other inclusions as in Option 1.</li> </ul>	A\$3,270
<b>Option 3</b> <b>Taipei</b> <b>SCHOOLS BOOTH</b>	This package includes the following inclusions: <ul style="list-style-type: none"> <li>• 2m x 2m furnished booth in an Australia Future Unlimited branded pavilion</li> <li>• Other inclusions as in Option 1.</li> </ul>	A\$2,850

### PAY STRUCTURE:

**DEPOSIT:** Austrade requires a non-refundable 50% deposit. The payment term for the deposit is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid.

- 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 15 days
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- 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.

# AUSTRALIA FUTURE UNLIMITED EDUCATION EXHIBITION TAIWAN 2019 TAIPEI, TAIWAN

## Apply online

Apply online at [www.austrade.gov.au/eduexhtaiwan2019](http://www.austrade.gov.au/eduexhtaiwan2019) 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 [Cherry Hu](#).

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:

### Cherry Hu

Education Manager

Austrade Taipei

T +886 2 8758 4208

E [cherry.hu@austrade.gov.au](mailto:cherry.hu@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](http://www.austrade.gov.au/FutureUnlimited).