

'Educational Agent PACE Familiarisation Programme concludes for 2006'

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The last PACE 2006 educational agent New Zealand familiarisation visit began this week and three Spanish agents will tour until 18 October. The agents, from Barcelona and Madrid will undertake a full and exciting tour of New Zealand, including Auckland, Wellington and Christchurch regions.

'Spain is a relatively small market for New Zealand,' says Kate Parlane, Communications Specialist for Education New Zealand. 'But students have been coming for many years, and we believe there is a good potential for the future.'

'The PACE familiarisation visits are an excellent way for New Zealand institutions to showcase their facilities and courses directly to one of the major in market influencers' says Kate Parlane. 'And in Spain, agents are the number one source of information for students looking to study offshore. Potential students feel it is important to have the opinion of someone local and someone they can communicate with in their native tongue, as well as the agent effectively being a "one stop shop" for all their options.'

Included in the Spanish education agent's tour schedule are a number of "New Zealand Experience" activities, from general sightseeing through to a helicopter fly-over of Auckland, ferry rides and a visit to a great New Zealand winery.

'The visits are designed to get established and reputable agents out here for a taste of exactly what we can offer in the way of a stimulating educational environment and a safe, relaxed and exciting lifestyle. Most Spanish students are young adults looking for short courses, and the lifestyle aspects of New Zealand are an important factor in their choice of education destination. With around twenty institutions on the ten day itinerary, the agents are sure to return to their offices with a fresh and comprehensive view of the New Zealand education system and the lifestyle' says Kate Parlane.

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? 8 – 18 October 2006

Who? Three Educational Agents from Spain. They will be escorted by Education New Zealand staff whilst here.

Where? The agents will be visiting institutions in the following regions:

- Auckland, Wellington, Christchurch

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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