

'New Zealand proves popular with Brazilian education agents and students alike'

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'Many Brazilian education agents expressed an interest in coming to New Zealand for the upcoming educational New Zealand familiarisation tour' says Stuart Boag, Communications Director for Education New Zealand. 'Unfortunately, we can only host four agents for the nine day itinerary, which began on 29 April, but it is nice to know that NZ is top of mind for many Brazilian agents.'

'The selected agents are extremely active in sending students offshore and annually send over 30 students to New Zealand' says Stuart Boag 'By giving them the opportunity to both examine first hand the New Zealand education system and experience firsthand what the New Zealand living experience is like, we can working on increasing New Zealand's market share in the years to come'.

'It is important that these agents see that, although New Zealand may be further to come, the journey for their students' is worth it' says Stuart Boag. 'They can see the great institutions and lifestyle that is available in New Zealand and help prospective students make an informed choice'.

The tour of New Zealand is part of the PACE 2007 marketing programme that is run by Education New Zealand. The programme consists of over 50 activities in which New Zealand institutions can participate to increase their, and New Zealand's, exposure worldwide as a provider of quality and affordable education.

'New Zealand has historically proved to be a popular choice for Brazilian students' says Stuart Boag. 'They are well represented throughout the system, from secondary through tertiary levels. They are popular students who achieve well in New Zealand, and appreciate the special mix of educational, cultural and social activities that is available to them during their time here'.

Brazil has also been selected as one of the Education New Zealand Depth Composite Marketing campaigns, which will see increased generic marketing activity in Brazil, around commercial activities such as the BELTA fairs.

Summary:

When?

April 30th to May 8th

Who?

Four agents from Brazil. The group will follow a nine day itinerary, visiting approximately 10 New Zealand institutions. The group will be escorted by Education New Zealand staff whilst here.

Where? The agents will be visiting institutions in the following places: Auckland, Timaru, Christchurch and Queenstown (sightseeing only).

Education New Zealand encourages media interviews with visiting agents and institutions, and will facilitate interviews at your request.

For more information about this visit, or to arrange an interview, contact:

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