

'Three Educational Agents from Hong Kong round out familiarisation programme for 2006'

Education New Zealand: Media Advisory 11/10/06

Running in parallel to the Spanish agent familiarisation tour, there will be three Hong Kong educational agents undertaking a ten day tour of New Zealand; checking out our educational facilities and of course the action packed lifestyle.

'Over 700 students from Hong Kong come to complete some or all their studies in New Zealand every year,' says Kate Parlane, Communications Specialist for Education New Zealand. 'This makes Hong Kong a significant market for New Zealand education providers. Students from all education levels in Hong Kong actively seek offshore study options, so there is potential for all New Zealand providers within this market.'

'Within Hong Kong, there are many countries competing for students. This is why agents are an important part of the marketing mix for New Zealand institutions. They are effectively able to encourage students to think about New Zealand, and "broker" relationships with students and their parents.' says Kate Parlane, 'The familiarisation visits are an excellent way for New Zealand institutions to showcase their facilities and courses directly to one of the key links in the market.'

Included in the tour schedules are a number of "New Zealand Experience" activities, from general sightseeing through punting, ferry rides as well as a visit to a typical New Zealand homestay accommodation.

'The visits are designed to give the three agents a taste of everything New Zealand. With up to twenty institutions in the itinerary, the agents will return to their offices with a fresh and comprehensive view of the New Zealand education system and the lifestyle' says Kate Parlane.

The three Hong Kong agents are from Kowloon and Central Hong Kong and have been invited to take part in the familiarisation tour to round out the PACE 2006 agent familiarisation tour schedule.

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 – 19 October 2006

Who? Three educational agents from Hong Kong. They will be escorted by Education New Zealand staff whilst here.

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

- Hong Kong – Auckland, East Cost (Gisborne), Taranaki, 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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