

Putting New Zealand in the Education Spotlight as 50 Leading Education Agents Visit NZ

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"The best way to sell New Zealand as a study destination is to let people see it with their own eyes," declares Robert Stevens, Chief Executive of Education New Zealand. "We're very excited that Air New Zealand is working with us to bring 50 education agents and education media to New Zealand this year to see for themselves why international students love coming to our country."

As part of Education New Zealand's marketing programme, thirteen small group tours around the many regions of New Zealand will see agents and media from Japan, Hong Kong, China, the US, South Korea, Brazil and Germany visit our educational institutions and homestays, and get a real feel for the experience of studying in New Zealand.

"For most international students, studying in New Zealand goes far beyond getting a good education. Our lifestyle, scenery and extra-curricular activities are as important to the overall experience as our high quality institutions," says Robert Stevens.

Bryon Bentley is the Principal of Macleans College in Auckland, one of the institutions hosting the visiting agents. He says, "In many countries, particularly in Asia, consulting education agents is the most common way for parents and students to decide where they will study overseas. Building relationships with these agents can make a big difference to an institution's ability to attract international students. The opportunity to meet agents face to face and show them around the campus is extremely valuable."

The groups will each visit several different parts of the country, and overall the visits will cover all of New Zealand from Northland to Invercargill. With this first hand experience, the agents will be able to confidently recommend New Zealand to their clients, and give them practical advice on what life is like here.

Most of the visiting agents are accredited New Zealand Specialist Agents, who are trained by Education New Zealand to understand our education system and other important facets of studying in our country. The agents are required to pass a test and receive positive referrals from three New Zealand institutions before they can be certified. They must also abide by a strict Code of Ethics.

Air New Zealand is providing international and domestic flights for the visiting agents and media. International students are a largely unexplored market for the airline, which is hoping to raise its profile among those coming to New Zealand to study.

The first group of agents arrived in New Zealand in late February, and the tours will be complete in late June.

Export education is New Zealand's fifth largest export earner, bringing in over \$2 billion per year in foreign exchange. Education New Zealand is the industry body which represents New Zealand's Education Exporters.

Ends

Photo: Visiting education agents from Japan enjoy some Coromandel scenery during their tour of New Zealand.

Regions to be visited by the agents/media:

Northland
Coromandel
Auckland
Hawkes Bay
Waikato
Bay of Plenty
Rotorua
Taranaki
Manawatu
Wellington
Nelson
Christchurch
South Canterbury
Queenstown
Dunedin
Southland

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