



*What if you had your own
fully staffed Centre in the
heart of ASEAN?*

*Worried about the cost?
No need to be!*



*There is a modest
membership fee and then
you only pay for actual
use of the facilities*

WE WILL PUT YOU WHERE YOU NEED TO BE

AT THE HEART OF ASIA

Your Virtual Office in ASEAN

You can't do serious business in ASEAN without being here

Most foreign universities rely on "agents" in the countries where they hope to recruit students. Unless you are Harvard or Cambridge you will never get many students this way. Agents have hundreds of client universities in every part of the world and you are no more special to them than any of the other universities on their list.

We have been here for 30 years

Working successfully in Asia requires a great deal of experience and expertise. The culture is completely different and it is very easy to give offense without even realising it. Building trust is a critical factor and can't be done overnight. That's why good networks are so important.

We have established very strong, long-term relationships with government officials, top universities, leading business corporations and education decision-makers throughout the Region

Knowledge & Understanding

Our consultants have written detailed education reports for the World Bank and conducted market surveys in every part of Asia over many years for leading universities from Australia, New Zealand, UK, and USA.

We have managed successful educational business development projects in Brunei, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Myanmar, Nepal, Singapore, Sri Lanka, Thailand and Vietnam.



Online study in Asia

In Asian countries, online study is still viewed with a good deal of suspicion. While this mode of learning has many advantages for working adults, overcoming their concerns about the acceptance of the qualification will be crucial. Asians also need to feel part of a group and our support services on the ground will help them to see themselves as part of a highly select elite pursuing their post-graduate studies with a top UK university.



Let us be your welcoming face

Having a physical presence in the Region couldn't be more important. Asians have a healthy scepticism for services that purport to be the genuine offerings of distant famous brands. We will give you local credibility.



Our founder was formerly CEO of Cambridge University Asia Pacific

While representing Cambridge University in Asia, he was appointed by the State Education Commission of the People's Republic of China to be Principal UK Adviser to the Sino-British Centre in Beijing and is well known and respected by educationists throughout the Asia Pacific Region.

Our Services

Your Regional Office at the heart of Asia

We will provide you with everything you need to guarantee viable and sustainable long-term business growth in the world's largest and most rapidly growing markets. Even luxury serviced accommodation where you can stay close to the international airport whenever you are in the Region, and a chauffeur driven car to whisk you to meetings.



- ➔ Your own Regional Centre in the heart of the ASEAN Economic Community
- ➔ 30 years' local experience and expertise for market surveys and access to powerful networks
- ➔ A Regional base for coordination of your country alumni groups
- ➔ Strong links with Regional governments
- ➔ Detailed knowledge and understanding of local regulatory environments
- ➔ Reliable registration of students with full identity and background checks
- ➔ Organisation and full supervision of any required assessment sessions
- ➔ Regional and national marketing and promotional campaigns
- ➔ Conference organisation and support with full media coverage and local language services
- ➔ Reliable on the spot assessment of English language capabilities
- ➔ Provision of courses locally to support and upgrade student abilities in areas such as:
 - > research skills
 - > academic language
 - > source referencing
 - > rules on plagiarism
 - > formatting for academic papers
- ➔ Organise video conferencing sessions requiring secure communications

between students and Admission Tutors
Check identities and monitor process

SECURITY & IDENTITY

The reliability of systems for student identification and the security of systems for student assessment are serious issues in Asia and need to be handled with the greatest care.

Your reputation and the credibility of your qualifications in Asia are critically dependent on ensuring that these systems are completely trustworthy.

Asiatracc has provided regional representation, marketing, and support services in East Asia for leading universities, international schools and education related companies, including:

- Bellevue University, Nebraska, USA
- University of Cambridge International Examinations, UK
- Canter, Los Angeles, USA
- Eduventures, Boston, Massachusetts, USA
- Harrow International Schools, Bangkok and Beijing
- Harrison College, Indianapolis, USA
- Informatics Group, Singapore and UK
- Keiser University, Florida, USA
- Laureate International Universities, USA and Hong Kong
- Liverpool University, UK
- Manchester Business School Worldwide, UK
- Measurement Incorporated, Utah, USA
- NCC Education, UK and Malaysia
- New Zealand Open Polytechnic
- St. John's International Schools and University, Thailand
- Salem International University, West Virginia, USA
- Stamford International University, Thailand
- Urban Planet Mobile, North Carolina, USA
- Walden University, Minneapolis USA

References

"David and his firm bring enormous insight and understanding to their clients. I can highly recommend Asiatracc to anyone considering their services."

Senior Vice President, Laureate Asia Pacific

"Since the formation of Asiatracc they have acted as consultant and developer for various projects for Manchester Business School's Worldwide operation. We have been delighted with the understanding of our needs and the quality of the results."

CEO, Manchester Business School Worldwide

"David Gleave and his staff at Asiatracc have a wealth of experience in all aspects of education and especially in online teaching and testing where Asiatracc has been a leader in development of this area of expertise."

CEO, BP Vietnam