



New Zealand Education Fairs – India

Market Insights

India is a challenging yet rewarding market to become involved in. Over the last 10 years growth has been steady and recent student visa data continues to show a significant increase. Education New Zealand has held fairs in this market regularly and during the past three years has coordinated two sets of fairs annually.

India has one of the largest tertiary education systems in the world. However, the standard and quality of tertiary education varies widely.

There is intense competition in this market from the UK, the USA, Australia, Canada and Ireland. Fortunately New Zealand's market share continues to grow. In November 2008 a record 5,828 Indian students were recorded as holding New Zealand student visas.

First time student visas reached 4,099 over the July 07 – June 08 period, more than double the 1,725 visas in the previous year. Indian interest in international education is forecasted to continue increasing over the next 15 years.

New Zealand's promotional campaigns have been tailored specifically for effectiveness in India and include careful venue selection, a varied advertising approach and the development of a top performing agent group.

A complete list of the New Zealand India Education Representatives (NZIER) agents and their contact details can be found [here](#).



An India specific website has also been developed for industry, this can be found [here](#).

Important information

When:
2, 5 & 7 April 2009

Where:
Kochi, New Delhi
and Chandigarh



Deadline:
Monday 15th December 2008

ENZ contact:
laurette.farr@educationnz.org.nz

Benefits of Participation

- Direct contact with students
- Contact with the NZIER local agents and other industry players
- Promotion of your institution's brand and courses to a large number of visitors
- Networking and traveling with industry colleagues with a shared interest in India
- Benefit from and reinforce New Zealand's profile as a top study destination
- Central coordination of accommodation, consignment and other key logistics
- Briefing papers in advance of travel
- Onsite assistance from ENZ/NZTE staff

New Zealand Education Fairs – India

Event Summary

Three one day fairs in Kochi, New Delhi and Chandigarh.

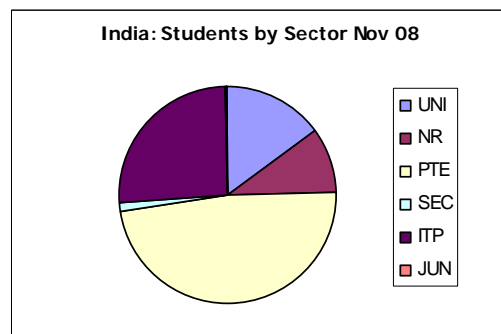
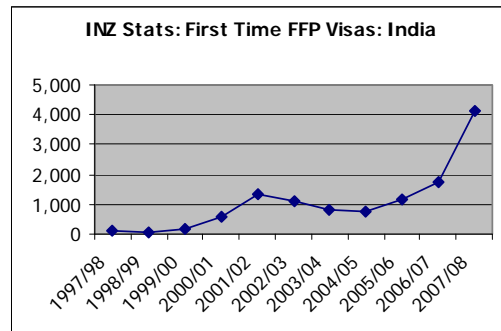
In 2008 the New Zealand Education Fairs in April recorded 1,025 visitors across 3 cities and in September 1,936 visitors across 4 cities.

These fairs have been designed to allow one-on-one interaction between institutions and students and special networking opportunities to meet with the active NZIER agent group.

These fairs are particularly relevant for the tertiary sector.



Statistics



NR = Not Recorded
JUN = Junior Students



New Zealand Educated Welcome Table



Visitors at the Fair participants' tables

"I thought the fair was well-organised and promoted well"

"Advertising was well received"

"Good numbers attending the Fair and good quality students"

"I think the results speak for themselves – large numbers at all events"

September 2008 Participant comments

New Zealand Education Fairs – India

Participation Fee

Kochi – 2 April

NZ\$2,300 + GST

New Delhi – 5 April

NZ\$2,800 + GST

Chandigarh – 7 April

NZ\$2,300 + GST

* Please note a late fee of \$300 + GST will be applied to registrations received after Friday 30th January 2009.

The Participation Fee Covers:

- Promotional space
- Basic furniture package including tables, chairs, lights and power
- Onsite assistance

Education New Zealand will also assist with the following services:

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



Hyderabad Mobile Advertisement

Draft Programme:

Thursday 2 April:

Kochi, Taj Residency Ernakulum

Briefing*: 10am – 11am

Fair Opens: 11am - 5pm

Debriefing: 5.15pm - 5.45pm

Sunday 5 April:

New Delhi, Hyatt Regency

Briefing*: 10am – 11am

Fair Opens: 11am - 5pm

Debriefing: 5.15pm - 5.45pm

Tuesday 7 April:

Chandigarh, Hotel Mountview

Briefing*: 10am – 11am

Fair Opens: 11am - 5pm

Debriefing: 5.15pm - 5.45pm

* Briefing for NZ participants, NZIER agents and INZ

For further information, please see:

- [India Market Profile \(2007\)](#)
- [April 2008 Event Report](#)
- [Photo gallery](#)
- [India specific website](#)

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

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