



HIGH COMMISSIONER

AUSTRALIAN HIGH COMMISSION  
ISLAMABAD

21 September 2007

Head of International Admissions  
Australian universities and tertiary institutions

Dear Sir/Madam,

It has been a year since I brought to your attention the potential commercial opportunities available for Australian education in Pakistan.

In the last 12 months student visa applications from Pakistan have risen by almost 70 per cent and we estimate that there are roughly 2800 Pakistanis now studying in Australia. Given the high quality of Australian institutions, coupled with internationally competitive rates, lifestyle and the profile accorded to Australian education as a result of the Prime Minister's decision to offer 500 scholarships to Pakistan, we believe this number will continue to grow.

To take advantage of this trend, I recommend you consider taking part in the annual Education Expo hosted by the Dawn Group of Newspapers at the beginning of each year. Indeed, the growing interest in Australian education is partly attributable to the coordinated participation by Australian providers for the first time in the Expo in 2006.

The Expo is the largest of its kind in Pakistan. It brings together international tertiary institutions, students and the media from country's major cities. Representatives from the High Commission also take part. The Dawn Group of Newspapers is a reputable organisation with a wide readership, in English and Urdu, throughout Pakistan. I understand its representatives will be in touch with you shortly.

Should you wish to discuss any aspect of promoting your institution in Pakistan, please do not hesitate to contact the High Commission. Additionally, I recommend you familiarise yourself with our travel advice prior to making any travel decisions (it can be seen at <http://www.smartraveller.gov.au>). You may also wish to consider if your institution's interests could be equally well served by your local agent.

Yours sincerely,

A handwritten signature in cursive script, appearing to read 'Zorica McCarthy'.

Zorica McCarthy  
High Commissioner