

'Japanese and Taiwanese Agents to Visit NZ'

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'With the PACE 2006 programme now underway, we're keeping the pace on with two simultaneous visits by education agents from Japan and Taiwan,' says Stuart Boag, Communications Director for Education New Zealand. 'From 26th February, the two groups will visit institutions from the secondary, English language and tertiary sectors.'

'The agents from Japan will be in New Zealand for six days so have an packed itinerary, visiting 18 institutions and fitting in some of the recreational activities that New Zealand has to offer,' says Stuart Boag 'The Taiwanese agents, however, will have slightly longer visit of ten days but it promises to be just as action packed.'

As part of the PACE programme, an annual schedule of marketing activities jointly run by Education New Zealand and New Zealand Trade and Enterprise, the two visits have been designed to promote New Zealand education and the New Zealand experience to one of key influencers in the Japanese and Taiwanese market – Agents.

'Japan and Taiwan are two very different markets,' says Stuart Boag 'although they share some characteristics. Japan is definitely one of New Zealand's most important markets and New Zealand currently hosts over 12,000 Japanese students a year with the majority here for English language and a significant number in our secondary schools. Taiwan is also a mature and reliable market, with students well distributed throughout our education system, including universities, polytechnics and private tertiary institutions. It goes without saying that global competition for students from these countries is intense.'

'Students come for the education, but the recreation and lifestyle they can enjoy whilst learning are a key determinant in the final choice,' says Stuart Boag. 'It's important that these agents, who are highly respected within their markets, see that, although New Zealand may be further to come, but the journey is worth it. They can see for themselves the advantages that we have – and help prospective students make an informed choice'.

Summary:

When?

February 26th – March 3rd Japan

February 26th – March 7th Taiwan

Who?

Eight agents; four each from Japan and Taiwan. Each group will follow a different itinerary, and be escorted by Education New Zealand staff whilst here.

Where? The agents will be visiting institutions in the following regions: Auckland and Canterbury (Japan and Taiwan), Hawke's Bay (Japan only), Waikato and Taranaki (Taiwan 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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