Establish or extend your education agent network in Thailand by having one-on-one business meetings in one location with a number of potential student recruitment agents across Thailand.

About this event

This event will provide an opportunity for Australian education and training providers across all sectors to meet with potential Thai education agents for student recruitment partnerships, with the aim of increasing the number of Thai student enrolments in Australia.

The half-day event will consist of a market briefing session by Austrade followed by one-on-one business discussions with owners/decision makers of at least six (up to a maximum of 12) education agencies.

A maximum of 10 Australian education providers will be accepted for participation. Around 40 education agents based in Bangkok and regional Thailand will be invited to attend the event. There will be a combination of long-established agents that are new to Australia, and newly established education agents keen to represent Australian institutions. They will be carefully selected by Austrade to suit Australian education providers.

Why you should participate

- Increase student placements by gaining new contacts and new representation agreements.
- Meet with a number of education agents from different parts of Thailand in one place and obtain a list of contact details of participating agents.
- Promote your institution’s profile and services among Thai education agents.
- Maintaining existing relationships with your current education agents.
- Gain insights into the Thai education market, student enrolment trends and guidance on building successful relationships with agents.

Important information

Date: 18 November 2015
Time: 12.00pm – 5.00pm
Location: 3rd Floor, Australian Embassy Bangkok
Apply by: 28 October 2015

Who should attend?

- Secondary schools in Australia
- ELICOS providers
- Vocational Education and Training providers
- Australian universities
- Overseas student health insurers

Register now at www.austrade.gov.au/BangkokAgent2015
Market insights

- Thailand is a market driven by education agents who influence students and parents’ decision making. The agents provide one-stop services to Thai students, including course counselling, application processing, following up results, payments, visa applications, accommodations and transport arrangements.

- The student survey conducted by Austrade during the OCSC Education Exhibition 2014 found that education agencies were the third most popular resource (18 per cent) for Thai students to obtain study abroad information after university websites (30 per cent) and education exhibitions (26 per cent).

- The majority of prospective students rely on word-of-mouth (40 per cent) and then social media advertising (26 per cent) when choosing education agents, according to the Study Travel Magazine’s Agencies Survey Thailand Report 2014.

- The actual number of education agencies in Thailand is not officially recorded by the Thai Government. According to the Thai International Education Consultants Association (TIECA), the estimated number of education agencies from small to large sizes likely reaches 300 companies across Thailand. Only 78 agencies are registered as TIECA members.

- There are 130 education agencies recorded in Austrade Bangkok’s database. Around 40 of them are more than 50 per cent focused on Australian education. They are both established and newly set up agencies. Among those 40 agencies, 55 education agents have obtained QEAC (Qualified Education Agents Counsellors) certificates.

- The number of newly established education agencies in Thailand increased by about 10 per cent during the past two years, according to Austrade’s records. Many of the owners are Australian alumni who established a student recruitment business to Australia as a priority destination because of their own experiences.

- Competition between agents can be described as friendly.
**Event program**

Venue: 3rd Floor, Australian Embassy Bangkok

Below is a brief overview of the program – a detailed version will be provided closer to the event.

**Wednesday 18 November 2015 (1200–1700 hrs.)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>1130 – 1200</td>
<td>Registration for Australian education providers</td>
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<tr>
<td>1200 – 1240</td>
<td>Thailand Market Briefing for Australian education providers by Austrade</td>
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<tr>
<td>1230 – 1255</td>
<td>Registration for education agents</td>
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<tr>
<td>1255 – 1300</td>
<td>Opening remarks to Australian representatives and Thai education agents by the Senior Trade Commissioner, Austrade</td>
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<tr>
<td>1300 – 1320</td>
<td>Session 1: One-on-one meeting (20 minutes)</td>
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<td>1320 – 1340</td>
<td>Session 2: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1340 – 1400</td>
<td>Session 3: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1400 – 1420</td>
<td>Session 4: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1420 – 1440</td>
<td>Session 5: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1440 – 1500</td>
<td>Session 6: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1500 – 1520</td>
<td>Session 7: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1520 – 1540</td>
<td>Session 8: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1540 – 1600</td>
<td>Session 9: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1600 – 1620</td>
<td>Session 10: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1620 – 1640</td>
<td>Session 11: One-on-one meeting (20 minutes)</td>
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<tr>
<td>1640 – 1700</td>
<td>Session 12: One-on-one meeting (20 minutes)</td>
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End of program

Note: Tea and coffee will be available throughout the event.
Participating education agents
Around 40 education agents based in Bangkok and regional Thailand will be invited to attend the event. There will be a combination of established agents who would like to increase their representation of Australian institutions and newly established education agents who are keen to recruit students to Australia. Participants will be company owners / decision makers.

Each agent will be allowed up to six business meetings with the possibility of more depending upon availability of the Australian education representatives. Austrade will carefully screen participating education agents based on their company profiles, education sectors of focus and the seriousness of their interest in your education institution.

The time slots for the one-on-one meetings will be allocated to agents on a first come first served basis.

Event participation fee

<table>
<thead>
<tr>
<th>Options</th>
<th>Total cost</th>
<th>Direct costs</th>
<th>Austrade service fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each institution</td>
<td>A$360</td>
<td>A$85 includes • Coffee break • Design and printing event materials • On-site staff • Cleaning venue</td>
<td>A$275 (1 hour @ A$275 per hour) • Project management and preparation of venue and assistance with logistics • On-site liaison attendees throughout the event • In-country market briefing • Identify potential education agents and distribute invitation letters • Manage attendee registration and confirmation of business matching sessions • Conduct an evaluation after the event</td>
</tr>
</tbody>
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- Deposit: Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over $1500. 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 entire fee is paid. 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 $1500 or less, full payment is required with payment terms as per the invoice provided.
- The direct stand 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 exhibition through the Export Market Development Grant scheme. For more information visit www.austrade.gov.au or call 13 28 78.
Register before 28 October 2015

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. 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 or contact Pattarin Wirojchoochut.

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:

Thailand

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