



**Australian Government**  
**Australian Trade Commission**

5 February 2014

**Australian Future Unlimited Education Exhibition Japan 2014**

Dear Sue,

On behalf of the Japan Austrade team, thank you for your continued support for our Education marketing and promotional activities. We hope that 2014 will be a particularly successful year for you.

It gives me pleasure to announce that Austrade will be re-activating the 'Australian Future Unlimited Education Exhibition' (AFUEE) in 2014, for which I seek your support.

AFUEE will be the only large-scale study in Australia exhibition in Japan, and as an Australian Government-badged event, we are seeking to maximise the number of quality student attendees. The exhibition will be complemented by a B2B Industry Day Event to provide additional opportunities for your members to establish new partnerships and raise their profile in the Japan market.

The Japan market is rebounding on the back of long-term funding commitments by the Japanese Government aimed at significantly increasing study abroad numbers. Moreover, with employers demanding globally-literate graduates, schools and universities are obligating their students to study abroad. This will elicit positive outcomes across the entire Australian education sector.

To this end, I am would be most grateful if you could alert the English Australia membership to AFUEE Japan via your regular communication channels. Our [event brochure](#) has details outlining the benefits of participation and insights on the Japan market. Registrations can be made through our [online form](#).

The key dates are:

10 October 2014: B2B Industry Day Event

12 October 2014: Education Exhibition

As the only student recruitment exhibition in Japan supporting all CRICOS-registered institutions, Austrade hopes to make AFUEE the premier education event in the Japan market. We look forward to your support.

Kindest regards,

A stylized, handwritten signature in black ink, appearing to read 'Leonie'.

Leonie Muldoon  
Senior Trade Commissioner Tokyo, Country Manager Japan  
Austrade