Cambodia Education Market: Overview, Challenges & Opportunities
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1. CAMBODIA COUNTRY FACTS

POPULATION
16M

UNDER THE AGE OF 30
65%

ECONOMY GROWTH
7.0% for 2018

GDP PPP (PER CAPITA)
$3,400 (2017 est.)
2. INTERNATIONAL EDUCATION MARKET OVERVIEW

AUS | USA | NZ | UK | CA

MOST | LEAST
3. IDP EDUCATION SECTOR MIX - AUSTRALIA

FY17:
- English: 21%
- Bachelor: 27%
- Master: 10%
- Foundation: 9%
- Diploma: 17%
- School: 16%

FY18:
- English: 17%
- Bachelor: 31%
- Foundation: 15%
- Diploma: 15%
- School: 15%
- Master: 7%
4. IDP LEAD SOURCE - AUSTRALIA

**FY17**
- Facebook/Websites: 16%
- Events: 29%
- Friends/Relatives: 45%
- Others: 10%

**FY18**
- Facebook/Websites: 19%
- Events: 32%
- Friends/Relatives: 38%
- Others: 11%
5. TOP 5 PROGRAM CHOICES – AUSTRALIA

**FY17**
- Business 39%
- Education 19%
- Engineering 15%
- IT 14%
- Management 13%

**FY18**
- Business 39%
- IT 17%
- Accounting 16%
- Management 14%
- Nursing 14%
6. DECISION FACTORS – AUSTRALIA

- Relatives
- Location
- Quality of Program
- Ranking of Institution
- Fees
7. GEOGRAPHICAL SPREAD

FY18
- VIC: 62%
- NSW: 25%
- SA: 4%
- ACT: 3%
- QLD: 3%
- WA: 2%
- NT: 1%

FY17
- VIC: 61%
- NSW: 23%
- SA: 4%
- ACT: 5%
- QLD: 4%
- WA: 2%
- NT: 1%
Cambodia Education Market:
Challenges & Opportunities

- Market Size (with continuous annual growth)
- Demand for Edu (65% of population under 35)
- Education Quality (resource poor environment/reform)
- Political Stability
- Skill Gap (VET)
- English Language
- TNE, Sandwich Delivery, FY or Uni Prep
Thank you