



New Zealand Education Fairs – Malaysia

Event Summary

New Zealand Education Fairs have been held regularly in Malaysia for about ten years. The fairs have been well attended and have proven to be a worthwhile marketing exercise. The fairs are full-day public events, and are designed to allow one-on-one interaction between institutions and students interested in a New Zealand education. Institutions, agents, their clients, students and parents will be invited to attend the fair.

Particularly relevant to tertiary providers, a limited number of secondary schools are also welcome to attend.

There are over 50,000 Malaysian students studying abroad every year. The best time of year to market in Malaysia is at the New Zealand Education fairs in March and August each year. March is timely because it coincides with the release of the SPM and STPM results in February and March respectively. August is timely because students enrolled in Canadian Pre-University and "A" Level programmes can start applying for entry into New Zealand's main intake in February the following year.

Industry Levy funding is supporting this event.



Important Information

When:
28 February – 8
March 2009

Where:
Kuala Lumpur,
Petaling Jaya,
Penang, Kuching and
Kota Kinabalu

Deadline:
Monday 1st December 2008

ENZ contact:
laurette.farr@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
- The option of attending events in up to five locations within Malaysia
- Networking and traveling with industry colleagues with a shared interest in Malaysia
- Benefit from and reinforce New Zealand's profile as a top study destination
- Onsite assistance from NZTE staff



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Market Insights

The combined efforts of various key players including the NZ institutions, ENZ, NZTE and education agents has resulted in an increase in the number of Malaysian students studying in New Zealand (from 1,408 in 2003 to about 2,250 in 2007). This positive trend over the last four years has been despite greater competitor activity (particularly from Australia), the establishment of local campuses by overseas institutions, and the growth of twinning and articulation arrangements.

Global developments, Malaysia's desire to become a regional centre of education excellence and changes in its own education environment will present future challenges but also increased opportunities for New Zealand. New Zealand institutions cannot afford to be complacent in the Malaysian market.

Many Malaysian students are still expected to pursue their education in an English-speaking country once they have completed their pre-university studies or part of their tertiary education in Malaysia. There is a need to focus on raising New Zealand's profile in the market, also in areas beyond Kuala Lumpur. New Zealand institutions should explore different modes of delivery, including some in-market.

There is a small pool of agents representing New Zealand institutions in Malaysia. Apart from the need to move further up the value chain, promotion and profile-raising activities outside of the main centre of Kuala Lumpur have been more successful with agents on the ground to follow up and service the student inquiries generated.

" The organisation of the Malaysian events is always well done and the events run smoothly"

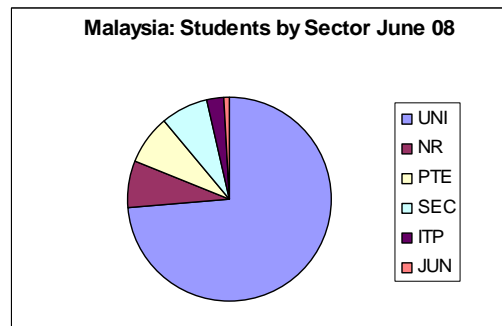
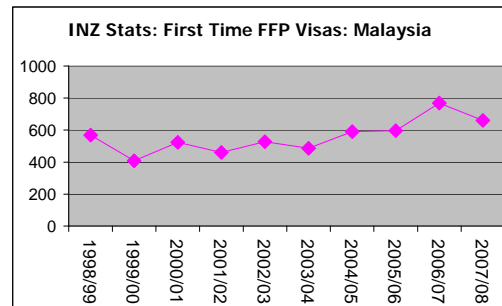
" Organisation is always good"

August 2008 Participant comments

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. The Ministry of Education has not yet released the 2008 Levy data.



NR = Not Recorded
JUN = Junior Schools



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Participation Fee

Kuala Lumpur – Saturday 28 February:

NZ\$2,800 + GST

Petaling Jaya – Sunday 1 March:

NZ\$2,800 + GST

Penang – Thursday 5 March:

NZ\$2,500 + GST

Kuching – Saturday 7 March:

NZ\$2,600 + GST

Kota Kinabalu – Sunday 8 March:

NZ\$2,600 + GST

Minimum participants to confirm these events:

KL & PJ - 10, small cities – 8

* Please note a late fee of \$300 + GST will be applied to registrations received after Monday 15th December 2008.



The Participation Fee Covers:

- Table and chairs set up
- Accommodation booking (accommodation costs are met by participant)
- Coordination of Courier Consignment (cost of sending materials is met by participant)

Links to Further Information

- [Previous Event Report](#)
- [Photo Gallery](#)
- [Register here](#)

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

The current draft programme is as follows:

Saturday 28 February:

Kuala Lumpur, Impiana KLCC: 11am – 5pm

Sunday 1 March:

Petaling Jaya, Sheraton Subang: 11am – 5pm

Thursday 5 March:

Penang, Traders Penang: 1pm - 6pm

Saturday 7 March:

Kuching, Kuching Hilton: 1pm – 6pm

Sunday 8 March:

Kota Kinabalu, Le Meridien KK: 1pm – 6pm

Visitor Numbers

In March 2008 almost 2,200 visitors were recorded at the 5 events from February 28th to March 6th. By event they were Penang (240), Kuala Lumpur (635), Petaling Jaya (470), Kota Kinabalu (450) and Kuching (372).

The Promotional Budget will be spent on:

- Banners
- Internet Advertising
- Flyers
- Direct mail
- Newspaper Advertisements
- New Zealand Supplement
- Press Release / Editorial

The promotional budget for March 2009 has had a 50% increase on March 2008. This change is in response to participants' feedback to increase the promotional budget and general cost rises. Details of the promotional campaign are being discussed and will be outlined in the fair briefing pack.

