

EVENT PARTICIPATION OPPORTUNITY

STUDY AUSTRALIA EDUCATION

EXHIBITION TAIWAN 2020

TAIPEI, TAIWAN

14-15 NOVEMBER 2020

Join SAE 2020 to recover and renew the Australian education brand in Taiwan

About this event

Delivered in partnership with DFAT and Australian state governments, the Study Australia Education Exhibition (SAEE) is the most important annual showcase of Australian education institutions and study opportunities in the Taiwan market.

Now in its 16th year, this year's event will be bolstered by the launch of the new **Study Australia** website in Taiwan as well as several other major events in Taipei to highlight 40 years of the Australia-Taiwan relationship.

Exhibitors will also be supported by a comprehensive digital and outdoor marketing campaign aimed at reaffirming Australia's education credentials in a post COVID-19 world.

Participants can attend virtually* or in person, and have the opportunity to join two other value-added activities to meet with local educational institutions: an institutional partnership forum and a school counsellor's workshop.

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.

- Leverage the two value-adding activities for direct engagement with local educational institutions.

* For institutions who cannot be physically present at the exhibition, Austrade Taipei will be able to offer alternatives such as virtual participation via live-streaming, and/or accepted appointed proxies i.e. agents representing institutions at the booth.

Important information

Date: 14-15 November 2020

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/event/sae2020



Market insights

- Student commencements from Taiwan remain relatively stable as the 12th largest source market of international students for Australia.
- Growth of 18.5 per cent in undergraduate and 4.9 per cent in postgraduate commencements drove the 2019 total higher education student commencement rate up 11.2 per cent. The top three most popular disciplines in the market include management and commerce, health and IT.
- A decline of VET and school commencements is offset by increased growth in ELICOS and foundation studies.
- Programs leading to permanent residency are increasingly 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 Insights (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 14 November 2020	Taipei	Day 1: Study Australia Education Exhibition Taiwan 2020
Sunday 15 November 2020	Taipei	Day 2: Study Australia Education Exhibition Taiwan 2020 Debriefing dinner

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">• 3m x 2m furnished booth in an Australia Nation Brand pavilion• Catering and logistics costs for a dinner function• Design and printing of the Australian exhibitor guide and exhibition information• Marketing costs for promoting SAEE Taiwan 2020 and its participating institutions• Project management, including event organisation and logistics• Austrade market briefing• Coordinating the Australian exhibitor guide and exhibition materials• Organising the dinner function, and assisting exhibitors in identifying hotels• Coordinating marketing campaigns that target students, graduates, parents and other stakeholders• Onsite assistance as required	A\$3,500

Option 2 SCHOOLS BOOTH	This package includes the following services and inclusions: <ul style="list-style-type: none"> • 2m x 2m furnished booth in an Australia Nation Brand pavilion • Other inclusions as in Option 1. 	A\$2,500
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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 or call 13 28 78.

Apply online

Apply online at www.austrade.gov.au/event/saee2020 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 [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:

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Other events of interest

For more information about upcoming Austrade education events please visit the [Education Events Homepage](#).