

Indonesia's market access models

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Business models and approaches used by education providers to access Indonesia's market

Findings: Three-tiered commercial pathway models:



Three underpinning elements contribute to success:

- Relationships & networks
- Right partner
- Institutional strategy alignment

Approach: 41 interviews, 18 case studies - higher education, VET, ELICOS, schools & EdTech

Some education providers commonly use general partnerships as a soft-landing, low-risk market entry strategy

1. General Partnerships

Low risk market entry
Non-award programs / credit transfer
B2B delivery
Student recruitment pathways

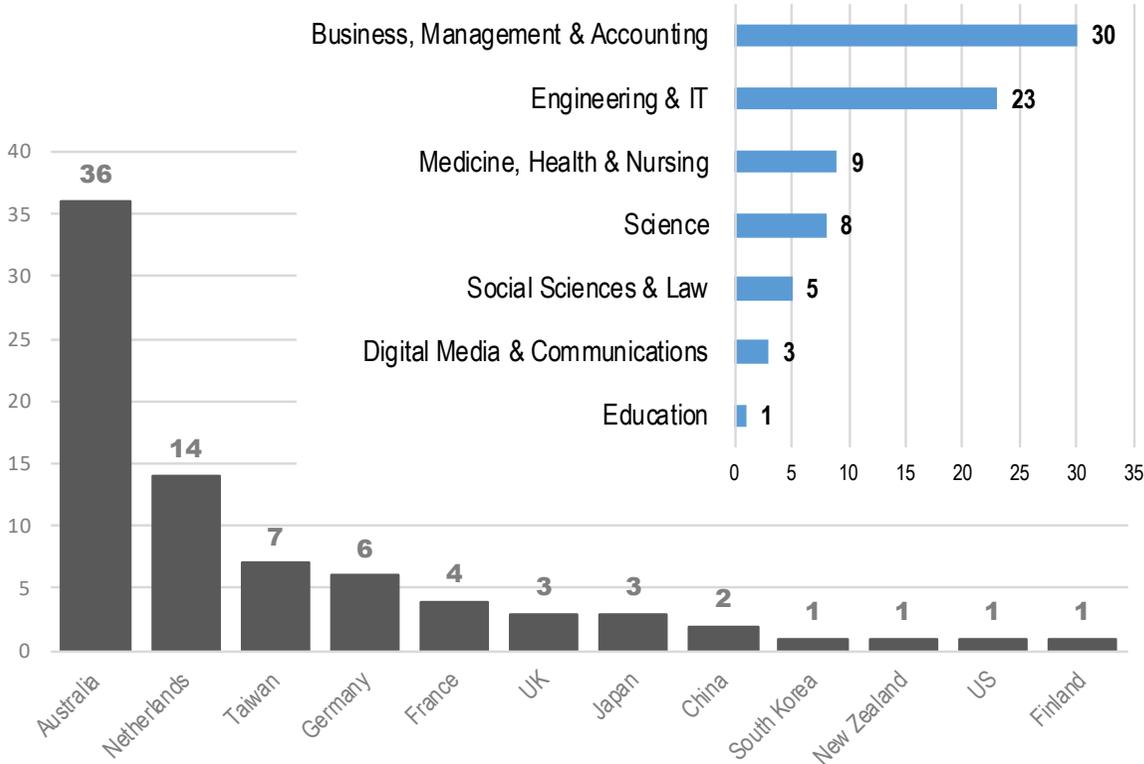
Short commercial contracts

Collaborative Coursework

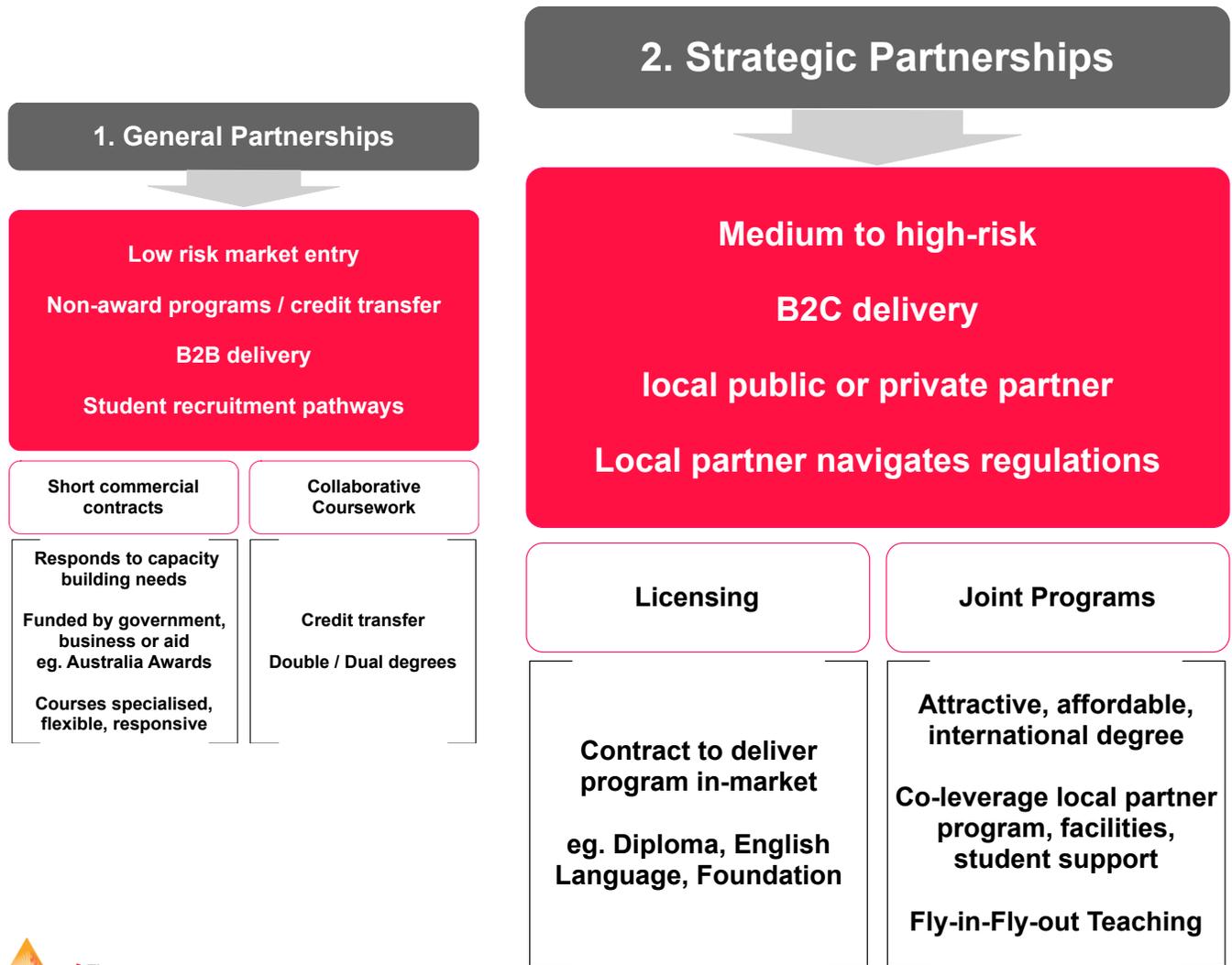
Responds to capacity building needs
Funded by government, business or aid eg. Australia Awards
Courses specialised, flexible, responsive

Credit transfer
Double / Dual degrees

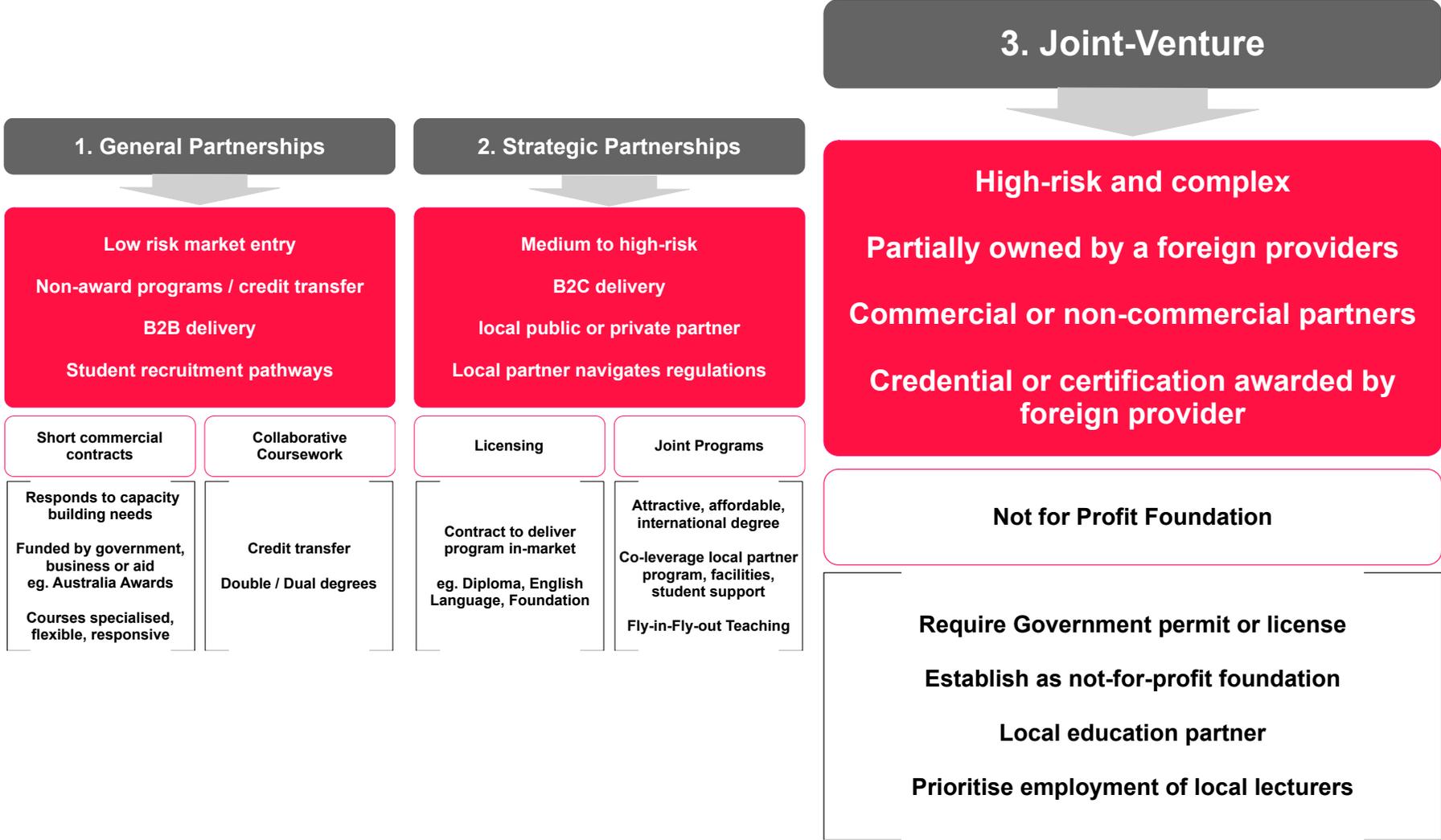
Top countries with higher education double / dual degree arrangements in Indonesia - 2017



Strategic partnership is the second most common form, higher risk, aimed at broader market, local partner and deep relationships becomes more important



Joint-venture partnership is higher-risk, more complex with current regulatory limitations



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