Profile your institution and promote your courses.

About this event
Austrade is coordinating an Australia Pavilion as part of the OCSC International Education Expo 2014 (OCSC Expo 2014), to create an integrated national presence and offer a one-stop service space for students.

Now in its tenth year, the OCSC Expo is the largest international education exhibition in Thailand and is hosted by the Office of the Civil Service Commission (OCSC), the Thai government agency that manages government scholarships schemes.

The Australia Pavilion will promote Australian institutions across all education sectors, together with a series of activities arranged by Austrade and relevant government agencies. These include an informal seminar corner with various topics from participating exhibitors, course counselling, visa counselling, a representative from IELTS Australia to answer questions about the IELTS exam, a scholarships corner and talks with alumni.

A maximum of 28 institutions are invited to participate in the Pavilion. Institutional representatives may nominate Thai education agents for on-site assistance during the two-day event.

Why you should participate
- Be part of the Australian Government effort to promote Australian education and Australia as a preferred study destination.
- Increase or build your institution's profile in the Thai market.
- Recruit Thai students.
- Engage with local education agents, alumni, and work with key government agencies in the education industry.
- Learn about the latest market trends and insights through the Austrade pre-event briefing
- Join the Australian presence alongside pavilions from countries such as the UK, the US, Scotland, New Zealand and Singapore.

Important information
Date: 1–2 November 2014
Location: Royal Paragon Hall, Siam Paragon
Expression of interest deadline: 20 June 2014

Who should attend?
- Australian universities, ELICOS and VET providers.
- Australian businesses that offer products or services relevant to international students, such as accommodation, student health cover, travel and financial services.

Expressions of interest
Complete the expression of interest form and email it to pattarin@austrade.gov.au by 20 June 2014.
Market insights

- The OCSC Expo attracts around 30,000 visitors and 300 education institutions from around the world including 2530 education providers from Australia each year. The event originally aimed to provide course consultation services for prospective government scholarship students and later expanded to members of the public who are interested in studying abroad.
- Based on last year’s attendance, around 50 per cent of visitors were interested in master’s degrees, 23 per cent in bachelor degrees, 11 per cent in doctoral degrees, 6 per cent in high school studies, 4 per cent in diploma programs and 3 per cent in certificate courses.
- Australia was ranked the fifth most popular study destination among Thai government scholarship students in 2013, after the US, UK, Japan and Germany, a jump from seventh place in 2012.
- In 2013, there were 156 Thai scholarship students studying in Australia out of 4065 scholarships offered. The majority are enrolled in doctoral and master’s degree courses, particularly in science-related streams.

Participation costs

The confirmation and allocation of your booth will be secured upon direct payment to the event organiser.

<table>
<thead>
<tr>
<th>Total cost</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A$3500* (THB 107000 net)</td>
<td><strong>Booth features (see photos on page 4 and 5)</strong></td>
</tr>
<tr>
<td></td>
<td>• 3 x 3 metre booth</td>
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<tr>
<td></td>
<td>• shell scheme package consisting of a hard wall system, blank board for graphics, fascia name board, four chairs, one information desk, an icon graphic, one socket (5 amp), and two spotlights (100W).</td>
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<td></td>
<td>• Wi-Fi internet access</td>
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<td>• lunch and coffee break coupons for two days.</td>
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**Australia Pavilion features**

- ‘Future Unlimited’ branding
- mini-stage and seating area for seminar sessions
- Austrade will liaise with relevant agencies and alumni in the reception area for help desk services in course counseling, visa inquiries, scholarships, IELTS test tips, and alumni discussions
- Austrade will provide on-site support to participating institutions.

- Institutions are responsible for paying shipping, freight, customs, duty and material handling costs.
- Each table comes with standard furniture and Future Unlimited design. Extra chairs and decoration incur additional costs.
- Within the Australia Pavilion, display boards, banner stands and other exhibit materials are allowed to be placed in the booths.
- Full payment is required directly to the event organiser, Cityneon Displays & Constructions (Thailand) Co., Ltd. upon confirmation of your reserved space.
Agent participation

Participating providers may opt to invite their Thai education agents to assist them during the exhibition. Agents may assist the provider to answer enquiries and follow up leads after the event.

Register before 20 June 2014

Register to participate in the event by email to pattarin@austrade.gov.au.

If your registration is successful, the event organiser company will send an email to notify you and provide all the information you need. 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@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.

Further information

Visit www.ocscexpo.net for more information about the OCSC Expo 2014

Key Austrade contacts

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

Thailand
Pattarin Wirojchoochut
Education Manager
Austrade Bangkok
T: +66 2 696 4835
E: pattarin@austrade.gov.au
Australia Pavilion mock up design

- Mini stage
- & seating area
- Australian
- Government booth
- Entrance
- Australia Pavilion
- on blue carpet
Single booth

Two booths