

'European Education Agents on their way to NZ'

Education New Zealand: Media Advisory 05/05/06

Education Agents from Slovakia, Poland, Italy and the Czech Republic will be in New Zealand for eleven days from 7th May. While here, they will visit over 30 institutions from North and South islands, both cities and smaller regional towns.

'Interest from the four European markets involved in the visit has been growing steadily for the last few years,' says Stuart Boag, Communications Director for Education New Zealand. 'And the number of institutions participating in the visit indicates that they are looking to further diversify by moving into new, "untapped" markets.'

All four markets have a strong interest in sending students to English speaking countries as the level of English language amongst the population is considerably lower than that of the more established European markets, such as Germany.

The demand for an offshore education in these markets is set to continue to grow due to the competitive nature of employment, the need for English language skills and, of course, an heightened interest in experiencing an overseas education and lifestyle.

'During their time in New Zealand, the agents will also have opportunities to experience some of what makes New Zealand a recreational paradise,' says Stuart Boag. 'Although students come to New Zealand to study, New Zealand is proud of the recreation activities and lifestyle we have to offer. These "extras" are what may help a student decide to come here.'

The visit is run as part for PACE 2006 marketing programme, 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? 7th May – 19th May 2006

Who? Four education agents from the Czech Republic, Italy, Poland and Slovakia. They will be escorted by Education New Zealand staff whilst here.

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

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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