

# International Schools Program: The view from inside the market

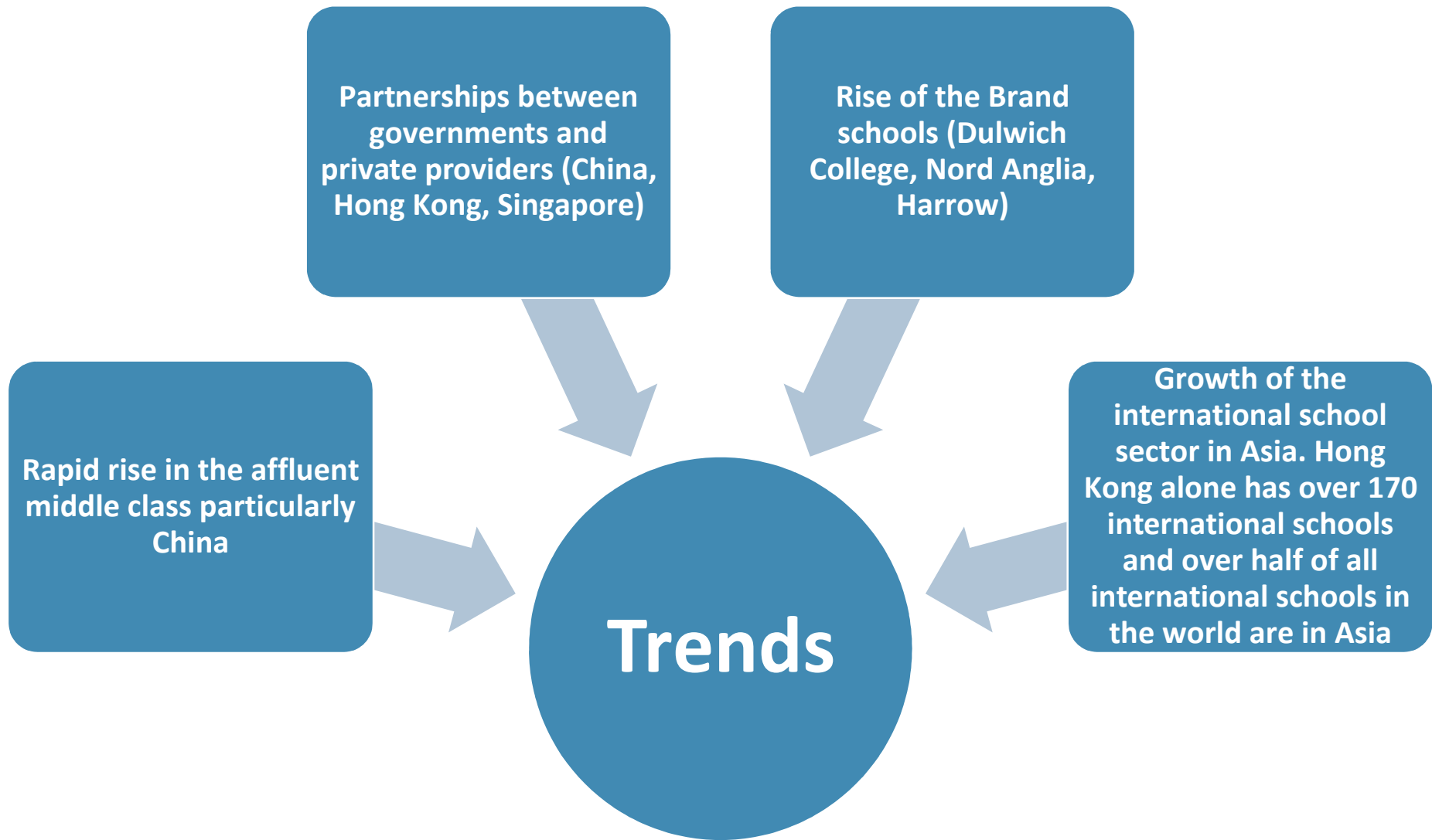
David Fitzgerald

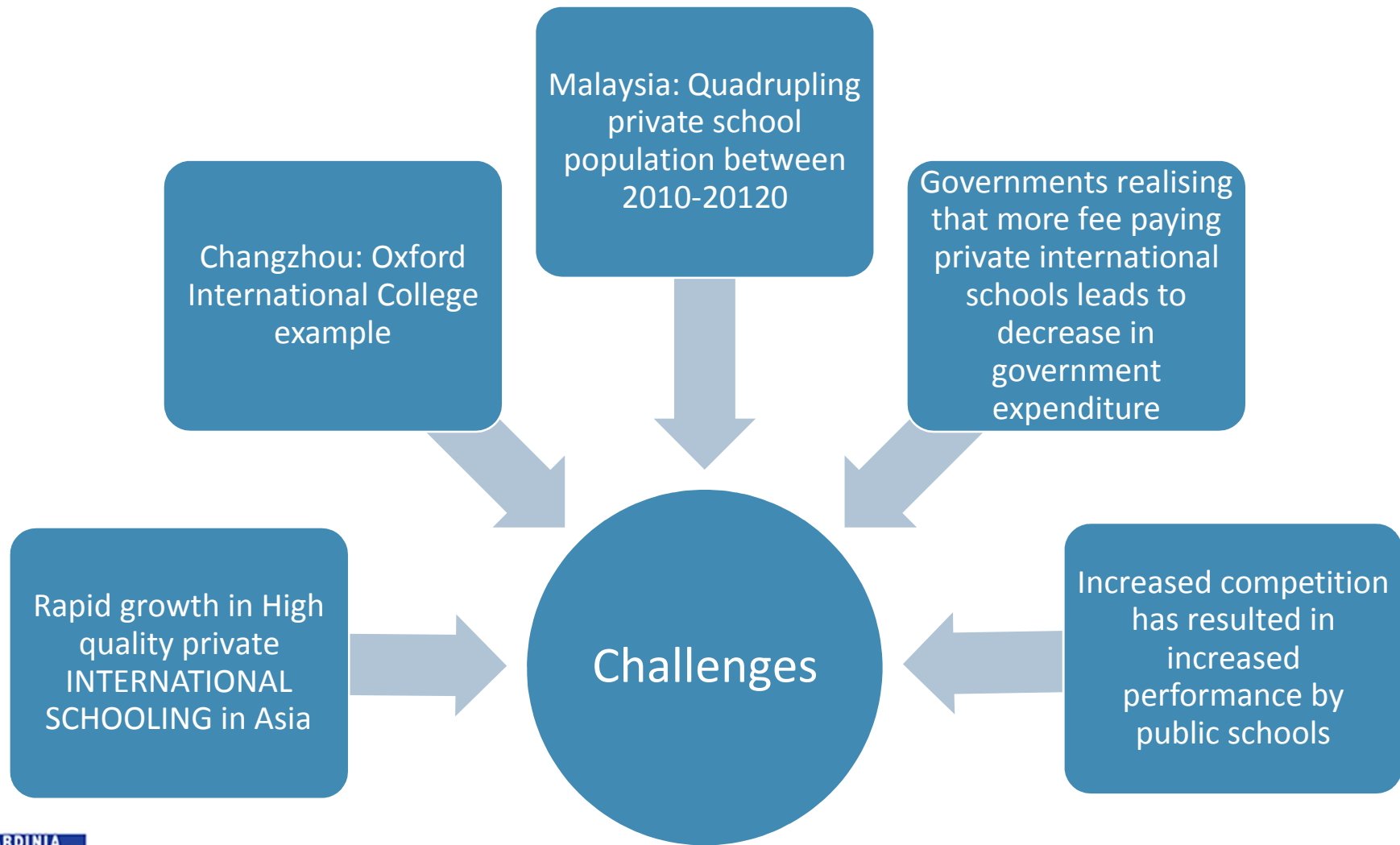
Principal

Kardinia International College

Geelong







# Opportunities

By 2025 Asia will have 3.2 billion middle class consumers

The key to getting even a small % of the market is **QUALITY** and **BRAND**

Chinese middle class rank Education as one of their top 3 spending priorities

Differentiation: Curriculum, accommodation, lifestyle, pedagogy

