



5th OCSC International Education Expo – Thailand

Event Summary

The Office of Civil Service Commission (OCSC) is a key government agency in Thailand; they are responsible for assisting and recommending overseas tertiary providers for government scholarship students, mainly at Masters and PhD level. The Thai government funds approximately 3,000-4,000 students a year. OCSC also provides private full-fee paying students with information on overseas study destinations and programmes. Furthermore, the OCSC is committed to provide news and information for Thai students wanting to pursue further education abroad. OCSC has successfully been arranging an Education Expo for the past four years. The Expo is always held at the Queen Sirikit Convention Centre. Previous OCSC Education Expos have received approximately 35,000 visitors for the two-day fair. Visitors generally have excellent academic backgrounds and a profile that most NZ universities are looking for.



Important Information

When:
29 - 30 Nov 2008

Where:
Bangkok, Thailand

Deadline:
23 Sept 2008

ENZ contact:
rahael.tharmatheva@educationnz.org.nz



Benefits of Participation

- Direct contact with students
- Contact with local agents and other industry players
- Promotion of your institution's brand and courses to a large number of visitors
- Benefit from and reinforce New Zealand's profile as a top study destination
- Confidence in the responsiveness and experience of Education New Zealand and OCSC as fair organizers
- Onsite assistance from NZTE staff



Please register online here

http://www.educationnz.org.nz/marketing_marketmixbuild.html

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Market Insights

Levy statistics show that Thailand is New Zealand's fifth largest source market of International Students, and enjoyed modest growth from 2006 to 2007.

The majority of Thai students in New Zealand are studying at Secondary School level, however being a multi-sector market; Thailand is a good source of international students from primary schools to university level study.

Immigration New Zealand data for 2007 shows how Thai students were split across the sectors in 2007 and 2008.

In Thailand there has been a tradition of studying overseas amongst the upper and middle-income groups for many years. Although New Zealand has a fairly low profile in Thailand, we have a strong advantage that we offer very good value for money and the Thai market is extremely price sensitive.

Thailand has traditionally been very much an agent market; New Zealand institutions that do well marketing in Thailand usually have very close ties with well performing agents. The Thai International Education Consultants Association (TIECA) website (<http://www.tieca.com/default.asp>) is a good source of contact details. Only agents that belong to TIECA are represented on this site.

An option has been included to travel to Khon Kaen (university city) for a New Zealand fair on Saturday 20 November, if there is enough demand.

Due to the focus of this fair, it is recommended only to universities.

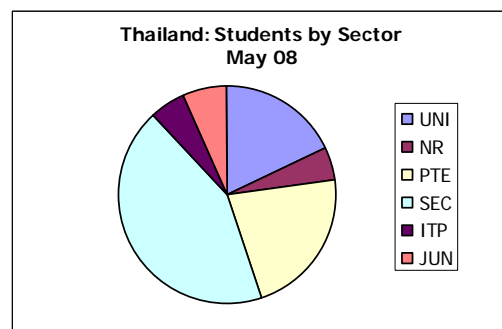
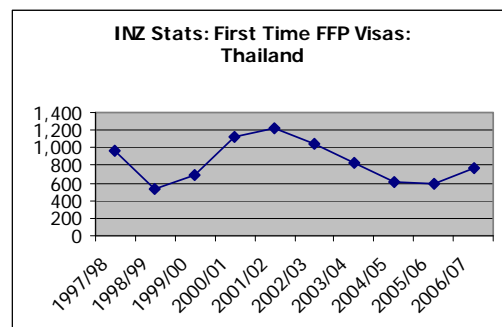
"The fair is attended by a huge number of people and many of them are clear about what they want and/or may have access to scholarship funding"

2007 Participant comment

NZ's Top Ten Markets

	2006	2007
China (incl HK)	22,265	16,192
South Korea	8,237	10,045
Japan	6,796	5,925
India	1,405	1,841
Thailand	1,701	1,769
Malaysia	1,369	1,582
USA	1,457	1,555
Germany	1,267	1,360
Taiwan	1,098	1,273
Brazil	807	1,051

(Levy data showing students at 1st March)



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Participation Fee

Khon Kaen, Thailand – 27 Nov
Approximately NZ\$2,000

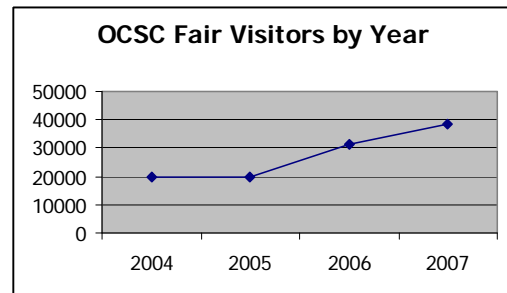
Bangkok, Thailand – 29 - 30 Nov
Approximately NZ\$3,500

The Participation Fee Covers:

- Booth space hire and security
- Booth construction and layout (3 x 2 meters)
- Display area with one table, two chairs, lighting and electrical power source
- Extensive promotional campaign including newspaper and magazine advertising, radio announcements, posters, banners, and mailings
- ENZ and NZTE staff onsite to assist

Education New Zealand can also assist with the following service, extra charges will apply:

- Advice on domestic flights (all travel costs are met by participant)
- Accommodation requirements (accommodation costs are met by participant)
- Interpreter arrangements (cost of interpreter is then met by participant)
- Coordination of Courier Consignment (cost of sending materials is met by participant)



The current draft programme is as follows:

Wednesday 26 Nov

Arrive in Bangkok

Thursday 27 Nov

Travel to Khon Kaen

Friday 28 Nov

NZ Education Fair Khon Kaen

Friday 28 Nov

Return to Bangkok

Saturday 29 Nov

OCSC Education Expo

Sunday 30 Nov

OCSC Education Expo

Monday 1 Dec

Depart from Bangkok

For further information, please see:

- [The Thai Market Profile](#)
- [The Thai Travellers' Tips](#)
- [The 2007 OCSC Fair Report](#)
- [Photos of the 2007 OCSC Fair](#)
- [Animoto Slide Show of OCSC Fair](#)

Register with Education New Zealand at http://www.educationnz.org.nz/marketing_marketmixbuild.html

On receipt of registration, participants will receive a link providing all the event details.



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