

Record Number of Export Educators Meet to Face New Challenges

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"The Export Education industry can be very proud of its place as New Zealand's fifth largest export earner, but in this challenging environment we can't afford to be complacent," says Robert Stevens, CEO of Education New Zealand.

The Export Education industry is gathering in Wellington this Thursday and Friday for their **18th Annual International Education Conference**. This year's conference theme "New Times, New Challenges: Coming Ready or Not" sums up the current mood of change.

"In the past year we have had a change of government, a global recession and a flu pandemic to contend with. To survive we must act in a coordinated way and the industry recognises that, as evidenced by the fact this will be the largest gathering of export educators in New Zealand's history. Around 430 people will attend from all over the country," says Robert Stevens.

Delegates will be hearing directly from key players including Education Minister Hon Anne Tolley, Head of Immigration New Zealand Andrew Annakin, and Chief Executive of NZQA Dr Karen Poutasi.

There are also some surprising speakers involved, such as Air New Zealand CEO Rob Fyfe, who will deliver a keynote address.

"We have always believed that a New Zealand Inc approach is the best way to grow the number of international students here. That includes thinking beyond our educational institutions to improve access to New Zealand from our most important source countries," says Robert Stevens. "If the students can't get here easily, they won't study here. We welcome collaborative ventures with partners who may not seem obvious at first."

The **International Education Conference** will also focus on practical sessions about marketing in a recession, taking care of international students and other issues that are important to the continued success of New Zealand's education exporters.

Education New Zealand is the industry body for export education in New Zealand. It represents the range of state and private education institutions which offer places to international students. **Education New Zealand** hosts an **International Education Conference** each year in August.

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