

EVENT PARTICIPATION OPPORTUNITY

STUDY AUSTRALIA EDUCATION EXHIBITION TAIWAN 2022

TAIPEI, TAIWAN

24–25 SEPTEMBER

Join SAE 2022 and promote your institution to prospective students and parents in Taiwan

About this event

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 affirming Australia's education credentials now and into the future.

SAEE Taiwan is a physical event, 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: 24-25 September 2022

Location: Taipei, Taiwan

Application deadline: 1 July 2022

Who should attend

Australian providers of:

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

Apply now with Cherry Hu at cherry.hu@austrade.gov.au

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). Even during the COVID-19 pandemic, Australia still managed to hold on to its position in 2020 and 2021.
- The number of Taiwanese students going to Australia has increased significantly since the Australian border reopened – particularly for the higher education sector. The number of student commencements grew by 261% in January and February 2022 compared to the same period in 2021.
- Taiwan’s Ministry of Education provides financial incentives for Taiwanese universities to grow their international collaboration, including dual-degree and one-year study abroad programs.
- Taiwan's 2030 Bilingual Policy to improve the people's overall English proficiency is creating opportunities for teacher training as well as school curriculum licensing.
- Starting from 9 May, Taiwan’s current travel restrictions regarding COVID require international travellers to have taken two vaccinations, to undertake a 7-day quarantine, followed by 7 days of self-health management.

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 24 September 2022	Taipei	Day 1: Study Australia Education Exhibition Taiwan 2022
Sunday 25 September 2022	Taipei	Day 2: Study Australia Education Exhibition Taiwan 2022

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• Design and production of the Australian exhibitor digital guide and exhibition information• Marketing costs for promoting SAEE Taiwan 2022 and its participating institutions• Project management, including event organisation and logistics• Austrade market briefing• Coordinating the Australian exhibitor guide and exhibition materials• Coordinating marketing campaigns that target students, graduates, parents and other stakeholders• Onsite assistance as required	A\$3,500
Option 2	This package includes the following services and inclusions:	A\$2,500

SCHOOLS BOOTH	<ul style="list-style-type: none"> • 2m x 2m furnished booth in an Australia Nation Brand pavilion • Other inclusions as in Option 1. 	
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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/SAEE2022 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. 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](mailto: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](#).