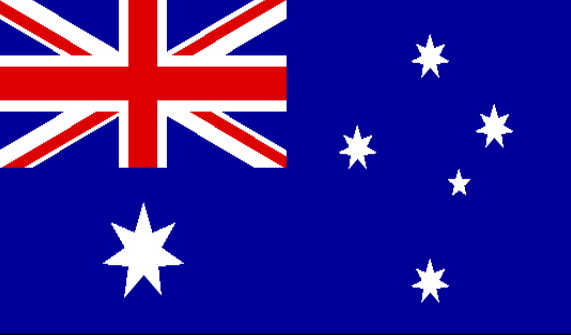


ADB Annual General Meeting, Honolulu,
Private Financing Seminar, 8 May 2001



ADB Private Financing for RMIT International University Vietnam: an Investor's Perspective

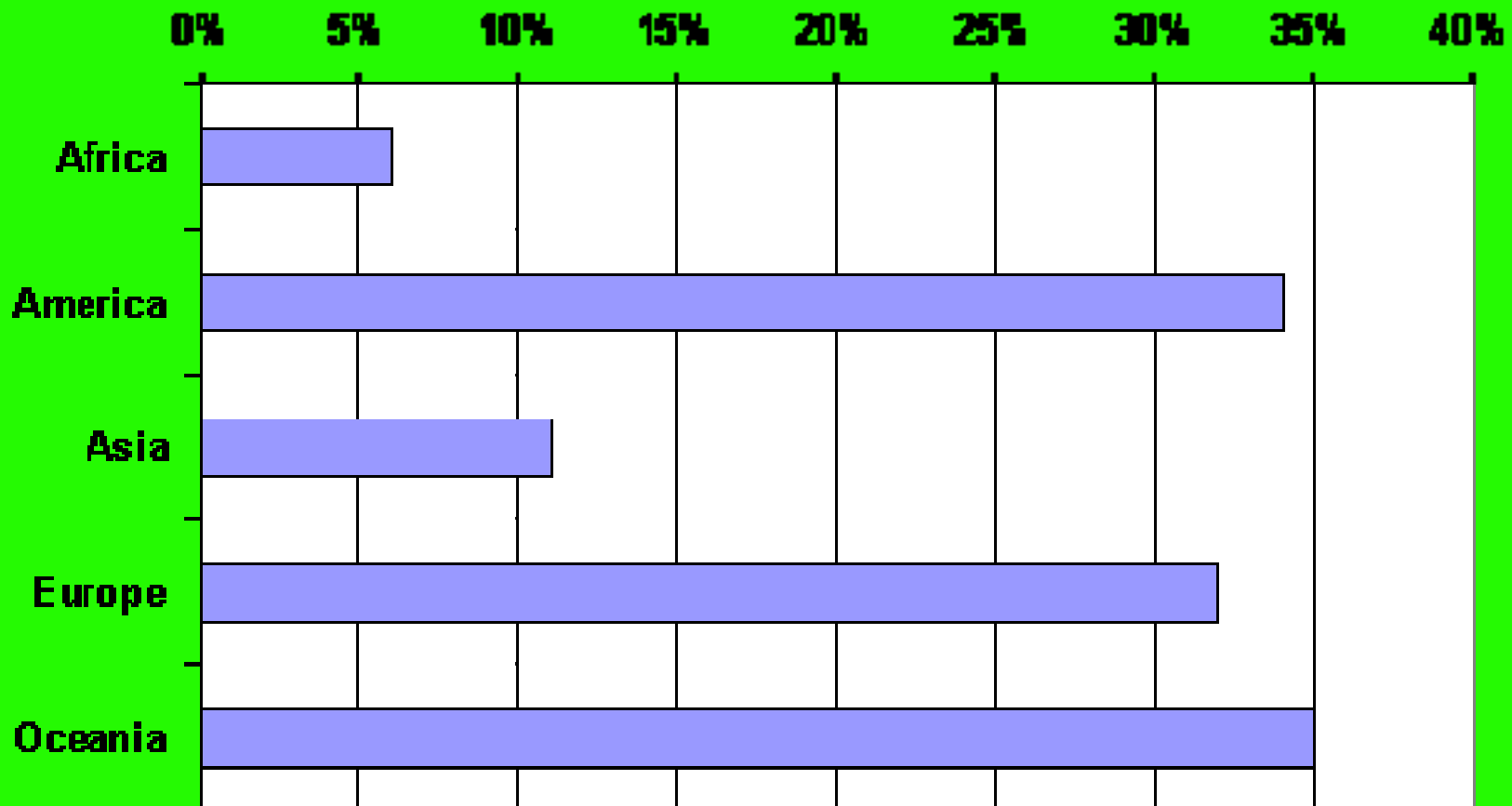
**David Wilmoth
CEO RMIT Vietnam**



High global latent demand for HE

(source IDP 1996)

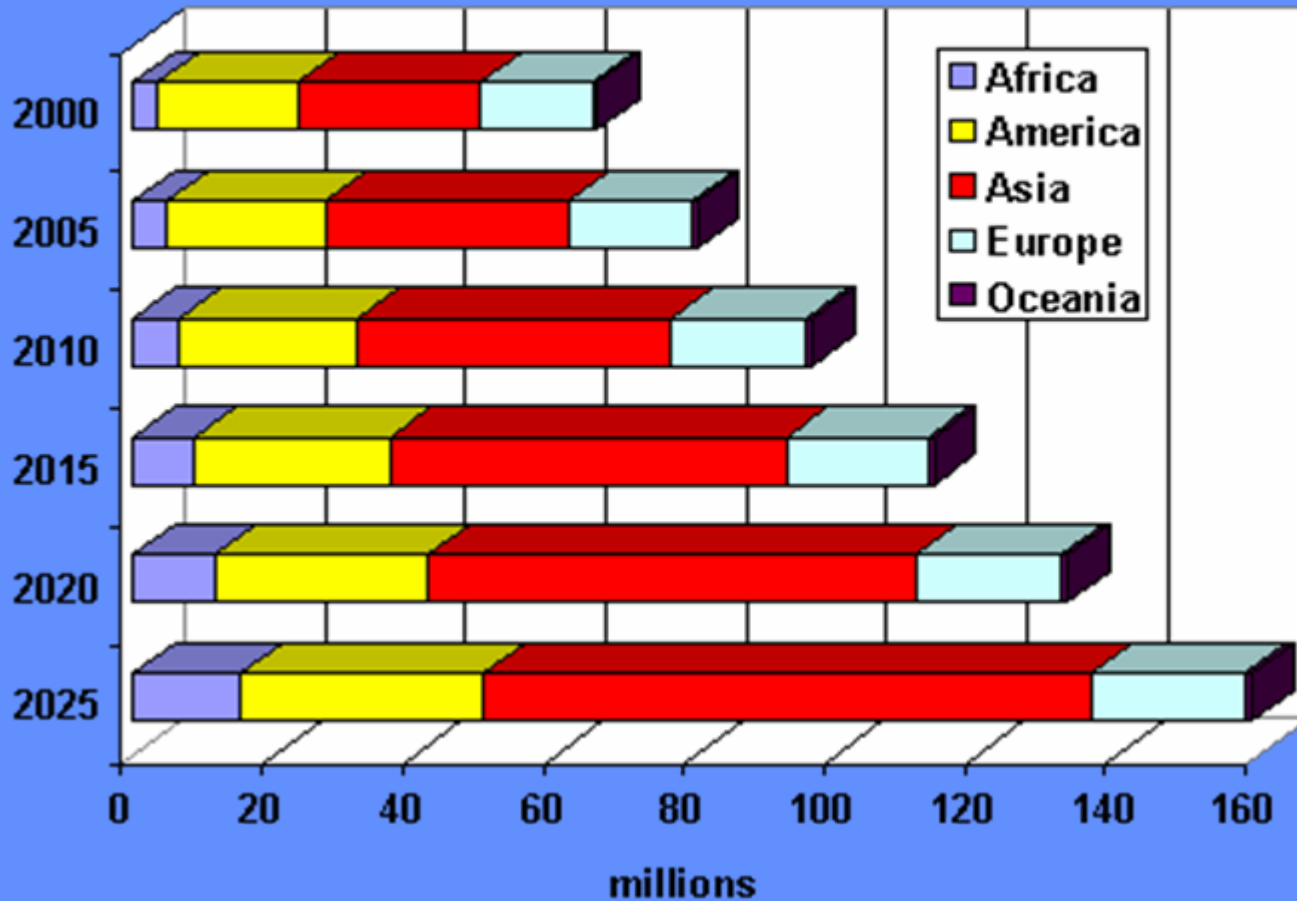
University Participation Rates by Region Year 2000



High manifest global demand for HE

(source IDP 1996)

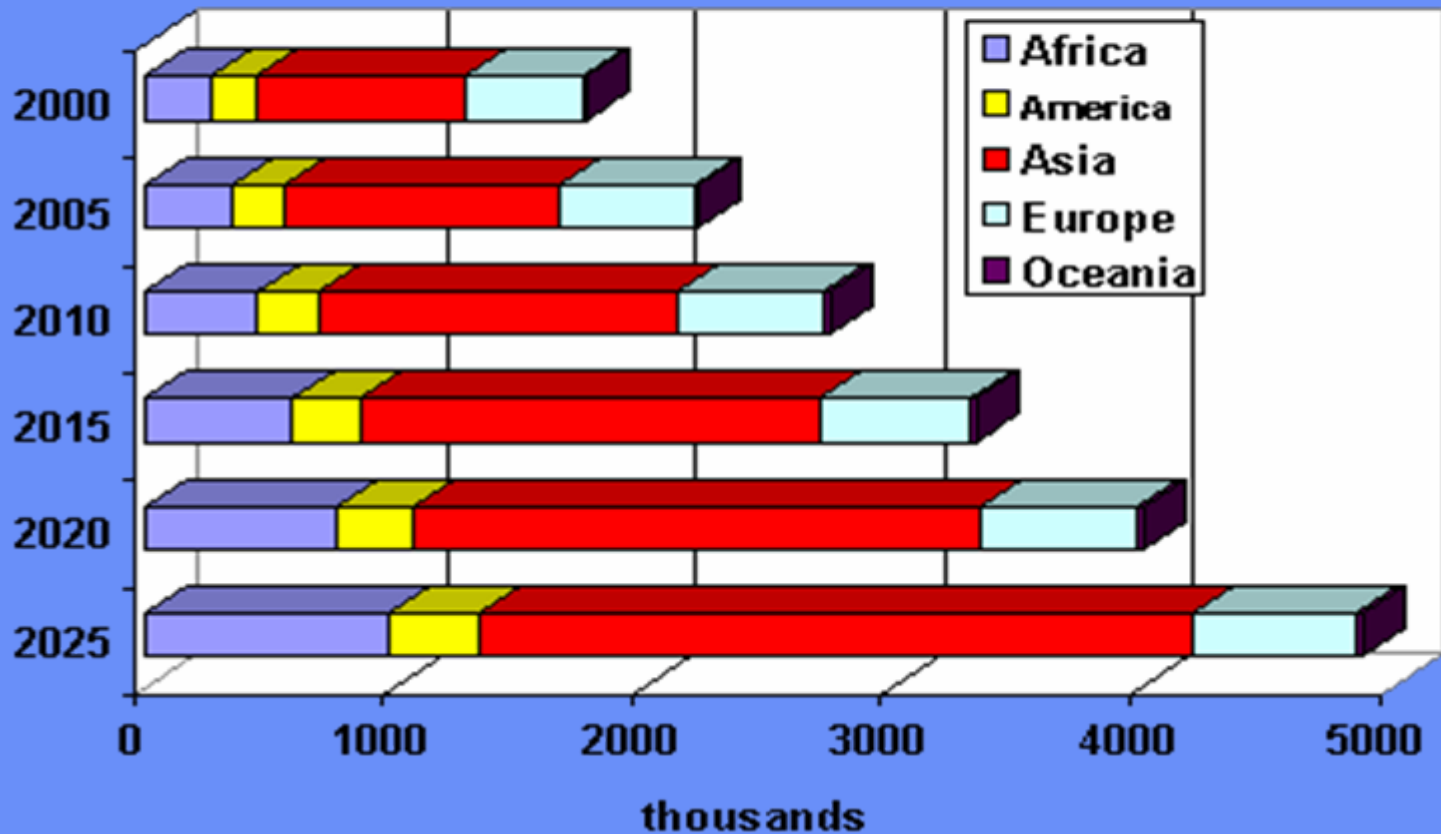
Global Demand for Higher Education 2000 to 2025

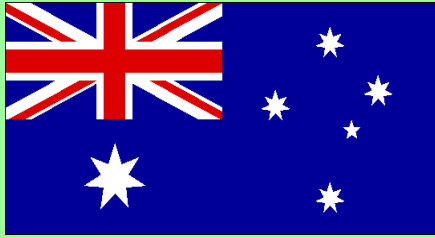


Strong demand for *international* HE

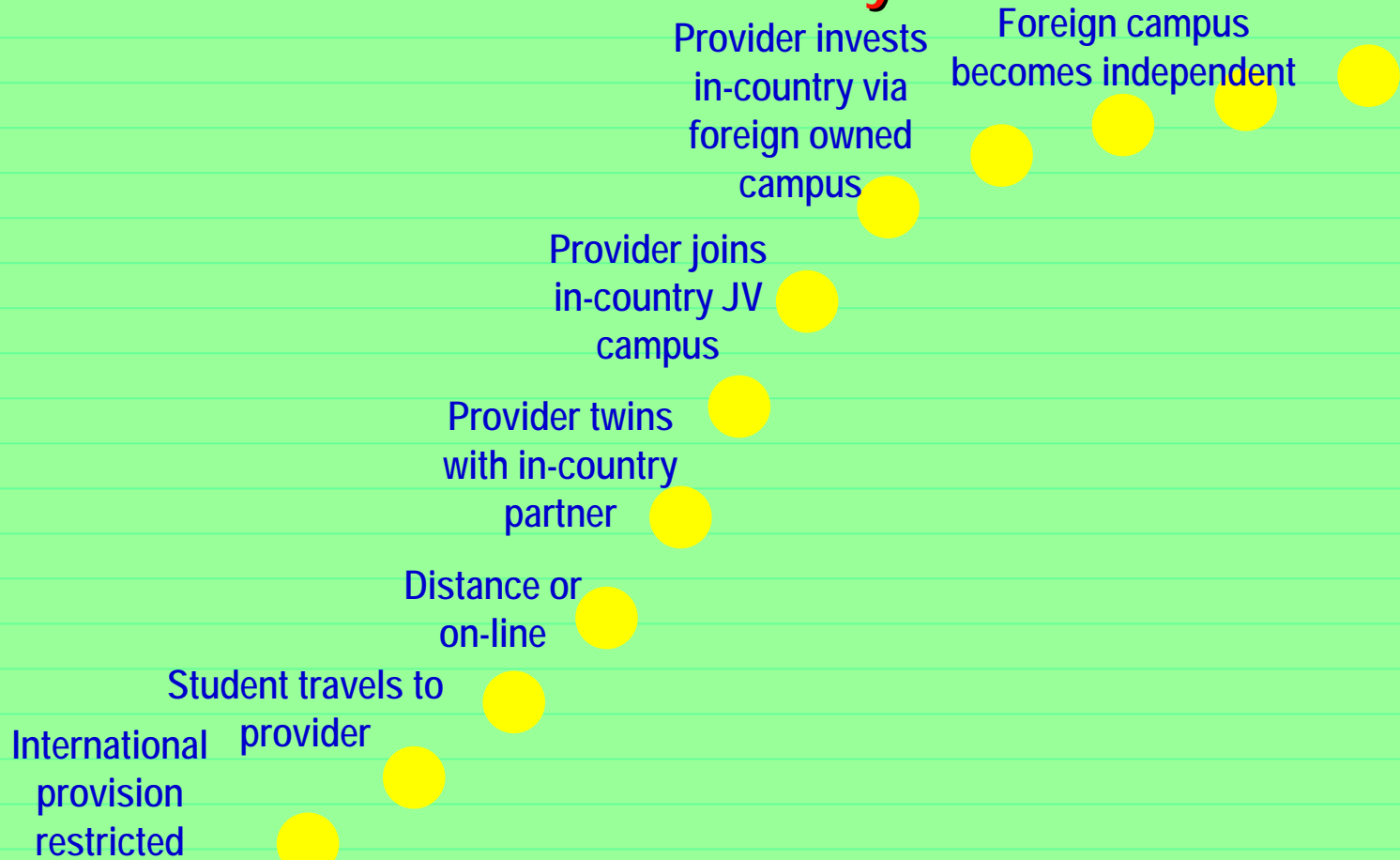
(source IDP 1996)

Global Demand for International Higher Education 2000 to 2025



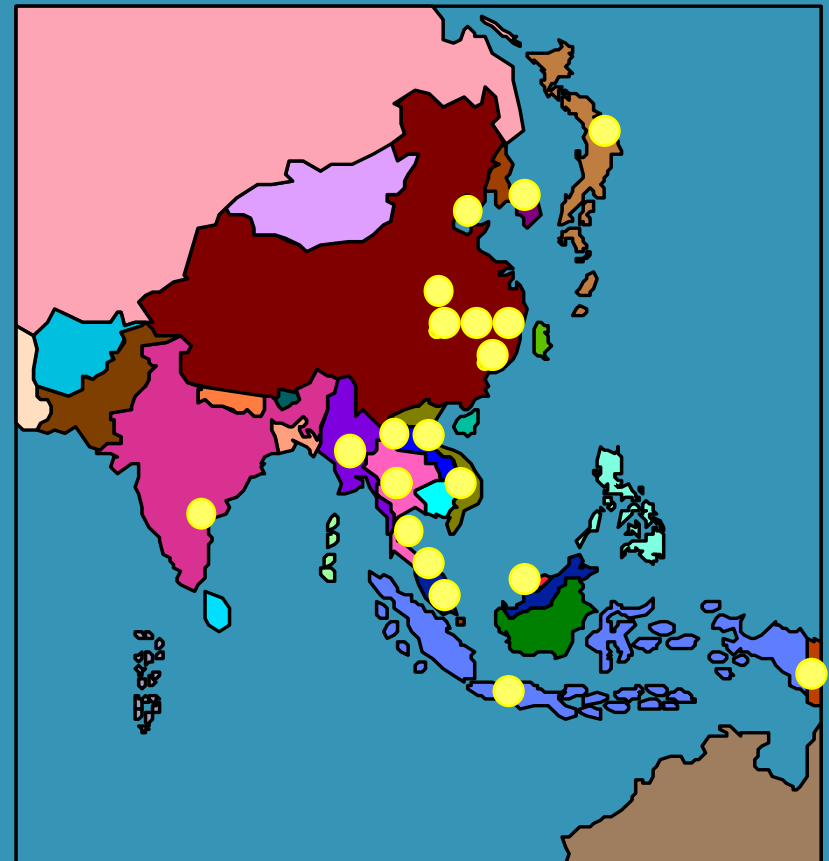


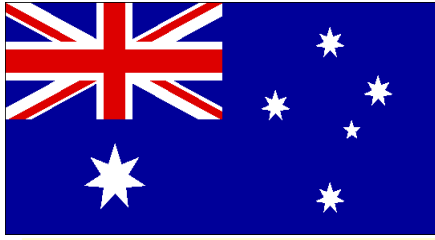
International Higher Education Trade – Investment Cycle



RMIT international students offshore

- RMIT early to twinning
- Helps meet local demand
- Multiple partners, locations, contracts, QA in delivery
- Priority countries
- Targets exceeded each year: 5500 students 2000, target now 8214 by 2003
- Courseware and pricing important
- Link to e-learning, partners and infrastructure
- Sites for Australians and third countries to study abroad

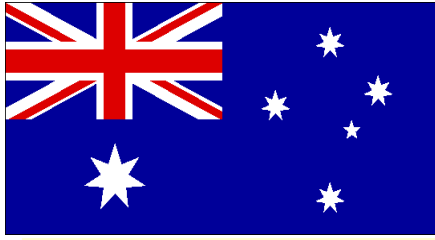




Why Vietnam?



- RMIT is #1 destination for Vietnamese offshore students worldwide
- Government invited RMIT because of its strong standing
- RMIT has invested strongly in long-term buildup of goodwill
- Capitalisation of RMIT's lead position and Australian aid: regional positioning for emerging Mekong countries including S China
- Long-term growth prospects - HCMC entrepreneurship strong
- Strong Vietnam-Australia cultural and historical links eg RMIT has 1100 Australian residents born in Vietnam
- Currently popular country among students eg Plan International seminar turnout
- Australia seen as non-threatening
- Vietnamese love of education and determination to improve
- Vietnam ranked in RMIT's priority 1 group of countries

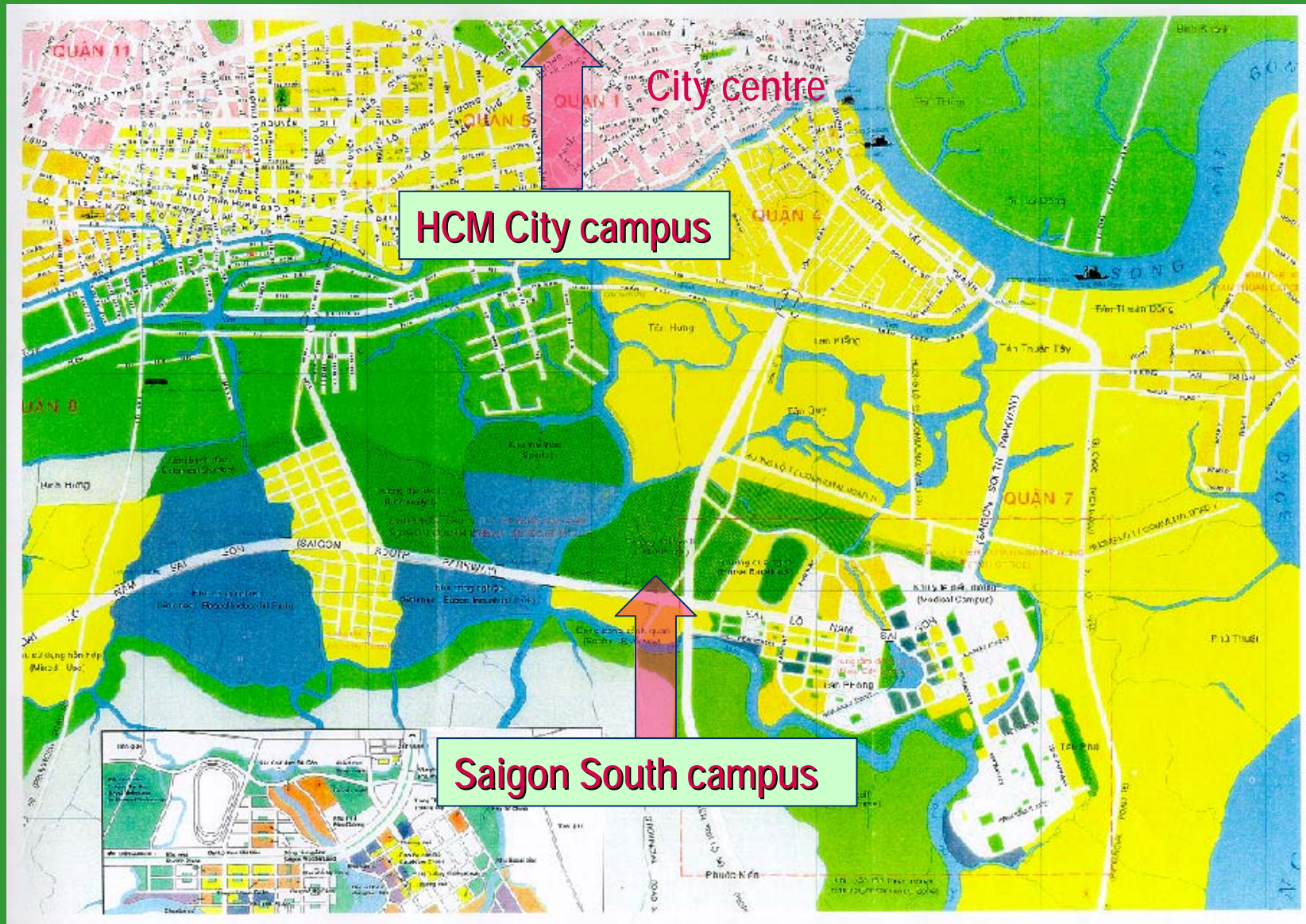


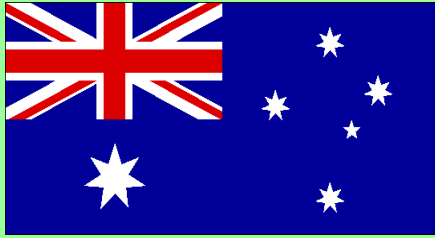
Why a campus?



- Invitation and licence were on the basis of a campus
- A campus is part of RMIT international strategy
- E-learning environment needs special design and dedicated services
- Australians and others will be studying abroad at the campus
- Poor infrastructure in Vietnam otherwise; need continuing control over standards
- Stronger market identity and investor support
- Environmental integrity and benefits of special zone
- Opportunity for returns from assets eg housing, retail
- If not campus, what?
 - Be virtual? But distributed telecommunications infrastructure is poor
 - Twinning? But no reliable partners
 - Lease a building in town? But need dedicated e-learning setup
 - Joint venture? But experience of others in Vietnam and of RMIT in Malaysia says not.

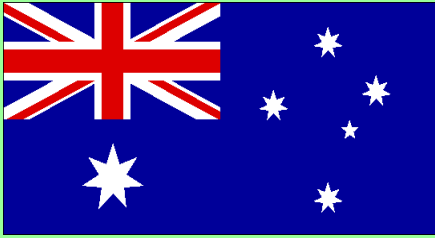
Location of HCMC Campuses





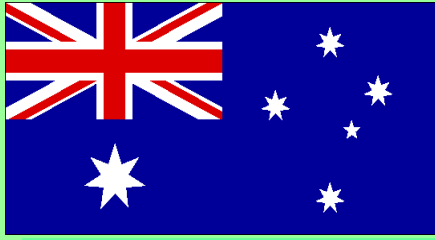
RMIT Vietnam HCM City Campus





Hue University Learning Resource Centre

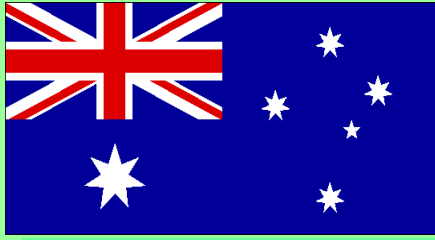




Proposed program types



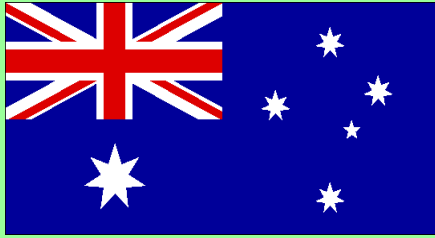
1. In-service industry training
2. Undergraduate courses incl Ass Degrees/ Adv Dips
3. P-G courses and P-G research degrees
4. Industry innovation and R&D
5. English learning & Vietnamese language
6. Foundation, Bridging and Secondary Programs
7. Specialist short courses, further education, on-line and distance
8. Study abroad (inbound and outbound) and transfer
9. Other programs and sources of income



Why the ADB



- Financial returns
- Commercialisation of the 'soft' sector
- Innovative provision
- Development impact
- HR / capacity building in Vietnam
- Regional exemplar
- Product development for ADB
- Country risk mitigation
- Further opportunities



Further details



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- **Project website:** <http://www.mpu.rmit.edu.au>