

'South East Asian Education Agents to Visit NZ'

Education New Zealand: Media Advisory 19/06/06

The second half of the 2006 PACE marketing programme is now underway and the next agent familiarisation visit to New Zealand begins on 19 June and will include agents from Malaysia and Indonesia.

'Malaysia and Indonesia are established markets for New Zealand and sit within the top fifteen countries sending students to New Zealand,' says Stuart Boag, Communications Director for Education New Zealand. 'This visit will be a chance for New Zealand's institutions to form working relationships with five educational agents, who are all extremely keen to promote New Zealand as a study destination.'

'In addition to a full institutional visits programme, the tour will include sightseeing in many of the major cities and towns,' says Stuart Boag. 'It is important that these agents see the entire New Zealand package. They can see for themselves the great institutions and lifestyle that is available in New Zealand – and help prospective students make an informed choice.'

The PACE 2006 marketing programme is jointly run by Education New Zealand and New Zealand Trade and Enterprise. This programme promotes New Zealand globally as a destination of choice and quality for education and lifestyle.

Summary:

When? 19th – 28th June 2006

Who? They will be escorted by Education New Zealand staff whilst here.

Where? The agents will be visiting institutions in the following regions: Auckland, Waikato, Taranaki, Hawke's Bay, Wellington, Canterbury and Otago.

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

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

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