**Why LATAM**

**EDUCATION**

Latin America (LATAM) is Australia’s largest source region for international students outside of Asia and a major market for diversification. Demand and willingness to pay for study overseas is rising rapidly. Industry has a pressing need for skilled workers, resulting in increased appetite to look abroad for solutions to provide tailored industry-aligned skills and training.

**Market opportunities**

- Student recruitment
- English for competitiveness
- Industry-aligned skills
- Digital skills
- Internationalisation, science and research collaboration

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**Mexico**

Almost 35,000 Mexicans studied abroad in 2017, with numbers continuing to increase.

**Colombia**

Colombia is Australia’s 6th largest source of international students based on enrolments, with 30,901 students at 21.3% growth (YTD Nov 2019).

**Peru**

Peruvian students rated Australia the highest for lifestyle benefits among competitors as a destination for higher education.

**Brazil**

Brazil has the 4th largest share of international student enrolments in Australia, with 40,636 in 2018.

**Argentina**

Argentina presents strong and steady growth in demand for high-quality post graduate courses in Australia as full fee-paying students.

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References: Austrade education data, Department of Education, UNESCO, GTCI

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**LATAM: Diversify your growth**

Learn how at: www.austrade.gov.au/latam