

EVENT PARTICIPATION OPPORTUNITY

STUDY AUSTRALIA EDUCATION

EXHIBITION TAIWAN 2021

TAIPEI, TAIWAN

25–26 SEPTEMBER 2021

Join SAAE 2021 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 for the Taiwan market.

Exhibitors will be supported by a comprehensive digital and outdoor marketing campaign aimed at affirming Australia's education credentials now and into the future.

SAEE Taiwan is a physical event, which is possible due to Taiwan's success in managing COVID-19. Exhibitors can however choose to attend virtually* or in person.

Why you should participate

- An unrivalled opportunity to engage directly with prospective students and their parents in the Taiwan market.
- Access industry-specific expertise and the 'Australian government badge' offered by Austrade Taiwan.
- Support your Taiwanese recruitment agents by providing them with direct institutional presence to a targeted student cohort.

* 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: 25-26 September 2021

Location: Taipei, Taiwan

Application deadline: 12 June 2021

Who should attend

Australian providers of:

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

Apply now at

www.austrade.gov.au/event/SAEE2021



Market insights

- Australia has strong education credentials in the Taiwan market and is the second most popular international study destination for Taiwanese students (behind only the United States). In the YTD December 2020, just over half of Taiwanese students enrolled in Australian education were in the VET sector and around a quarter in higher education.
- Since the beginning of the COVID-19 pandemic, some Taiwanese universities offering programs taught in English have seen a substantial growth in enrolments for the Semester commencing September 2020, because global travel restrictions and health concerns have limited the options for Taiwanese Year 12 students to study abroad upon graduation.
- Taiwanese students' interest in study in Australia remains strong, but face-to-face options are preferred. This increases the challenge of remaining ahead of the competition from other English-speaking destinations with borders already open to international students.
- Taiwanese students lean towards the course duration of no less than two years for postgraduate studies so they can meet the Australian study requirement for Post-Study Work visas.
- 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.
- Programs leading to permanent residency are increasingly the preferred choice, regardless of the level of study.

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 25 September 2021	Taipei	Day 1: Study Australia Education Exhibition Taiwan 2021
Sunday 26 September 2021	Taipei	Day 2: Study Australia Education Exhibition Taiwan 2021

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	This package includes the following services and inclusions: <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 2021 and its participating institutions• Project management, including event organisation and logistics• Austrade market briefing	A\$3,500

	<ul style="list-style-type: none"> • 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 	
Option 2 SCHOOLS BOOTH	<p>This package includes the following services and inclusions:</p> <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

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/SAFE2021 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](#).