

Twelve Chinese Education Agents set to Discover New Zealand

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"New Zealand has hosted more students from China than from any other country. It's important that we keep building that relationship, and not take it for granted," says Robert Stevens, Chief Executive of Education New Zealand. "Bringing twelve top education agents here to experience New Zealand's fantastic institutions and environment is really a great investment in the future of international education."

As part of Education New Zealand's marketing programme, in cooperation with Air New Zealand, twelve Chinese education agents and two members of the Chinese media are visiting New Zealand from April 18 - 24.

They will be travelling in four smaller groups of 3-4 people so that a wide range of destinations in New Zealand can be included. The groups will each visit several different parts of the country, and overall the visits will cover New Zealand from Auckland to Invercargill.

Most of the visiting agents are accredited New Zealand Specialist Agents, who are trained by Education New Zealand to understand our education system and other important facets of studying in our country. The agents are required to pass a test and receive positive referrals from three New Zealand institutions before they can be certified. They must also abide by a strict Code of Ethics.

Air New Zealand is providing international and domestic flights for the visiting agents and media. With direct flights to Auckland from both Beijing and Shanghai, the airline is keen to encourage Chinese students to fly here using their services.

Export education is New Zealand's fifth largest export earner, bringing in over \$2 billion per year in foreign exchange. Education New Zealand is the industry body which represents New Zealand's Education Exporters.

Ends

Photo: Education agents from Hong Kong on an earlier visit in Te Anau with Education New Zealand representative Prabha Ravi.

Regions to be visited by the agents/media:

Auckland
Waikato
Rotorua
Taranaki
Manawatu
Wellington
Christchurch
South Canterbury
Queenstown
Dunedin
Southland

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