

Ogilvy Public Relations Worldwide

NEWS CLIPPING

Client : New Zealand Trade & Enterprises

Publication: Navbharat Times (Mumbai)

Date : 01.09.06

Page No: 2

न्यूजीलैंड एज्युकेशन फेयर शुक्रवार को

मुम्बई, (न.प्र.)। न्यूजीलैंड की शिक्षा प्रणाली व प्रवेश प्रक्रिया के बारे में जानकारी देने के लिए न्यूजीलैंड एज्युकेशन फेयर-2006 यहाँ शुक्रवार को ताज लैंड्स होटल में सुबह 11 से शाम 5 बजे तक होगा।

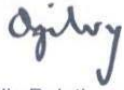
भारत में न्यूजीलैंड के उच्चायुक्त प्रेम वाटर्स के अनुसार छह साल पहले शुरू किए गए इस फेयर का भारतीय छात्रों को काफी फायदा हुआ है। इसलिए मुम्बई के अलावा

छह और शहरों बंगलूर, हैदराबाद, चेन्नई, दिल्ली, चंडीगढ़ व कोलकाता में भी इसका आयोजन किया जाता है।

उन्होंने बताया कि न्यूजीलैंड में बिजनेस स्टडीज, इंजीनियरिंग, आईटी व कंप्यूटिंग, फूड व डेरी टेक्नोलॉजी, प्लांट साइंस व हॉटिकल्चर, हॉस्पिटैलिटी व होटल मैनेजमेंट, त्रिसिंग, विटीकल्चर, फॉरेस्ट्री व स्पोर्ट्स मैनेजमेंट के कोर्स भारतीय छात्रों में काफी लोकप्रिय हैं।

Headline: New Zealand education fair Friday onwards

Synopsis: Representatives from more than 20 educational institutions from across New Zealand would be counseling aspiring students during the upcoming New Zealand Education Fair 2006. Quotes Graeme Waters.



Ogilvy Public Relations Worldwide

NEWS CLIPPING

Client : New Zealand Trade & Enterprises Publication: The Economic Times (Mumbai)
Date : 15.09.06 Page No: 7

India among NZ's top four education markets

Our Bureau KOLKATA

INDIA is among the top four education source markets for New Zealand's international education sector and is valued at over \$60m a year. From a mere 164 students in 1998, the number of Indian students in New Zealand touched 1,300 in '05, while this year, the New Zealand government is hoping to attract at least 20-30% more.

"The funds used for promoting education internationally will



now be used in four markets instead of the dozen we used to concentrate on earlier. China, Vietnam and India figure on that list," said Paul Vaughan, New Zealand's trade commissioner to India.

He was speaking at the inauguration of the New Zealand Education Fair '06 in Kolkata, which is being attended by representatives from more than 20 educational institutes across New Zealand. Students from India mainly tend to go in for post-graduates studies in New Zealand, though there are a sizeable number of undergraduates as well. Many seek long-term employment options, said Mr Vaughan.

"The New Zealand government is very keen on attracting more PhD students for research in universities. It has decided to subsidise all international research PhDs, while the spouse accompanying the student is allowed to work full-time. This has resulted in a significant increase in the number of PhDs," he said.

According to Mr Vaughan, while Indian students have traditionally gone for primarily for business, IT and engineering studies, they are now opting for a variety of other subjects including catering, hotel management, film studies and biotechnology. Education, in fact, is one of the main areas of activity for the New Zealand government in India, along with forestry and IT.

Headline: India among NZ's top four education markets

Synopsis: India is among top four education source markets for New Zealand's international educational sector and is valued at over \$60 million a year. From mere 168 students in 1998, the number of Indian students in New Zealand touched over 1300 in 2005. A lot of Indian's are currently contributing the burgeoning New Zealand economy.



NEWS CLIPPING

Client : New Zealand Trade & Enterprises.

Publication: The Times of India (Mumbai)

Date : 28.09.06

Page No: 4 (Education Times)

NEW Zealand may not be a student's first choice for a foreign education, but with studying abroad becoming more of a trend and experience, it certainly is becoming a viable option for those uninterested in the US or the UK. An added advantage is the cost benefit, as studying in New Zealand works out much cheaper than the others.

New Zealand has an international reputation as a provider of quality education. It offers a safe learning environment with quality study opportunities and support services for international students.

"There are several reasons for the increase in popularity of New Zealand as an education destination, such as the active interaction with Indian students through education fairs and interview sessions increasing global awareness and trade. Further, successful alumni, quality of education, infrastructure and the welcoming approach towards immigration, add to the list," says Ajay Sukhwani, Director, Edwise International.

According to Sukhwani, the country has a growing global economy with skilled manpower requirements, low unemployment, excellent infrastructure and a high standard of living in a truly multicultural environment. They also offer education which is not too expensive and people can directly enroll after a three-year Indian Bachelor's degree.

Another important factor is that a student can work while studying there. "Students can work part-time for 20 hours per week during study terms and for 40 hours per week (full-time) during summer holidays. The minimum wage is \$10 per hour for part-time jobs," says Vinayak Kamat, Director, GeeBee Education Pvt Ltd. Kamat further informs that students who successfully complete a qualification there are entitled to a six-month job search open permit to look for permanent jobs. Once the student receives a permanent job offer, he can apply for a work-permit for up to two years. If he qualifies for Permanent Residency, he can also apply for it from within New Zealand.

Degree Information

Most Bachelor's degrees take three years, whereas a postgraduate diploma normally takes a year. A Master's degree normally requires two years. It may be possible to gain cross credits towards a degree from previous overseas study where this study is ac-



cepted as relevant. The academic year is from mid/late February to early November and most universities have two semesters with a holiday of four weeks in June.

Entry Requirements

Entry to post-graduate programmes requires a higher level of English, normally IELTS 6.5 (different universities have specific sub-score requirement), and acceptable proof that the academic requirements have been met. A number of professional courses will have higher entry standards.

Polytechnics

Polytechnics and Institutes of Technology are state-funded tertiary institutions which provide a wide range of programmes including full degree and some post-graduate courses.

Historically the Polytechnics have focussed on vocational and practical education programmes preparing students for industry.

Management programmes

MBA degrees are offered by universities and take around 14 months to complete for the full-time course.

Entry to MBA degrees is highly selective. Intending applicants are expected to have:

- Demonstrated successful professional or business experience
- An undergraduate degree
- A high level of motivation and commitment as up to 60 hours a week may be needed on their studies
- Normally IELTS 6.5 or better

Universities

- University of Auckland - www.auckland.ac.nz
- Auckland University of Technology - www.aut.ac.nz
- University of Canterbury - www.canterbury.ac.nz

- Massey University - www.massey.ac.nz
- Victoria University - www.vuw.ac.nz
- Lincoln University - www.lincoln.ac.nz
- University of Waikato - www.waikato.ac.nz
- University of Otago - www.otago.ac.nz

Headline: The NZ Buzz

Synopsis: Foreign education degree and an option to become a permanent resident, New Zealand beckons Indian students. New Zealand is one country that provides globally recognized degrees at relatively cheaper costs.

NEWS CLIPPING

Client : New Zealand Trade & Enterprises.

Publication: Mid Day Syllabus (Mumbai)

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Page No: 4

New Zealand calling

A foreign education degree and an option to become a permanent resident — New Zealand beckons Indian students, finds Pallavi Borkar

Thousands of students wish to study abroad but not many have the money or the right guidance. There are a plethora of countries offering world-class education, but they are out of reach for most, due to the prohibitive expenses. New Zealand (NZ) is one country that provides globally recognised degrees at relatively cheaper costs.

Normally known for its scenic beauty and vibrant culture, NZ also attracts a sizeable amount of foreign students, owing to its multicultural population.

Why New Zealand?

NZ is a popular destination due to the variety in the programmes offered. Apart from the usual engineering, medical and architecture courses, there are courses in music, geological and marine sciences, sports, etc, at undergraduate and post-graduate levels. Hotel management courses are the most favoured in NZ.

NZ education follows a British based education curriculum, which makes it easier for Indian students to adapt. Also, the cost of living and the cost of the courses offered is much cheaper than in other countries like Australia, UK or US.

Also, most students who opt for a higher programme after obtaining a Bachelors degree are eligible for permanent residency in NZ. "I think studying in NZ is value for money because you get a high quality education at a much cheaper rate and you

can live there permanently if you wish to," says Vinayak Kamat, director of GeeBee Education Pvt Ltd. "Tuition fees for undergraduate courses come to around NZ \$15,000-17,000 (approximately Rs 4,68,750 to Rs 5,31,250), for post-graduate, around NZ \$17,000-22,000 (approximately Rs 5,31,250 to Rs 6,87,500) per annum," he adds.

Choosing the institution

There may be a variety in courses offered, but not in the number of institutes, so making a choice isn't difficult. There are eight universities for masters and PhD courses and 24 poly-

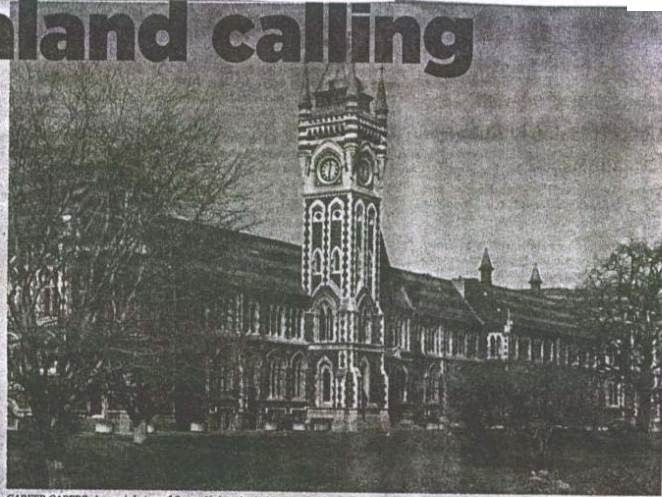
technic colleges for undergraduates. Most of these universities and colleges specialise in a particular stream. So there are only two to three universities, which provide a particular course you are looking for. "The NZ government controls the quality of education and has regulated its universities accordingly. Which is why there are not many universities and colleges in NZ," explains Kamat.

You can log on to www.newzealandeducation.com/india to know more.

Eligibility

Most countries require you to complete 10+2+4 years of education, whereas in NZ you require to finish 10+2+3. To apply for higher studies, an undergraduate needs to secure 60 to 75 per cent in HSC.

For master's degree, you



CAREER CAPERS: An aerial view of Otago University in New Zealand

will need to be a first class graduate. If you do not have a first class, then you are offered a one-year graduation diploma called the bridging course, which then leads to a master's degree.

In addition, you have to appear for the IELTS exam, which is an English test, similar to TOEFL. IELTS is not a must for applying in a university but it is required for the NZ visa. You should have an IELTS score of at least 6 out of 9 if you are applying for an undergraduate course and 6.5 out of 9 for a post graduate degree.

Living there

NZ is situated in the southern hemisphere hence the climate is temperate with relatively mild, wet winters and warm, dry summers. The weather varies a lot between different geographical regions.

Food and accommoda-

tion depends on the location you are staying in. Some of the most happening cities in NZ are Auckland, Wellington and Dunedin. Amongst these, Auckland is rated to be the most expensive city.

All universities guarantee hostels but students prefer to stay outside the campus because it's comparatively cheaper. "On an average, students spend around NZ \$10,000 to NZ \$12,000 (approximately Rs 3,12,500-3,75,000) as living expenses per annum, which include accommodation and food. Out of which 75 per cent of the amount can be covered by working there," says Ajay Sukhrani, director, Edwise Overseas Education Consultant.

Students are allowed to work for 20 hours per week and full time during vacation, which can prove to be very fruitful.

Workwise

Getting a job in NZ is not tough because they have an unemployment ratio of 3.6 per cent. Most universities provide internship programmes, which usually ends up in students getting absorbed in the company

they interned in. And even if they don't, each student is allowed to stay for another six months after the completion of the course on what is known as the open work permit.

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Visa power

Getting a visa is not difficult and there are seldom any rejections. The visa takes around four to six weeks to come. The first step is to submit documents such as medical test report, Police Clearance Certificate and financial documents to IT Services at Nariman Point, which is the sole centre in Mumbai that handles NZ visa applications. IT then forwards these to the NZ consulate in Delhi, where they are processed. After that, you have to pay one-year tuition

fees within one month. This gets you a visa for one year. There is also one more category called the Positive Profile Application. Students who come under this category get their visas in seven working days. This is applicable to students who have cleared all the eight criteria required to acquire a visa, such as finance, relevant documents, mark sheets, IELTS score, etc. For more visa related information log on to www.immigration.govt.nz

NEWS CLIPPING

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Coming home to get a foreign degree

A huge latent demand is forcing foreign universities to look at India. But government regulation is in the way of further development

C Jayanthi

PICTURE THIS: By 2010, on that great stretch of road called the Mumbai-Pune highway, along with the BMWs that are going to be driven there, you might find dotting the horizon, campuses of foreign universities. That is, if the 100% foreign direct investment (FDI) in higher education passed as law by Parliament. Some of the foreign institutions may have reservations about "reservation of seats" as required by the law of the land. Says Bakul Dolakia, director, IIM Ahmedabad, "If they do comply (with the law of the land), it will create a level-playing field." Yale and Harvard had expressed an interest in the past to set up a university here. At the moment the whole matter is on hold. However, that has not deterred some.

Says Billie Mullick, India Project Manager, Schulich School of Business, York University, Canada, "We are aware of the 100% FDI being considered. We are considering a full-time presence here in the next couple of years."

The University already has a Mumbai office and is now looking at a site between Mumbai and Pune. So, instead of paying (Canadian) \$ 80,000 for tuition and living expenses for a 16-month management course in Canada, you could be paying one-quarter for the same course in India and have a visiting

faculty from all over the world which is something that the Indian School of Business in Hyderabad does. Says Prof M Rammoohan Rao, dean, ISB, "In the one-year MBA course that we offer, students that are admitted average some of the best GMAT scores. Ours is a global curriculum and the visiting faculty includes teachers from the London Business School, Carnegie Mellon University, UCLA - and Stanford among others. We stressing on entrepreneurship learning".

He feels the government should be less restrictive and allow foreign players to come in. Students view ISB as an institution that offers global faculty and curriculum at a vastly watered down cost, although the fees amount to about Rs 14 lakh per annum. Says Yashovardhan Gupta, 34, who has a GMAT score of 770, and comes from a business family, "I had got admission in Cornell and Carnegie Mellon University among others. However, I found a global curriculum and faculty in ISB here in the country, so decided to stay here." This is echoed by Major Biju Mohan Das, 29, who served as a dentist in the Army, before joining ISB. "Apart from offering a global curricula, ISB is much cheaper in tuition cost and living expenses, than if I had done a management course abroad." According to a Parliamentary Standing Committee report on higher education tabled recently in the Lok Sabha, "The international trade and investment in higher edu-



Courtesy: IIM Ahmedabad

cation has attained growing importance in recent years with a global market estimated at \$ 27 billion in mid-1990s. The US, France, Germany, UK, Australia are the main exporters while China, India, Japan, Korea, Taiwan are the main importers of higher education." About 1.2 lakh students went to study abroad from India in 2004 (UNESCO figures), of which the US received the highest. And to prove this, students thronged the 2006 New Delhi MBA fair.

So, the big rush is still there and it may make sense for foreign varsities to set up campuses in India to tap it. Says Akash Gupt, associate director, PricewaterhouseCoopers, "100% FDI in the education sector is already under the automatic route. However, the challenge is that only a Trust/Society entity can be used for this purpose. The automatic route applies only to shares, and not to members of society or units in a trust, which require FIPB approval. The key bottleneck is that the Min-

istry of HRD has not firmed up its position on setting up of Foreign Universities in India." The automatic route for education sector was approved in 2002 and Western International University, India was set up under these guidelines. Charu Modi Bhartiya who heads it, had told FE earlier that the terms and conditions of the government and AICTE are highly restrictive. Says a FICCI official, "Currently only 10% of the eligible students who pass secondary school (17 years-20 years) are in

higher education unlike 80%-90% in developed countries. By 2015, if we want to increase this to 20% we have to strengthen our school system so that a level playing field is created for everyone and then rather opt for reservation in institutions like the IITs and IIMs where a minimum competence-level is required to keep up with the tough curriculum." This is echoed by Hema Raghavan, former dean, student's welfare, Delhi University, who pointed that the school system should be strengthened and those who really are competent to go for higher education should be filtered out, from those who wish to go for technical and vocational courses. Says Ulrich Podewils, director DAAD (German Academic Exchange Service), "Indian and German universities should develop joint-degree programmes. We are not looking to having campuses in India." Similarly France has signed MoUs with Association of Indian Universities for mutual recognition of degrees. Says Philippe Martineau, attaché for scientific and university cooperation, "France has a new law on immigration which allows Indians to stay and work for 2 years after studying in French universities." The UK and Australia also offer similar incentives.

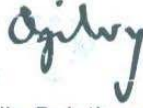
Non-brick and mortar courses such as the week-long advanced management programmes run by All India Management Association,

on now for four decades, have plenty of corporate takers. It costs Rs 2.5 lakh and faculty from Stanford and Kellogg come and teach professionals from HLL, TCI, Thermax etc, says Kamal Singh, director Centre for Management Research, AIMA. But the expected gold rush may still be some way off. Sushima Beriia, president, FID Chamber of Commerce & Industry points out, though there is a lot of hype concerning FDI in India, there is "no queue of foreign investors waiting to invest in education in India." To tap the expected gold rush and meet the latent demand, the government may need to make some hard decisions soon.

CASE ACE

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MBA aspirants target niche courses abroad

Ishani Duttagupta
NEW DELHI

IT'S not just the plain vanilla MBA programmes overseas. Indian students are increasingly targeting niche courses too. The prestigious MBA in international luxury brand management at France's Essec Business School is seeing more and more interest among students from India.

"Since the last two years, we have started to see an increase of interest and demand from students in India for our luxury brands MBA. This is because the industry is growing in India and more and more students are interested in making careers in this sector in the short to medium term," says Denis Morisset, executive director and professional faculty for the ESSEC MBA in international luxury brand management.

While the number may not be very large, the fact that the 11-month programme has only 30 students from 20 nationalities makes it significant that alm-

ost every year — since the start in 1996-97 — there has been at least 1 and sometimes more students from India.

"It is an intensive executive programme with an admission requirement of at least 5-6 years of experience. In India, the luxury brands industry is now coming of age and more and more young executives are showing an interest in this programme. While some of them are seeking better career paths in the luxury sector, there are some who come from other related sectors and want to shift. Our luxury MBA is among the most exclusive programmes in the world and includes CEO conferences, company visits, internships and field visits related to the luxury industry in Europe and globally," says Bruno Heraud, director of international recruitment, Essec B-school.

A bachelor degree is the minimum requirement for the course with a minimum of three years of professional experience. The age bracket is 27-40 years.

Headline: MBA aspirants target niche courses abroad

Synopsis: Its not plain vanilla MBA programmes overseas. Indian students are increasingly targeting niche courses too.