



# 16<sup>th</sup> New Zealand Education Fairs –Thailand

## Event Details

The New Zealand Education Fairs in Thailand are flagship New Zealand marketing events. Attending these fairs provides the opportunity for marketers to raise their profile, recruit students, maintain relationships and meet with active agents in the market.

The 2009 series of fairs mark the 16th year that New Zealand Education Fairs have been held in Thailand.

In 2008 the Bangkok fair venue changed from the Queen Sirikit National Convention Centre to the prestigious Siam Paragon Shopping Complex. This new venue is centrally located at the Sky Train interchange station, making it very busy during weekends. This venue proved to be a success in 2008 and has been booked for 2009.

Phuket was a new location for the fairs in 2008, replacing Khon Kaen. There is a strong community of New Zealand Alumni in Phuket. Increased interest in New Zealand as a study destination has provided a great option for New Zealand Education marketing in south Thailand.

The various Networking Functions provide a relaxed atmosphere for New Zealand marketers to meet and socialise with Thai Agents, and network with each other.

Industry Levy funding is supporting this event.



Visiting students, 2008 New Zealand Education Fairs in Thailand.

## Important Information

### When:

13 – 16 June 2009

### Where:

Chiang Mai

Bangkok

Phuket

### Deadline:

Friday 2 April 2009



### ENZ contact:

[rahael.tharmatheva@educationnz.org.nz](mailto:rahael.tharmatheva@educationnz.org.nz)

## Benefits of Participation

- Direct contact with motivated students interested specifically in New Zealand as a study destination
- 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 fairs in up to three major Thai cities
- Network and travel with industry colleagues with a shared interest in Thailand
- Market briefing advice and support for new attendees
- Benefit from and reinforce New Zealand's profile as a top study destination
- Confidence in the responsiveness and experience of Education New Zealand as fair organisers

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## Market Insight

Ministry of Education Levy statistics for 2006 and 2007 show Thailand as New Zealand’s fifth largest source market of International Students, enjoying modest growth in 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.

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 [HERE](#) is a good source of agent contact details. Only agents that belong to TIECA are represented on this site, but many of the agents represent many of our competitors. Thai agents that have speciality and experience in promoting New Zealand education attend the New Zealand Education Fairs and Networking Functions.

*"Attendance numbers were excellent for a one day event. Very impressed with the number of visitors and their quality. You chose the best venue in Bangkok"*

Bangkok Participant comment, 2008

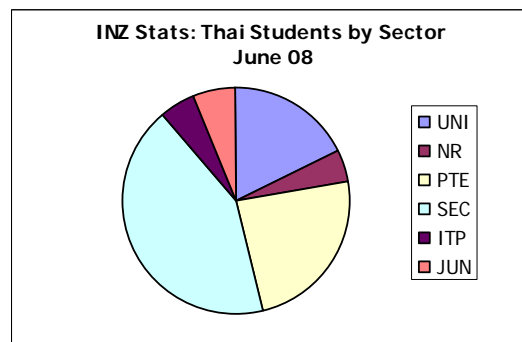
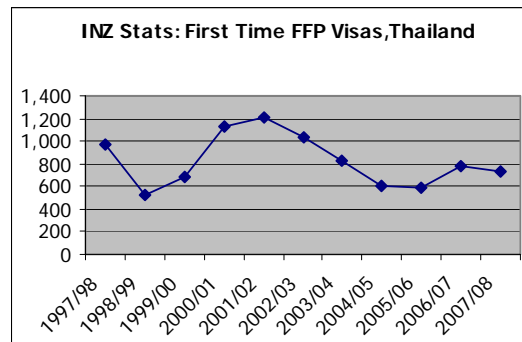
*"Although Phuket visitor number were not large, Phuket is a wealthy market and it is worth pursuing, I would like to see it remain as a fair venue"*

Phuket Participant comment, 2008

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 (Primary & Intermediate)



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## Participation Fee

### Chiang Mai – Saturday 13 June

Standard Booth: 3mw x 2md: \$2,700 + GST (TBC)  
 Shared Booth: 3mw x 2md: \$2,200 each + GST (TBC)  
 Cluster Booth: P.O.A.

### Bangkok– Sunday 14 June

Standard Booth: 3mw x 2md: \$3,200 + GST (TBC)  
 Shared Booth: 3mw x 2md: \$2,700 each + GST (TBC)  
 Cluster Booth: P.O.A.

### Phuket – Tuesday 16 June

Standard Table: \$2,000 + GST (TBC)

### The Participation Fee Covers:

- Booth or table space
- Basic furniture package including tables, chairs, lights, power etc
- ENZ and NZTE staff onsite to assist
- Pre departure Briefing Pack

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

- Networking Evenings (small attendance fees apply)
- Accommodation booking (accommodation costs are met by participant)
- Advice on domestic flight options (all travel costs are met by participant)
- Interpreter booking (cost of interpreter is then met by participant)
- Coordination of Courier Consignment (cost of sending materials is met by participant)

## 2008 New Zealand Education Fair Stats

City	Participants	Visitors
Chiang Mai	15	680
Bangkok	47	1,862
Phuket	24	544
<b>Total</b>		3,086

### Draft Programme

#### Thursday 11 June

Market Briefing Meeting

Networking Evening with Agents, Bangkok

#### Friday 12 June

Travel to Chiang Mai

Networking Evening with Agents, Chiang Mai

#### Saturday 13 June

New Zealand Education Fair, Chiang Mai

Travel to Bangkok

#### Sunday 14 June

New Zealand Education Fair, Bangkok

#### Monday 15 June

Travel to Phuket

Networking Evening with NZ Alumni and Agents, Phuket

#### Tuesday 16 June

New Zealand Education Fair, Phuket

### For further information, please click on the following links:

- [Post Fair Report and Thai Market Profile](#)
- [Animated photos of the June 2008 Fairs](#)
- [Flickr Photos of the June 2008 Fairs](#)

Register with Education New Zealand at [www.educationnz.org.nz/marketing\\_marketmixbuild.html](http://www.educationnz.org.nz/marketing_marketmixbuild.html)

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

