EVENT PARTICIPATION OPPORTUNITY

KOREA STUDY ABROAD FAIR 2016
SEOUL AND BUSAN, SOUTH KOREA
29 SEPTEMBER TO 2 OCTOBER 2016

Join the inaugural Australia Future Unlimited pavilion at Korea’s premiere international education fair.

About this event
The Korea Study Abroad Fair, which attracts a total of more than 35,000 visitors, will be held in Busan on 29 September and Seoul on 1–2 October.

For the first time, Australia will join other countries, including the United States, Canada and New Zealand, in having a national pavilion at Korea’s premier international education event.

The Austrade-managed Australia Future Unlimited pavilion will be prominently positioned and allow students to easily identify and access Australian institutions.

To help ensure a high quality of visitors at the Australia pavilion for higher education, VET, ELICOS and school exhibitors, Austrade will run separate online marketing, blogs and a concentrated social media campaign. In addition, the event organisers will conduct significant promotion.

Why you should participate
- Access up to 35,000 prospective students and parents at Korea’s largest international education exhibition
- Benefit from Brand Australia through the high-profile Australia Future Unlimited pavilion.
- Profile your institution and programs through Austrade’s targeted online campaign, as well as the large-scale promotional activities delivered by event organiser, Korea Trade Fairs.

Important information
Date: 1–2 October (Seoul); 29 September (Busan)
Location: Seoul and Busan, South Korea
Apply by: 31 July 2016

Who should attend?
- Higher education institutions
- Vocational education providers
- ELICOS providers
- Schools

Market insights

- Korea remains the fourth-largest source country for Australian international education after China, India and Vietnam. Korea is an important market for Australian education providers and one which offers many opportunities.
- While the numbers of Korean students travelling to Australia for education have gradually declined in recent years, the latest (December 2015) year-to-date enrolment figures show a 3 per cent increase.
- At a sectoral level, Vocational Education and Training (VET) student enrolments have increased by 20 per cent and certificate IV enrolments have increased by 22 per cent. Undergraduate enrolments have decreased by 14 per cent and school enrolments by 13 per cent.
- The post-study work visa scheme has been popular with Koreans, who are keen to obtain work experience while studying abroad. The scheme’s attractiveness is expected to generate flow-on growth for the higher education sector, particularly at the postgraduate level. Postgraduate courses are shorter than undergraduate courses and students can work longer after studying – this makes graduates more job-ready and job-competitive.
- A competitive jobs market for Korean graduates also means they are increasingly looking for ways to appear more attractive to employers. Overseas experience that complements a Korean undergraduate degree is highly regarded.
- The key to improving Australia’s share of a highly competitive market is to offer Korean students what they want – experience that will help position them favourably with potential employers. A high-quality education that provides skills employers value, preferably with opportunities for professional experience, will help achieve this.
- Australia’s education brand in Korea is not as strong as that of the US or UK. Australian education providers should promote the quality of their education and highlight proven graduate employment outcomes. Focused, collaborative efforts to build a quality Australian higher education brand to compete with the Ivy League and Oxbridge brands, and to strengthen existing and build new alumni networks, are needed to challenge the US/UK brands.

Market Information Package (MIP)

Visit the Korea 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1–2 October</td>
<td>COEX, Seoul</td>
<td>Korea Study Abroad Fair</td>
</tr>
<tr>
<td>29 September</td>
<td>Bexco, Busan</td>
<td>Korea Study Abroad Fair</td>
</tr>
</tbody>
</table>
KOREA STUDY ABROAD FAIR 2016
SEOUL AND BUSAN, SOUTH KOREA

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

<table>
<thead>
<tr>
<th>Options</th>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade service fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td>A$4,400</td>
<td>A$3,850 includes:</td>
<td>A$550 (2 hours @ A$275 per hour) includes:</td>
</tr>
<tr>
<td>Seoul only</td>
<td></td>
<td>A$2,317 (KRW1,900,000) as a fixed participation fee for Korea Study Abroad Fair Seoul. The fee covers:</td>
<td>• project management of Australia pavilion, including liaison with show organisers and assistance with logistics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 3m x 2m (6sqm) open space for each participant</td>
<td>• Australia pavilion design</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• All relevant marketing and promotion (done by the organisers, Korea Trade Fair)</td>
<td>• coordinating the Australian exhibitor guide to promote participants’ capabilities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Production of exhibitors directory</td>
<td>• an online marketing campaign before, during and after the event, including direct</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A$1,533 for additional direct cost, which will cover:</td>
<td>marketing to a targeted list of potential customers and influencers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Australia Pavilion construction, including AFU branding, booth fascia board for each participant, a counselling table and chairs</td>
<td>• website development with registration/reservation page</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• development of online registration and reservation page for students/parents</td>
<td>• exhibition material production</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• lunch (day 1–2) and dinner (day 1) for all registrants.</td>
<td>• participation kit production</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• registration facilitation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• onsite assistance and support</td>
</tr>
<tr>
<td>Option 2</td>
<td>A$5,795</td>
<td>A$5,178 includes:</td>
<td>A$550 (2 hours @ A$275 per hour) includes:</td>
</tr>
<tr>
<td>Seoul and Busan</td>
<td></td>
<td>In addition to the total direct cost (A$3,850) above, A$1,328 (KW1,100,000) as fixed participation fee for Korea Study Abroad Fair Busan, including:</td>
<td>• As above.</td>
</tr>
<tr>
<td>(Minimum 10 places need to be filled to ensure Busan event goes ahead)</td>
<td></td>
<td>• 3m x 2m (6sqm) furnished booth in a Australia Future Unlimited Pavilion including an information desk, a square table and three chairs</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• All relevant marketing and promotion for Busan event done by Korea Trade Fair</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Note: no meals in Busan are covered by Austrade.</td>
<td></td>
</tr>
</tbody>
</table>

- DEPOSIT: Austrade requires a non-refundable 50% deposit for all international events where the value of the package is over $2,500. The payment term for the deposit amount 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
KOREA STUDY ABROAD FAIR 2016
SEOUL AND BUSAN, SOUTH KOREA

<table>
<thead>
<tr>
<th>Options</th>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade service fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>entire fee is paid.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of $2,500 or less, full payment is required with payment terms as per the invoice provided.
- 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](http://www.austrade.gov.au) or call 13 28 78.

Register online before 31 July 2016

Register online to have our country and industry specialists 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 this event, Austrade recommends that you consult ‘Smartraveller’, the Australian Government’s travel advisory service, which is available at [www.smartraveller.gov.au](http://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.deewr.gov.au](http://cricos.deewr.gov.au) or contact Ellen.Lee@austrade.gov.au

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

**Key Austrade contacts**

If you would like to discuss participating in this event, please contact:

**Ellen Lee**  
Education Manager  
Austrade Seoul  
T +82 2 398 2817  
Ellen.Lee@austrade.gov.au

**Other events of interest**

For more information about upcoming Austrade education events please visit the [Education Events Homepage](http://www.austrade.gov.au).
Future Unlimited brand

The Future Unlimited brand has been created for organisations whose core business is Australian education and training or its marketing and promotion internationally. It is a marketing tool to raise the profile and preference for Australian education.

For further information on how to use the brand, visit http://www.austrade.gov.au/FutureUnlimited