

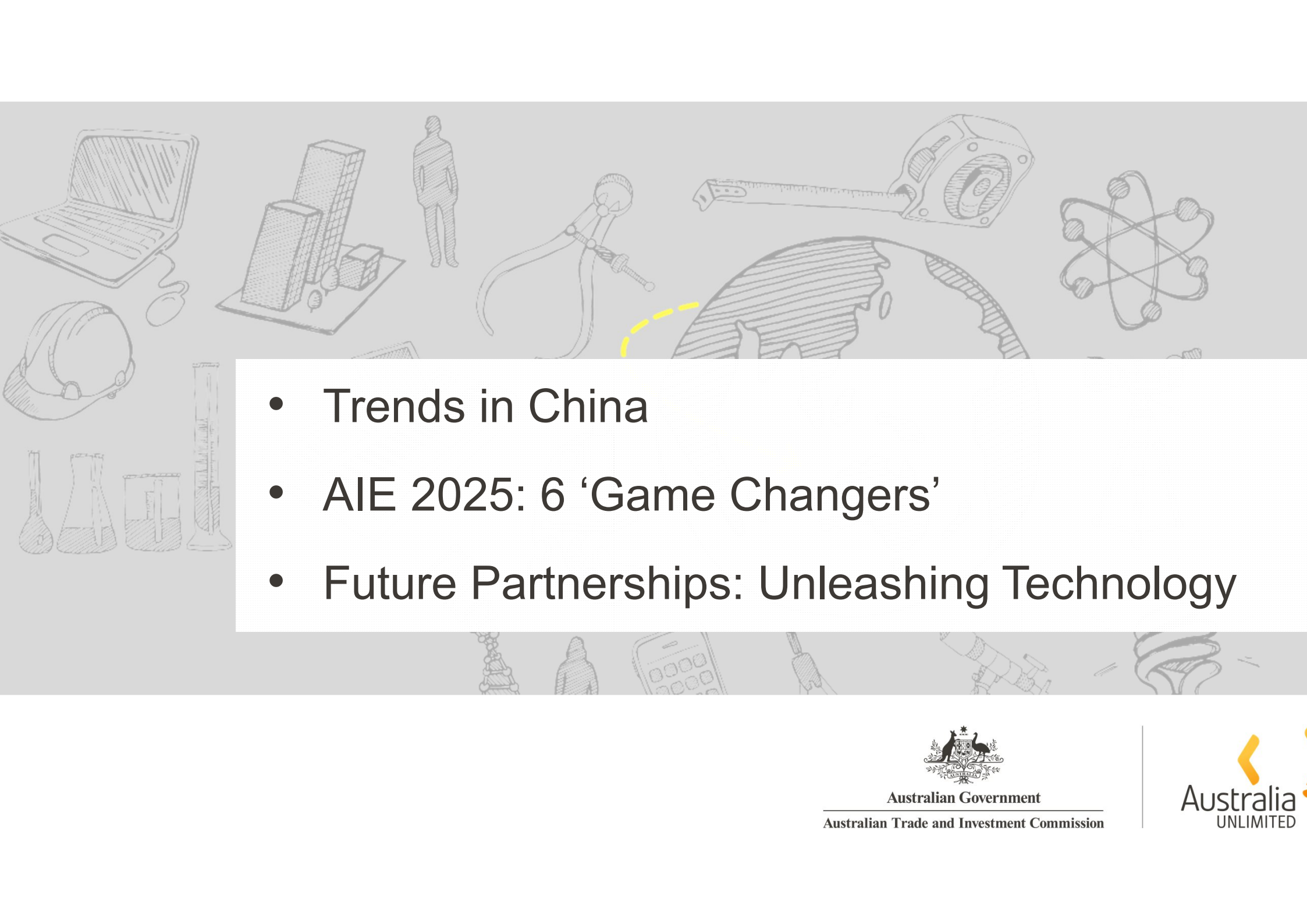
China in Focus – AIE 2025 & Technology Game Changers

Karen Surmon
Trade Commissioner & Commercial Consul, Shanghai
Australian Trade and Investment Commission



Australian Government
Australian Trade and Investment Commission



- 
- Trends in China
 - AIE 2025: 6 'Game Changers'
 - Future Partnerships: Unleashing Technology



Australian Government
Australian Trade and Investment Commission



Australia
UNLIMITED

DRIVING FORCES BEHIND THE NEED FOR CHANGE

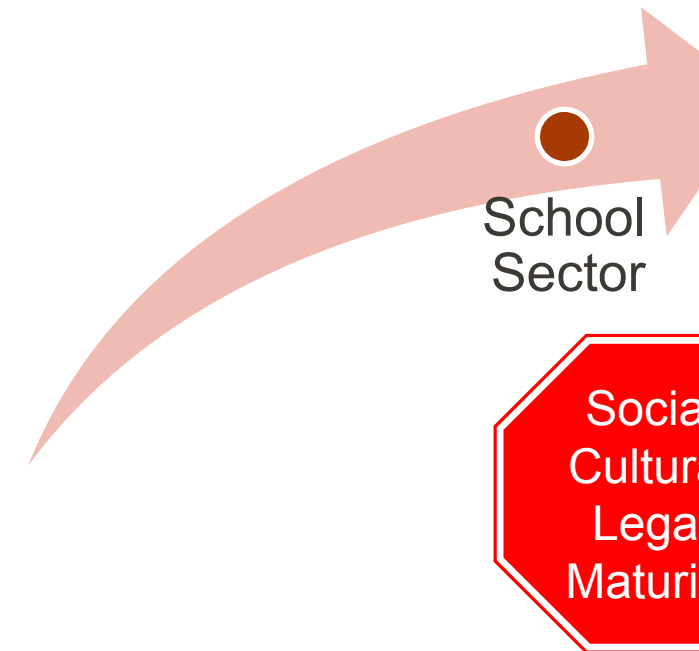
TOP 10 STUDY DESTINATIONS

- United States
- United Kingdom
- Australia
- Canada
- Germany
- France
- Asia: Japan, Singapore, China...

MULTI-CHANNEL INFORMATION

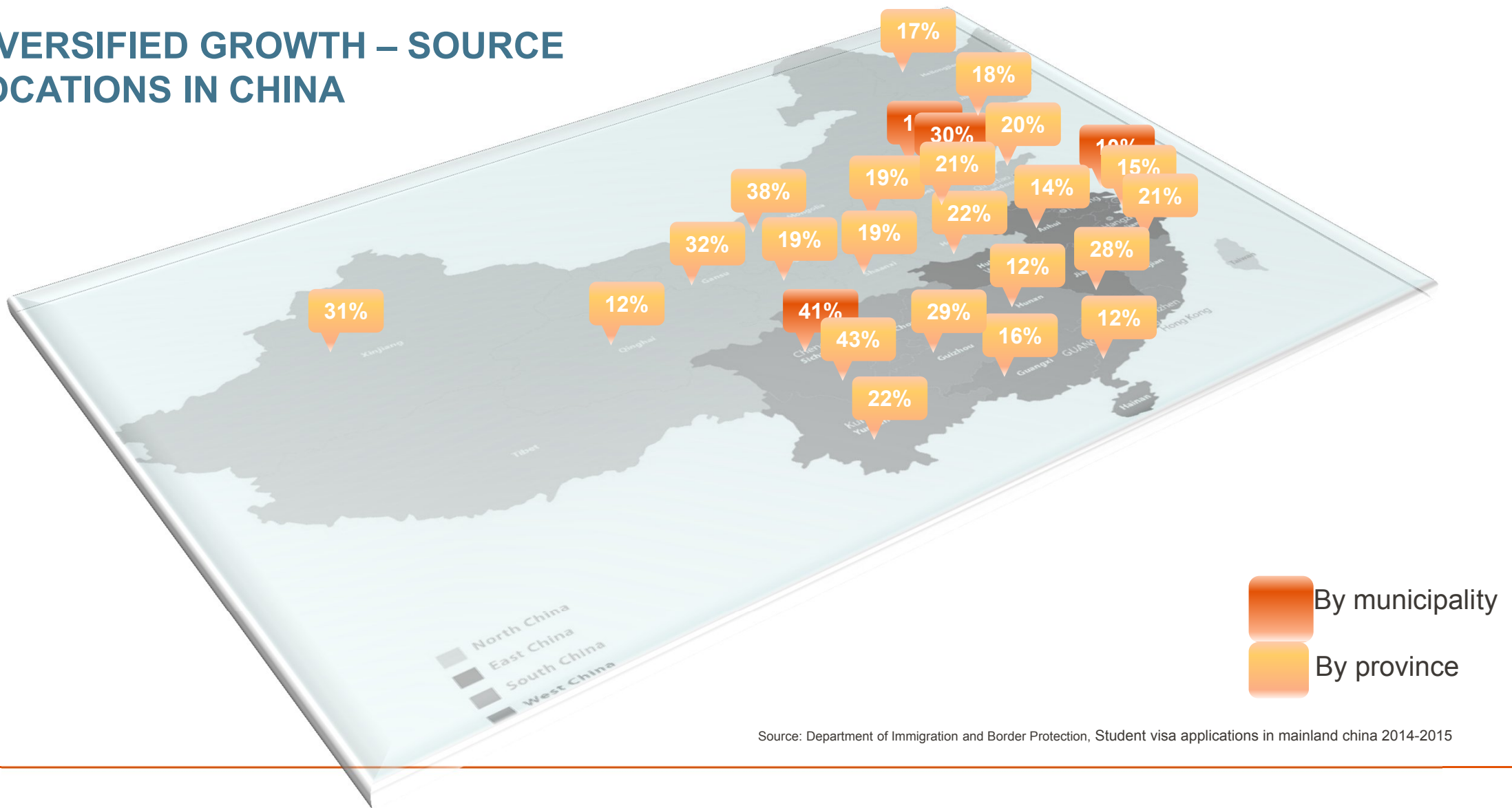


'GO YOUNGER'

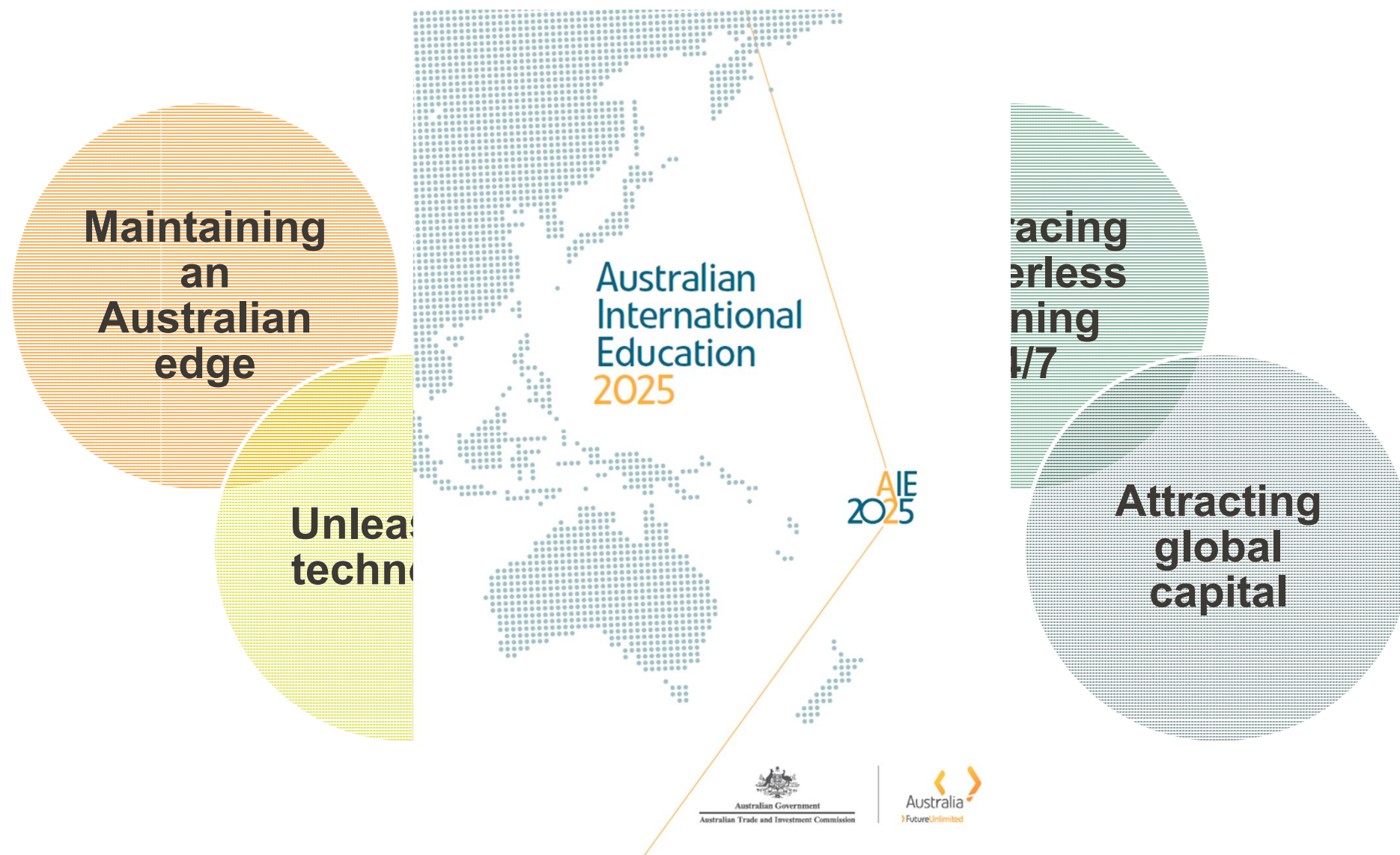


DRIVING FORCES BEHIND THE NEED FOR CHANGE

DIVERSIFIED GROWTH – SOURCE LOCATIONS IN CHINA



AUSTRALIAN INTERNATIONAL EDUCATION (AIE) 2025





Positioning Australia for Success

- » Global competition
- » Future Unlimited
- » CIEET
- » Annual agent FAM trip
- » China social media platforms

AIE
2025



Meeting student needs

Online + in-market + onshore

Globalisation of China

5.75m Chinese MOOC users 2015

Borderless education forum

EduTech industry capability



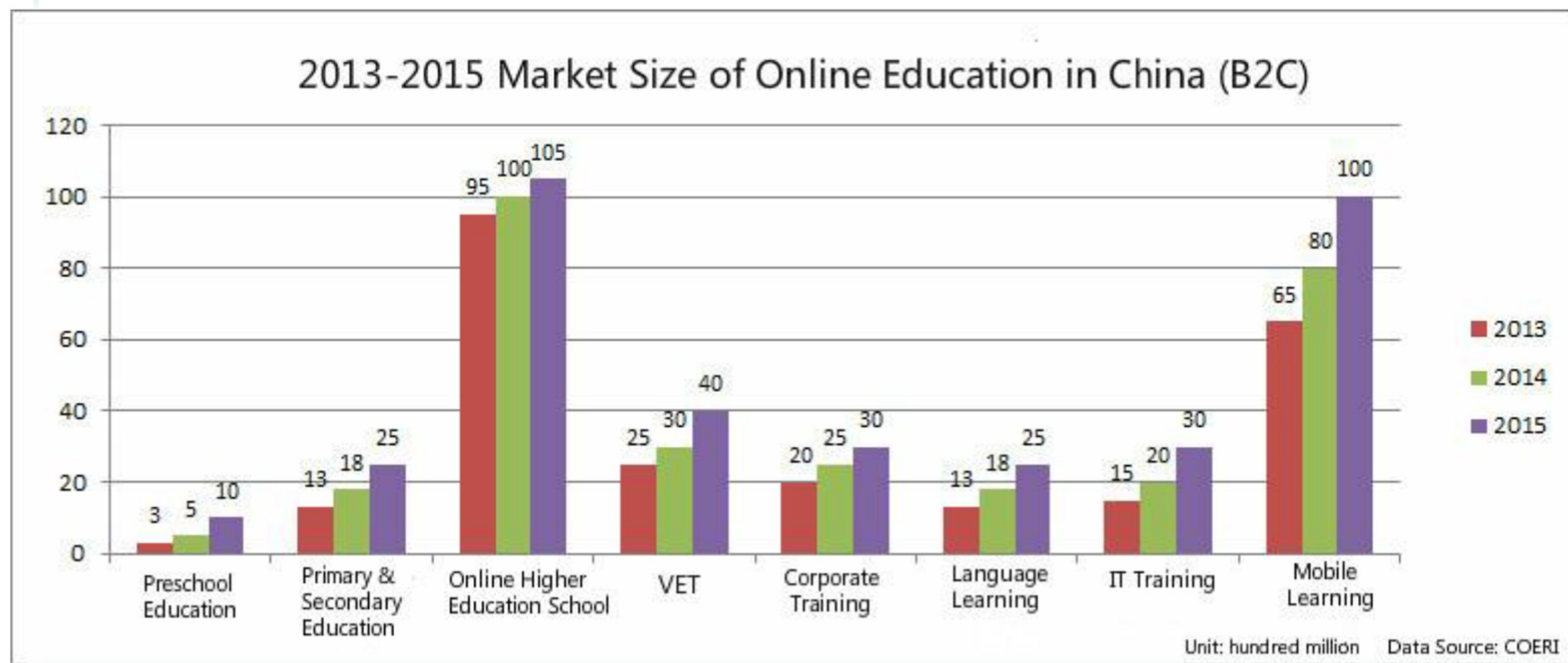
**AUSTRALIAN
EDUCATION
TECHNOLOGY
CAPABILITY STATEMENT**

Future
Unlimited

Australia

CHINA'S ONLINE EDUCATION MARKET

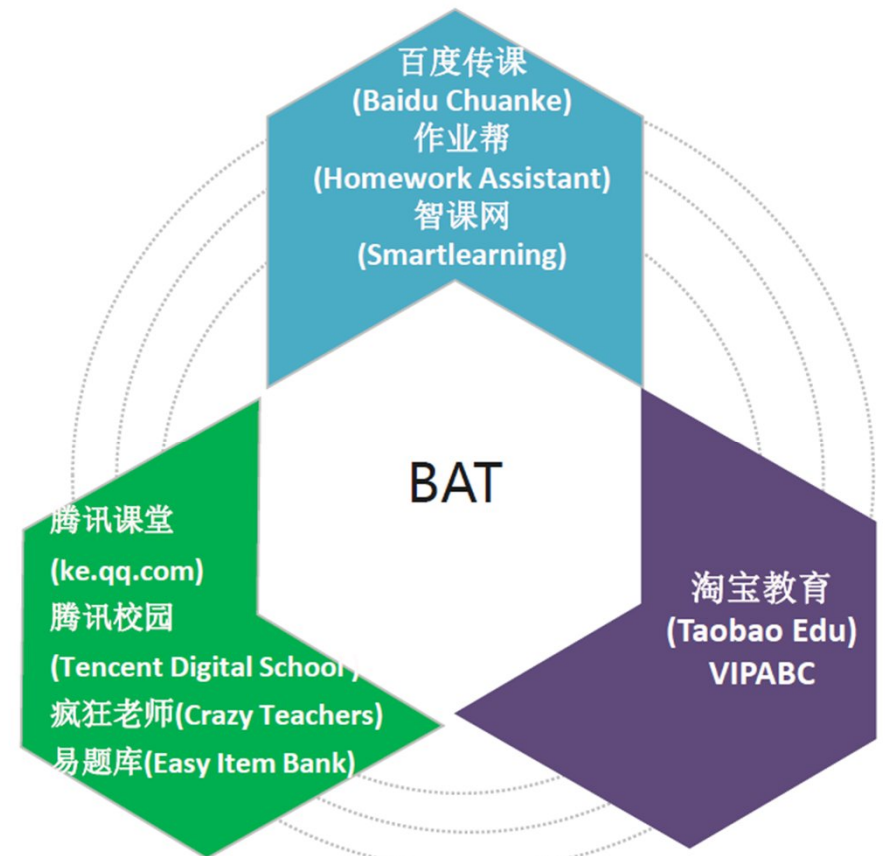
Source: China Online Education Research Institute, April 2016





Innovation in Education

- » Disruption = Opportunity
- » Future of Work?
- » 1.06B mobile internet users
- » OCR, AI, VR
- » EduTech Mission to China
- » Shanghai Landing Pad



Source: China Online Education Research Institute, April 2016



China is changing

- » Diversifying opportunities – discipline, location, model
- » Technology and Innovation drivers
- » How will you change to be ahead of the game?
- » Help Austrade help you

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Australian Government

Australian Trade and Investment Commission

