

MISSION

EDUCATION TECHNOLOGY MISSION TO INDIA 2019

BACKGROUND

A dynamic edtech industry has emerged over the past few years in India due to the rising availability of technologies, propelled by start-ups looking to address the issue of both reach and quality of education by leveraging modern-day technology.

A 2017 study by KPMG in India and Google, projects that India's online education market will reach a size of around US\$1.96 billion with a user base of around 9.6 million in 2021 compared to US\$247 million and 1.6 million users in 2016.

Technologies such as augmented reality (AR), virtual reality (VR), mixed reality (MR) provide simple yet effective education solutions. This in turn is driving more innovative solutions in the education landscape.

The Government of India is also driving major initiatives in terms of leveraging technology for education.

Read more about the opportunity in Austrade's [Edtech report](#)

To take advantage of this opportunity, Austrade invites Australian educational institutions and edtech companies to join this targeted Edtech mission to India.

Austrade will provide delegates with a first-hand opportunity to assess the market potential for their product/services and support in developing the pipeline of opportunities. The engagement will include a two-day visit to Mumbai, a city with an established edtech ecosystem. The mission visit program will be aligned with the [11th edition of Didac India](#). The Edtech conference includes a pavilion in the Didac India exhibition for the Australian edtech delegation members.

WHY YOU SHOULD PARTICIPATE

- › Introduction to education ecosystem and doing business in India.
- › Interactions with companies in the edtech ecosystem, incubators and accelerator partners.
- › Introduce the Australian side to scale up partners, market of consumers and investors in India.
- › Exploring edtech opportunities in India.
- › Attend Didac India, a popular edtech event in Bangalore to interact with companies and institutions.



<https://didacindia.com/>

Important information

Mission Dates:

22 - 27 September 2019

Location:

India - Mumbai and Bangalore

Apply by:

Refer to [event page](#)

Who should attend?

Australian businesses with capabilities in:

- education
- training
- edtech
- technology
- learning and development.

Apply now at www.austrade.gov.au/indiaedtech2019

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MISSION PROGRAM

The program has been designed to maximise your visit.

Date	Details
Sunday 22 September Mumbai, India	<ul style="list-style-type: none">• Australian edtech delegation arrives in Mumbai
Sunday 22 September Mumbai, India	<ul style="list-style-type: none">• Networking reception at one of the start-up hubs / incubators
Monday, 23 September Mumbai, India	<ul style="list-style-type: none">• Visit to Austrade office:<ul style="list-style-type: none">› Meeting with Peter Coleman, Trade Commissioner, Austrade and brief about Austrade's work in education and edtech in India• Meeting with the Government of Maharashtra• Interaction with Australian universities and companies in India• Company visits – edtech / corporates
Tuesday 24 September Bangalore, India	<ul style="list-style-type: none">• Participation in <u>11th edition of Didac India</u>. DIDAC INDIA is an event focussing on Educational Resources, Training & Technology-based solutions for all levels and sectors of the Education & Training sector. This gives you an opportunity to meet the relevant contacts in the edtech ecosystem
Wednesday 25 September Bangalore, India	<ul style="list-style-type: none">• Participation in <u>11th edition of Didac India</u>
Thursday 26 September Bangalore, India	<ul style="list-style-type: none">• Parallel program organised on 26 September:<ul style="list-style-type: none">› Visit to John F. Welch Technology Centre (JFWTC) the formal name of the GE Global Research and technology development site.• Optional attendance at <u>11th edition of Didac India</u> program
Friday 27 September Bangalore, India	<ul style="list-style-type: none">• Workshop by knowledge partner:<ul style="list-style-type: none">› Understanding India edtech ecosystem and education market› Doing business in India• Tentative round table with edtech companies• Company visits – edtech / corporates / start-up hubs <p><i>** This program is subject to change and Austrade will provide advice on suggested internal flights and hotels.</i></p>

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PARTICIPATION OPTIONS

Options	Package inclusions	Total cost
Option 1 Full mission program	This package includes the following services and inclusions: <ul style="list-style-type: none">mission program coordination, arranging business meetings, site visits, accompanying mission delegation, assistance with logistics, pre-departure briefing, networking functions, onsite assistancedirect costs including venue, logistics costs and networking eventspreparation of mission e-booklet, co-ordination at Didac India Conferencecost is per delegate. <i>**Subjected to a minimum participation of 10 companies from Australia</i>	A\$2,020
Option 2 Didac India	Includes: <ul style="list-style-type: none">participation fee (cost is per participant). <i>**Subjected to a minimum participation of 10 companies from Australia</i>	A\$5,310
Option 3 Full mission program and Didac India	Package includes: <ul style="list-style-type: none">As above - Options 1 and 2	A\$7,330

NOTE:

- The mission requires a minimum number of participants to proceed. Austrade reserves the right to cancel the event if fewer than 10 organisations express interest.
- NOT INCLUDED:** Mission participants will be responsible for all other costs including but not limited to your own travel to/from India, accommodation, domestic travel and meals.
- Applications are subject to a competitive process.

CLICK HERE TO REGISTER

Register your interest in attending this mission on the Austrade website. As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity. Please refer to the event [Terms & Conditions](#) for further details.

The Export Market Development Grant scheme offers support for Australian businesses approaching foreign markets. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

IMPORTANT INFORMATION

If you are considering this mission, 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.

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Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

KEY CONTACTS

To discuss your participation options further, please contact:

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