

# Internationally Mobile – How to Attract Students from Emerging Asia

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## Abstracts

Faced with demographic and economic pressures at home, the higher education sector in developed countries has turned outwards to increase student numbers. Emerging and developing Asia, with its strong economic growth, more favourable demographics and expanding middle class offers a fertile hunting ground for those institutions that can meet the needs of its students. A focus on accessibility, employability, brand and the student experience is necessary to win in this competitive market.

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