Join Padmini Pillai and Amy Gonsalviz, Austrade’s Education Managers in Kuala Lumpur for a briefing on the developments in the Education market in Malaysia.

About this event
This webinar will provide an overview of the emerging trends and directions in education in the country. The session will outline the evolution of Malaysian education market, what this means for Australian institutions and what are the strategies to move forward in this evolving region. This is your opportunity to plan for a long term strategy, a forum to discuss individual questions and understand how Austrade can assist your plans for the market.

Why you should participate
- Learn of the current changes and emerging directions in a young, vibrant and mature transnational market.
- Gain insights into specific trends and developments in schools, higher education and vocational training opportunities.
- Receive advice for effective marketing including specific strategies for the market.
- Learn more about what our key competitors are offering.
- Hear about the agent engagement activities that are being undertaken in the region to support the Australian education sector.
- Learn more about opportunities in education bilateral collaboration between regional institutions and Australian institutions.
- Understand the market development activities that Austrade has planned for the year ahead, including the first initiative, the Australian Education Showcase in October 2011.
- Learn how your institution can benefit from this and other market development activities.
- Take the opportunity to have market specific questions answered.

Information
Date 29 August 2011
Time 11:30am – 12:30pm
Cost Free
Webinar Session
Apply by 28 August 2011

Who should attend?
Education institutions including:
- Higher education institutions
- TAFE institutions
- VET colleges
- Schools
- Peak bodies

Market insights

- Malaysia is a mature transnational market poised for engagement at a different level
- It is evolving into a country that is determined to retain its best and talented
- It is determined to demand world standards from its local public research universities and a new breed of private universities
- It is embarking on an education direction driven by both the public sector and industry
- It is aggressively and quite successfully driving the initiative of being an international Education Hub with the tagline of ‘Study in Malaysia’ in the region and beyond.
- It is strongly endeavouring to up skill its workforce and reduce the dependence on foreign labour and to attract long term foreign investments.
- Foreign education partners will continue to play a strong and significant role in these developments.
- Australia will remain a popular destination as well as an attractive collaborative partner given the long established bilateral engagement and close location.

To register for this event www.austrade.gov.au/MalaysiaMktUpdate2011

To discuss your options further, please contact:

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Other events of interest
To see a full list of upcoming education events please click here.