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# **17TH IDP AUSTRALIAN INTERNATIONAL EDUCATION CONFERENCE**

*securing the FUTURE for International Education:  
Managing growth and Diversity*



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# New approaches to traditional markets - Malaysia


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Director

IDP Education Australia

Malaysia

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- Move from generic marketing to niche marketing
  - Strategic alliances
  - Faculty/academic involvement in marketing
  - Credit transfers

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- Postgraduate research off-shore
  - Off-shore programs
  - Online and distance education