



Australian Government
Australian Trade and Investment Commission



EVENT PARTICIPATION OPPORTUNITY
AUSTRALIA FUTURE UNLIMITED
EDUCATION EXHIBITION MONGOLIA 2019
ULAANBAATAR, MONGOLIA
20-21 SEPTEMBER 2019

Join the Australia Future Unlimited Education Exhibition Mongolia 2019 to attract more quality students on the fastest growing market Mongolia.

About this event

In its eighth year, the Australian Future Unlimited Education Exhibition (AFUEE) Mongolia is Australia's premier event for the promotion of Australian education in Mongolia.

In 2018 the event attracted 21 exhibitors and more than 1800 visitors, making it an excellent venue to reach students from a fast growing education market.

Why you should participate

- Develop a first-hand understanding of the Mongolian market
- Build brand awareness of your institution's profile in Mongolia
- Take advantage of marketing and promotion of all sectors of Australian education
- Develop your relationships with new and existing institutions and agents in Mongolia.

Important information

Date: 20-21 September 2019

Location: Ulaanbaatar, Mongolia

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

Who should attend?

Australian providers of:

- Higher education
- VET
- ELICOS
- Schools
- Edtech.

Apply now at
[www.austrade.gov.au/AFUEE
Mongolia2019](http://www.austrade.gov.au/AFUEEMongolia2019)

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Market insights

- Australia is the second most popular destination, (behind the USA) as an English speaking higher education destination among Mongolians. Australia's appeal to Mongolian's includes its quality education system and lifestyle.
- Student numbers show six consecutive years of strong growth in enrolments, making Mongolia one of the top five growing markets for Australian international education (outside of the top 10 source markets for international students).
- ELICOS continues to be the preferred sector for Mongolians studying in Australia, receiving 65 percent of total number of new enrolments.
- VET and HE sectors are the next most attractive options with 54 and 15 percent increase in 2018 enrolment.

Market Information Package (MIP)

Visit the [Mongolia](#) 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
Friday 20 September 2019	Ulaanbaatar	Market briefing
Saturday 21 September 2019	Ulaanbaatar	AFUEE Mongolia 2019

Your participation options

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

Options	Package inclusions	Total cost
Option 1 Single booth	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> • furnished booth in the Future Unlimited branded pavilion • listing in the event's online and printed catalogue • catering and logistics costs for networking and dinner function • design and printing of Australian exhibitor guide and exhibition information • advertising costs for promoting AFUEE Mongolia 2019 and participating education providers • project management of the exhibition including liaison with participating institutions and assistance with logistics • pre-show industry briefing in-market 	A\$2,750

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	<ul style="list-style-type: none"> • coordination of Australian exhibitor guide to promote participants' capabilities • organisation of networking function • coordination of marketing campaign before, during and after the event including direct marketing to a targeted list of potential customers and influencers • on site assistance with business matching including basic interpretation services. 	
Option 2 Shared booth	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"> • furnished booth in the Future Unlimited branded pavilion, with a maximum of two institutions per booth (note: space will vary slightly in different venues) • other inclusions as in Option 1. 	A\$1,820

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 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/AFUEEMongolia2019 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 [Solongo Dashdendev](#).

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.

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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.