China in Focus –
AIE 2025 & Technology Game Changers

Karen Surmon
Trade Commissioner & Commercial Consul, Shanghai
Australian Trade and Investment Commission
• Trends in China
• AIE 2025: 6 ‘Game Changers’
• Future Partnerships: Unleashing Technology
MULTI STUDY DESTINATIONS
• United States
• United Kingdom
• Australia
• Canada
• Germany
• France
• Asia: Japan, Singapore, China…

DRIVING FORCES BEHIND THE NEED FOR CHANGE

‘GO YOUNGER’

MULTI-CHANNEL INFORMATION
• Agent
• Study Abroad Website
• Institute Website
• Information Exhibition
• Social Media
• Word of Mouth

School Sector

Social Cultural Legal Maturity
DRIVING FORCES BEHIND THE NEED FOR CHANGE

VERSIFIED GROWTH – SOURCE LOCATIONS IN CHINA

Source: Department of Immigration and Border Protection, Student visa applications in mainland China 2014-2015
Maintaining an Australian edge

Unleashing technology

Attracting global capital

Competing at scale

Sharpening market focus

Embracing borderless learning

24/7
Positioning Australia for Success

» Global competition
» Future Unlimited
» CIEET
» Annual agent FAM trip
» China social media platforms
Meeting student needs
Online + in-market + onshore
Globalisation of China
5.75m Chinese MOOC users 2015
Borderless education forum
EduTech industry capability
CHINA’S ONLINE EDUCATION MARKET

Source: China Online Education Research Institute, April 2016

2013-2015 Market Size of Online Education in China (B2C)

Unit: hundred million  Data Source: COERI
Innovation in Education

» Disruption = Opportunity
» Future of Work?
» 1.06B mobile internet users
» OCR, AI, VR

» EduTech Mission to China
» Shanghai Landing Pad
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