



P.O. Box 24266, Melbourne, 3001 - Mobile 0429009912 - Email - haileluelg@bigpond.com,
ABN: 191 2559 1279

Doing Business in Africa – Linking Australian Education with African Opportunity

29th – 30th October, 2015 - Victoria University Conference Centre, Melbourne

ABOUT US: Africa Australia Association's (AAA) purpose is to develop prosperous relations between Africa and Australia that enhance business and life opportunities. We achieve this by generating strong partnerships between Australian and African communities within the corporate, industry, academic, community, public and philanthropic sectors. AAA will focus primarily on education and training through private enterprise, commercial opportunities, leadership initiatives, governance as well as other relevant opportunities.

OUR 2015 FORUM: In 2015, AAA is hosting a fourth international forum "Doing Business in Africa: Linking Australian Education with African Opportunity. This two-day program will provide an intimate setting for high-level executives and key stakeholders to discuss opportunities and strategies for enhancing Africa-Australia relationships in education, training and related industries.

International education is Australia's 4th largest export industry. According to the 2013 report of the International Education Advisory Council (IEAC), Australia—Educating Globally, "Australia's international education activities generate over \$15 billion of export income annually and this revenue supports more than 100,000 jobs." This market is expected to increase by 30 per cent by 2020, and there is "additional potential to expand the internationalisation of [Australia's] education sector through outgoing student flows and through online and offshore provision."

Why Africa?

Much of the focus so far has been on Asia. Yet the IEAC recommended that AusTrade "undertake an assessment and analysis of emerging markets, in collaboration with key stakeholders, to inform the development of a strategy to support increased diversification of Australia's international education sector," identifying Africa as one such emerging market. Africa therefore represents a very large—and largely untapped—international student education market for Australia. As a continent of one billion people coming from 54 states, and with rapid economic growth, a resources boom, and a growing middle class, many Africans and African governments are demanding access to quality international education to help further develop their knowledge bases, enhance their capacities for innovation, fuel their national economies and facilitate further industrialisation. AusTrade highlights the potential markets in individual countries like South Africa, Ghana, Kenya and Nigeria.

Alongside estimated resources-sector investment of \$65 billion by Australian-listed companies, this has created a range of ongoing opportunities, visibility and linkages with African governments and industries. Yet a broader range of linkages—public and private sector—are required to fully develop the potential for Australian opportunities in education and training on the continent. In turn, this will create new opportunities for Australian investment and influence in key sectors, including resources, health, infrastructure, energy and agriculture.

In a world that is asking "Where next will emerging economies surge?" no insightful analysis can avoid inclusion of the key African countries that are the focus of this Forum. With a combined population of over one billion, increasing political stability and strong GDP growth over the last decade, collectively these resource-rich countries are poised to engage more forcefully in the global economy. According to the African Development Bank the rate of return on



P.O. Box 24266, Melbourne, 3001 - Mobile 0429009912 - Email - haileluelg@bigpond.com,
ABN: 191 2559 1279

foreign investment in Africa is higher than in any other developing region. Six of the world's 10 fastest-growing countries were African. In eight of the last 10 years, Africa's lion states have grown faster than the Asian tigers.

Strategies are needed to develop these opportunities and connections, but relatively few platforms currently exist to promote Australia-Africa interactions and there is a general lack of knowledge and market information on Africa within Australia. AAA's 2015 International Forum aims to facilitate this interaction and create opportunities and strategies for delivering mutual benefit.

Objectives of the conference:

- create business linkages between educational sectors and industries invested both in Australia and Africa
- foster strong business partnership opportunities between educational institutions; promote sustainable education and training pathways to increase workforce participation and the supply of skilled workforce to industry sectors
- explore ways to improve both the university and the vocational education and training sectors to respond to business and workforce needs
- promote business opportunities; facilitate industry engagement and people to people linkages; identify market opportunities for industries and educational sectors
- promote international education and student exchange opportunities
- provide an opportunity to directly interact with a number of influential African government representatives and heads of education sectors; and
- create a platform for Australian executives and companies currently active in Africa to share ideas and practical experiences.

Key speakers will include:

- Industry/Business executives from Australia and Africa
- Leading educational sector experts, Sector experts
- Business and industry experts from key investment sectors
- High profile government representatives,
- Sector experts
- Vice Chancellors
- Leading financial institutions

Who else will be in attendance?

This international forum will attract high-level executives and decision-makers including CEOs, higher education sector professionals, business developers, entrepreneurs, potential investors, fund managers, technical colleges, government representatives from a diverse range of industries including, education, infrastructure, engineering, finance, mining, agriculture and health.

**Contact AAA Executive Director, Haileluel Gebre-selassie on Mobile 0429009912 -
Email - haileluelg@bigpond.com for further information on:**

- Sponsorship and support opportunities