

## EVENT PARTICIPATION OPPORTUNITY

# UECA ASEAN MISSION

## THAILAND, VIETNAM, MYANMAR

18–28.02.2014

Join in the customised program for UECA members in key ASEAN markets.

### About this event

This mission is part of the on-going program of activities with UECA.

Following on from the successful visit by UECA members to Hanoi and Bangkok in 2013, we are pleased to extend this mission in 2014 into Ho Chi Minh City, Vietnam and Yangon, Myanmar.

### Why you should participate

- Leverage UECA's profile to network with key stakeholders from local universities and government agencies.
- Take advantage of the opportunity to showcase Australian teaching capabilities, teacher training quality and the learning experience.
- Promote your institutional profile in these markets.
- Recruit students and engage with participating universities after the event.
- Explore market insights about education policies relevant to English language capability development in all education sectors towards ASEAN Economic Community readiness.
- Further develop your agent engagement in these markets.
- Participate in facilitated one on one meetings in each city.

### Important information

**Date:** 18–28 February 2014

**Locations:** Thailand, Vietnam, Myanmar

**Apply by:** 17 January 2014

### Who should attend?

This is a customised activity for UECA Members.

## Register now

# UECA ASEAN MISSION

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### Market insights

#### Thailand

- English language competency is still a major barrier for Thai people in preparation for the ASEAN Economic Community (AEC) in 2015. The Thai Ministry of Education has emphasised the need for Thailand to improve its English-teaching standards in order to boost competitiveness, especially when the Education First Institute ranked Thailand 55th on the EF English Proficiency Index among 60 nations.
- The Thai Government is driving national education reform towards a 21st century skills framework. Learning to collaborate with others and connecting through technology are essential skills in a knowledge-based economy to improve and sustain an effective education system.
- Most government and privately-owned Thai universities particularly those in the provincial areas, require academics to undertake teacher training and English language courses to improve their English proficiency and teaching methodology.
- The Office of Higher Education Commission (OHEC) is considering a requirement for undergraduate Thai students to meet English language proficiency standards in order to confer a bachelor degree. However, the policy has not been finalised nor officially introduced. The number of university graduates achieving standardised English proficiency in each university will be taken into account for key performance indicators of the university and reflect budget allocation from OHEC.
- Due to insufficient numbers of English language native teachers recruited for teaching core subjects, Thai schools and universities are looking for training for their existing Thai teachers/lecturers to be capable in teaching mathematics and science subjects in English language in response to the introduction of an English-taught program at the institutions.

#### Vietnam

- As at the end of October 2013, enrolment from Vietnam into the ELICOS sector had increased approximately 80 per cent compared to the same period last year. (Ho Chi Minh City accounts for two thirds of the total enrolments for Vietnamese students into Australia.) According to the EF English Proficiency Index 2013, Vietnam has transformed its English proficiency over the last six years. This all reflects a strong demand for English teaching and learning in this country.
- The Vietnamese Government has recognised an urgent need to improve the English language skills of its population. The 'National Foreign Language 2020 Project' has been conducted by the Prime Minister to address the growing need to improve the quality and breadth of teaching and learning foreign languages in the national education system. Government funding agencies have also allocated specific budget to support their scholarship recipients with English language capacity building either onshore or offshore.
- Most Vietnamese institutions, both public and private, require academics to undertake teacher training and English language courses to improve their language proficiency. Vietnamese universities are keen to develop long term collaboration with Australian institutions in terms of teacher training, teaching methodologies and developing teaching materials.

#### Myanmar

- Myanmar is emerging from a long period of isolation from the international community, during which time its education system was largely neglected. As a result, while levels of education and English proficiency are relatively high among the older generation (dating back to the British colonial era), significant skills gaps now exist among the younger population, and this is recognised by the Myanmar Government as a major impediment to economic development. To address this issue, particularly as Myanmar becomes increasingly integrated in the ASEAN region in the lead-up to the ASEAN Economic Community in 2015, improvement in English language proficiency levels is now a national priority.

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- The Australian Government, through its aid program, is an active participant in the education reform process within Myanmar. DFAT is co-funding a comprehensive review of the sector to assess Myanmar's education needs, it is undertaking a major program with its British counterpart to support primary education, and it is also offering an extensive scholarship program for Myanmar students to undertake further study in Australia. In addition, DFAT is funding the placement of two full-time volunteers within the National English Language Centre at Yangon University (NELC is the lead institution in Myanmar for the advancement of English language proficiency).
- Although Myanmar has not been a major source of students for Australia in the past, there is a small but steady flow of students from upper income groups, particularly for undergraduate and Master's courses. Given the size of the population and the strong focus on improving education as a keystone of economic development, there is significant potential for Myanmar's importance as a source of students to increase in the medium term as living standards improve.

### Market Information Package (MIP)

Visit the Myanmar, Thailand and Vietnam education market profiles for more insights, news, opportunities and detailed student data.

The MIP is Austrade's online market intelligence service for the Australian international education sector. Information on how to subscribe is available on the [Austrade website](#).

### Event Schedule

Below is a brief overview of the program. A detailed version is set out below.

Date	Location	Activity
17 Feb 2014	Arrive in Bangkok	
18 Feb 2014	Bangkok	Teacher Training Workshop
19 Feb 2014	Bangkok	Roundtable
20 Feb 2014	Phnom Penh	Travel to Phnom Penh
21 Feb 2014	Phnom Penh	CamTESOL
22 Feb 2014	Phnom Penh	CamTESOL
23 Feb 2014	Phnom Penh	CamTESOL
24 Feb 2014	Ho Chi Minh City	Travel to Ho Chi Minh City
25 Feb 2014	Ho Chi Minh City	Institutional Networking Day
26 Feb 2014	Ho Chi Minh City	Agent Engagement Activity
27 Feb 2014	Yangon	Travel to Yangon
28 Feb 2014	Yangon	Myanmar Engagement Program
1 March 2014	Yangon	End of program

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### Detailed Event Schedule

#### BANGKOK

Tuesday 18 February

Program: Teacher Training Workshop

Venue: Grand Mercure Fortune Hotel, Bangkok

Time	Session	Key speakers
08.30-09.30	Registration	
09.30-10.00	Opening remarks (5 mins) Speech An overview of UECA and introduction of participating institutions	Australian Embassy Bangkok President of Thailand TESOL Association President of UECA
10.00-10.45	• Workshop 1	Instructor from a nominated UECA member
11.50-11.10	Coffee Break (an opportunity for UECA members to get to know Thai academics)	
11.10-11.55	• Workshop 2	Instructor from a nominated UECA member
12.00-13.15	Lunch Break	
13.15-14.00	• Workshop 3	Instructor from a nominated UECA member
14.00-14.45	• Interactive session: Meeting UECA members at desks	Meet one on one with Thai participants
14.45-15.00	Coffee Break (an opportunity for UECA members to get to know Thai academics)	
15.00-15.45	• Workshop 4	Instructor from a nominated UECA member
15.45-16.00	Closing remarks (wrap up) and Q&A	President of UECA / Representative
16.00-16.30	Award 'Certificate of Attendance' and group photos	All UECA members and Thai attendees

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### Wednesday 19 February

Program: A half-day roundtable discussion

Venue: Conference Room, 3<sup>rd</sup> floor, Australian Embassy Bangkok

Time	Session	Key speakers
12.30-13.00	UECA delegates and Thai government executives arrive at Australian Embassy Bangkok	
13.00-14.00	<p>Welcome remarks</p> <p>Introduction of UECA members</p> <p><b>First roundtable session: 1 hour</b></p> <p>Explore Thai education policy in English language development towards AEC 2015</p> <p><b>Moderator:</b> Tracy Harris, Trade Commissioner</p> <p>Present token of appreciation to the Thai government executives</p>	<p>Austrade Bangkok</p> <p>President of UECA/ Representative</p> <p>All UECA members</p> <p>Executives from Thai government agencies and peak bodies, Office of Higher Education Commission, Office of Basic Education Commission, Thai private university Council, Thailand TESOL Association</p> <p>Austrade/UECA</p>
14.00-14.30	<p>Coffee Break</p> <p>(Thai government executives depart and academic executives of Thai universities arrive)</p>	
14.30-16.30	<p>Welcome remarks</p> <p>Introduction of UECA members</p> <p><b>Second roundtable session: 2 hours</b></p> <p>Needs required from Thai universities in English language development</p> <p><b>Moderator:</b> Tracy Harris, Trade Commissioner</p> <p>Present token of appreciation to the Thai university representatives</p>	<p>Austrade Bangkok</p> <p>President of UECA/ Representative</p> <p>All UECA members</p> <p>Up to 10 academic/executives from Thai universities from various locations</p> <p>Austrade/UECA</p>

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### HO CHI MINH CITY

**Tuesday 25 February**

Program: Workshops on Latest Methodologies and Development in Teaching English

Venue: SEAMEO RETRAC

Time	Session	Key speakers
08.00 - 08.30	Registration	
08.30 – 09.00	Opening remarks An overview of UECA participating institutions An overview of English and training activities in Vietnam	Representative from the Australian Government UECA SEAMEO
09.00 – 10.00	Concurrent workshops session 1 (participants split into two groups and attend concurrent workshops on two of the below suggested topics)	Instructors from nominated UECA members
10.00 – 10.15	Tea break	
10.15 – 12.15	Interactive session: Meeting UECA members at desks	
12.15 – 14.00	Lunch break – Bong Sen Restaurant (five minute walk)	
14.00 – 15.00	Concurrent workshops session 3 (participants split into two groups and attend concurrent workshops on other two of the below suggested topics)	Instructors from nominated UECA members
15.00 – 15.15	Tea break	
15.15 – 16.15	Concurrent workshops session 4 (same topics as session 3 but participants switch workshop)	Instructors from nominated UECA members

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Time	Session	Key speakers
16.15 – 16.45	Summary and discussion Closing remarks, awarding 'Certificate of Attendance' and group photos	UECA

Austrade and SEAMEO recommended the following topics for workshops:

- ICT for teaching English
- Action research in the language classroom
- Innovation in language teaching
- Project-based/problem-based language classroom
- The role of the language teacher in the era of technology
- Learners' autonomy
- Peer coaching in language teaching
- Effective activities for 'quiet' classrooms
- Learning strategies and language learning
- How to teach diversified groups of learners

### Wednesday 26 February

Program: Agent Meeting

Venue: SEAMEO RETRAC

09.00 – 12.00	Agents engagement session	Facilitated by Austrade

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### YANGON

Friday 28 February

Venue: Central Yangon Hotel – TBC

Time	Session	Key speakers
08.30-09.00	Registration Roundtable with the National Centre for English Language	
09.00-09.30	Opening remarks An overview of UECA participating institutions An overview of English and training activities in Myanmar	Austrade Trade Commissioner  UECA TBC
09.30-10.30	Workshop session 1	Instructors from nominated UECA members
10.30-11.00	Coffee/Tea Break	
11.00-12.30	Workshop session 2	Instructors from nominated UECA members
12.30-13.30	Networking lunch – venue TBC	
13.30-15.30	Agent Engagement Session	UECA and Agent Representatives

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### Your participation options

You can choose the level of participation that suits your marketing needs and budget.

Country	Total cost	Direct costs	Austrade service fee
Total cost for Thailand	A\$18 700	A\$5400 includes: <ul style="list-style-type: none"> <li>• Hotel venue</li> <li>• Equipment hire</li> <li>• Backdrop</li> <li>• Coffee break</li> <li>• Lunch buffet</li> <li>• Printing materials</li> <li>• Name badges</li> <li>• Delivery marketing materials</li> <li>• Cleaning service at embassy</li> </ul>	A\$13 300 (70 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Inspection and selection of the venue for the event.</li> <li>• Preparation of event management, participation kits and on-site liaison.</li> <li>• Correspondence with relevant agencies to identify shortlisted universities to be invited, as well as key speakers from government agencies and education peak bodies.</li> <li>• Creation and distribution of invitation letters to local universities and government agencies.</li> <li>• Managing attendee registration and confirmation capabilities both two days of the event.</li> <li>• Five Austrade staff members on hand to assist and support institutions at the venue during the two-day mission.</li> <li>• Pre-departure briefing for UECA delegates.</li> </ul>
Cost per institution for Thailand (based on 10 participants)	A\$1870	Each institution pays A\$540	Each institution pays A\$1330 <ul style="list-style-type: none"> <li>• (7 hours @ A\$190 per hour)</li> </ul>
Total cost for Vietnam	A\$19 016	A\$7616 includes: <ul style="list-style-type: none"> <li>• Venue and facilities</li> <li>• Backdrop</li> <li>• Coffee breaks</li> <li>• Lunch buffet</li> <li>• Printing materials</li> <li>• Correspondences.</li> </ul>	A\$11 400 (60 hours @ A\$190 per hour) includes: <ul style="list-style-type: none"> <li>• Inspection and selection of the venue for the event.</li> <li>• Preparation of event management, participation kits and on-site liaison.</li> <li>• Correspondence with relevant agencies to identify shortlisted universities to be invited, as well as key speakers.</li> <li>• Creation and distribution of invitation letters to local universities and government agencies.</li> <li>• Managing attendee registration and confirmation.</li> </ul>

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Country	Total cost	Direct costs	Austrade service fee
			<ul style="list-style-type: none"> <li>• Contact shortlisted agents, RSVP for meeting arrangement</li> <li>• Co-ordinate with SEAMEO RETRAC to host the event.</li> <li>• Three Austrade staff members on hand to assist and support institutions at the venue during the mission.</li> <li>• Media coordination.</li> <li>• Pre-departure briefing for UECA delegates.</li> <li>• Post show report.</li> </ul>
Cost per institution for Vietnam (based on 10 participants)	A\$1902 each	Each institution pays A\$762	Each institution pays A\$1140 (6 hours @ A\$190 per hour)
Total cost for Myanmar	A\$8200	A\$2500 includes <ul style="list-style-type: none"> <li>• Room hire</li> <li>• Catering.</li> </ul>	A\$5700 (30 hours @ A\$190 per hour) <ul style="list-style-type: none"> <li>• Inspection and selection of the venue for the event.</li> <li>• Preparation of event management, participation kits and on-site liaison.</li> <li>• Correspondence with relevant agencies to identify shortlisted universities to be invited as well as key speakers.</li> <li>• Creation and distribution of invitation letters to local universities and government agencies.</li> <li>• Managing attendee registration and confirmation.</li> <li>• Contact shortlisted agents, RSVP for meeting arrangement.</li> </ul>
Cost per institution for Myanmar (based on 8 participants)	A\$1025	Each institution pays A\$312	Each institution pays A\$713

- Deposit: Austrade requires a non-refundable 30% deposit for all international events where the value of the package is over \$1500. The payment term for the deposit amount is 7 days from invoice date. Payment of the deposit reserves your place on the event, but your place is not fully secured until the entire fee is paid. Please refer to the event [Terms & Conditions](#) for further detail. Non-payment of the deposit by the applied deadline will result in the forfeit of your reserved place on the event. For packages of \$1500 or less, full payment is required with payment terms as per the invoice provided.

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Country	Total cost	Direct costs	Austrade service fee
<ul style="list-style-type: none"><li>• The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.</li><li>• You may also be eligible to claim some of your marketing and promotion costs associated with this exhibition through the Export Market Development Grant scheme. For more information visit <a href="http://www.austrade.gov.au">www.austrade.gov.au</a> or call 13 28 78.</li></ul>			

### Register before 17 January 2014

Register online to have our country and industry specialists review your application. If your application is successful we will send you an Event Participation Kit to give you all the information you need to prepare. In order to provide the highest level of service to delegates, places are strictly limited.

If you are considering this event, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

#### Key Austrade contacts

If you would like to discuss participating in this event, please contact:

##### Australia

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#### Other events of interest

For more information about upcoming Austrade education events please visit the [Education Events Homepage](#).

#### Future Unlimited brand

The Future Unlimited brand has been created for organisations whose core business is Australian education and training or its marketing and promotion internationally. It is a marketing tool to raise the profile and preference for Australian education.

For further information on how to use the brand, visit [www.austrade.gov.au/Education/Future-Unlimited](http://www.austrade.gov.au/Education/Future-Unlimited)

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