



Australian Government

Australian Trade and Investment Commission

EVENT PARTICIPATION OPPORTUNITY

STUDY AUSTRALIA JAPAN 2020

TOKYO - OSAKA

30-31 MAY 2020

Interested institutions are invited to join Study Australia Japan 2020

About this event

The Study Australia (SA/previously known as AFUEE) is the Australian Embassy's premier education event in Japan.

Under the badge of the Australian Government, SA Japan is the only education exhibition in the Japan market that caters to all Australian education institutions.

Since commencing in 2014, SA Japan has seen year-on-year growth in visitor attendance. SA Japan in 2018 expanded to include a student-facing exhibition in Osaka, in addition to Tokyo on the back of a strong appetite for Australian education in Japan. In 2019, SA Japan attracted approximately 1,700 visitors.

Through dedicated marketing and promotional activities, Austrade will focus on attracting quality students committed to studying abroad across every sector in Australia.

Why you should participate

- Capitalise on the growing demand for study in Australia and talk directly to prospective students and their parents.
- Take advantage of May event date, changed from October to allow time for participants to follow up leads created at Study Australia and recruit students for the start of the following academic year in Australia.

- Capitalise on the student-facing Study Australia event to be held, in addition to Tokyo, in Osaka, the second largest market in Japan.
- Gain a first-hand feel for how the Japan market is re-focusing towards longer-term study abroad.
- Leverage the badge of the Australian Government to build brand awareness of your institution in the Japanese market.
- Use Study Australia Japan as an anchor event for a broader marketing campaign throughout the year.

Important information

Dates:

30 May 2020, 11:00am-5:00pm (Tokyo)
31 May 2020, 11:00am-5:00pm (Osaka)

Locations:

[Ochanomizu Sola City Hall \(Tokyo\)](#) - 4-6 Kanda Surugadai, Chiyoda City, Tokyo

[Herbis Hall \(Osaka\)](#) - 2-5-25 Herbis OSAKA B2F, Kita Ward, Umeda, Osaka

Application deadline: 20 December 2020

Who should attend?

- CRICOS-registered institutions
- Government marketing agencies
- Ancillary service providers

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Market insights

- Being pushed by Japanese government education initiative aiming to increase the number of university and high school students to study overseas, Japan has seen the consecutive growths for the last four years in both Higher Education sector (19% growth) and School sector (12%) in Australia.
- A key driver for study abroad is the push by the Japanese Government to augment English language education in schools as employers demand stronger language skills amongst new recruits. The Government strategies include an education reform making English as a compulsory subject at elementary schools, and an introduction of English proficiency exams delivered by external organizations for university entrance exams.
- Additionally, the Japanese Government is committed to doubling the current number of study abroad higher education students to 120,000 and high schools to 60,000 by 2020. In 2019, the Ministry of Education, Culture, Sports, Science and Technology (MEXT) allocated funding for 22,045 students to participate in short-term and long-term overseas study programs in the higher education sector.
- Further impetus for study abroad is also coming as Japan aims to attract 60 million inbound tourists by 2030 and is becoming a hub for major international sporting events. In 2020, Japan will host the Summer Olympic Games.
- The Japanese yen has strengthened against the Australian dollar in the past year making Australia an increasingly affordable destination for study abroad.

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 30 May	Tokyo	Study Australia Japan 2020 - Tokyo
Sunday 31 May	Osaka	Study Australia Japan 2020 - Osaka

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Your participation options

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

Booth	Total cost	Direct costs	Austrade service fee
Option 1 Tokyo and Osaka SINGLE BOOTH	A\$5,750	A\$5,200 includes: <ul style="list-style-type: none"> Venue hire and booth in an Australian-only Study Australia branded pavilion Catering Design and printing of Australian exhibitor guide, exhibition information and other information Event management by an specialized company Advertising, social media, and marketing costs for promoting Study Australia 2020 	A\$550 (2 hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> Project management including event organisation and logistics Coordination of Australian exhibitor guide and exhibition materials Coordination of marketing campaigns targeting student, graduates, parents and decision-makers at education institutions and education agents On-site assistance
Option 2 Tokyo only SINGLE BOOTH	A\$3,800	A\$3,525 includes: <ul style="list-style-type: none"> Same as above 	A\$275 (1hour @ A\$275 per hour) includes: <ul style="list-style-type: none"> Same as above
Option 3 Osaka only SINGLE BOOTH	A\$1,950	A\$1,675 includes: <ul style="list-style-type: none"> Same as above 	A\$275 (1hour @ A\$275 per hour) includes: <ul style="list-style-type: none"> Same as above
Option 4 Tokyo and Osaka SINGLE BOOTH x 2	A\$11,500	A\$10,400 includes: <ul style="list-style-type: none"> Same as above 	A\$1,100 (4hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> Same as above
Option 5 Tokyo and Osaka SINGLE BOOTH x 3	A\$17,250	A\$15,600 includes: <ul style="list-style-type: none"> Same as above 	A\$1,650 (6hours @ A\$275 per hour) includes: <ul style="list-style-type: none"> Same as above

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*Booth sharing

It is our policy that one booth shall only be represented by one institution however a booth sharing is possible in the below conditions;

- Institutions to share a booth with their affiliated entities (e.g. university, university pathways, and ELICOS)
- State governments/ Study clusters to set up booths to allow their member institutions to sit together
- Only the name of representing institution / State government / study cluster will be shown on a booth signage, on a participant institution list on our event website, and in promotional materials including handouts to visitors on the event day
- One booth accommodates no more than three people for safety reasons
- Registration and payment to Austrade should be made by one institution. How they split the cost within their parties should be arranged at their end.

*Notes: We only accept one registration from one institution.

Exhibition

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.

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 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 or call 13 28 78.

Mission

PAYMENT: Full payment is required with payment terms as per the invoice provided upon receipt of the acceptance letter.

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