



EDUCATION FAIR

# 11<sup>th</sup> New Zealand Education Fairs –Vietnam

## Event Details

The New Zealand Education Fair series is a flagship New Zealand Education marketing event. The activity provides an opportunity for marketers to raise their profile, recruit students, maintain relationships and meet with active agents in the market. The Vietnam series includes both fairs and agent seminars.

The 2009 fairs mark the 11<sup>th</sup> year that New Zealand Education Fairs have been held in Vietnam.

The Hanoi event will be held in the Horison Hotel again. This hotel is central to many local education institutes and has hosted a number of other International Education Fairs.

For the Ho Chi Minh City fair we are returning to the New World Hotel, in which New Zealand has held our Education Fairs for a number of years.

Both venues have proven to be extremely attractive to drawing potential students and their families.



## Important Information

**When:**  
19 June – 22 June  
2009

**Where:**  
Hanoi  
Ho Chi Minh City

**Deadline:**  
Friday 02 April 2009



**ENZ contact:**  
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## 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 two major Viet Nam cities
- Networking and traveling with industry colleagues and institutions with a share interest in Viet Nam
- 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

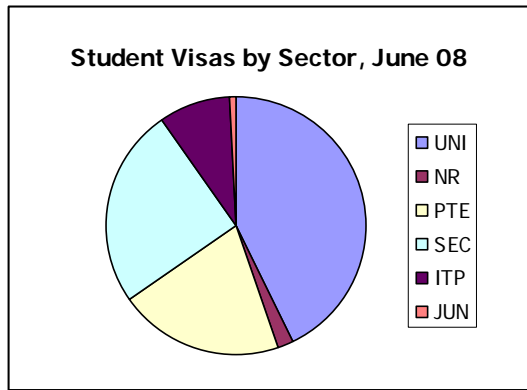
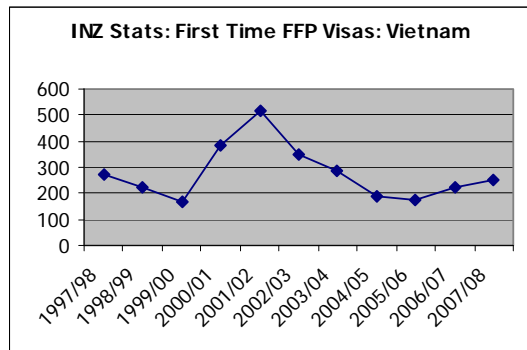
Vietnam is the 13<sup>th</sup> most populated country in the world. Like New Zealand, the capital is not the largest city; Hanoi is located in the North, the more populated city – Ho Chi Minh City (formally known as Saigon) is located in the South.

In recent years Immigration processes in Viet Nam have greatly improved, which has resulted in an increase in student visa numbers. The turn around time for a student visa application is now approximately 3 weeks.

## Map of Vietnam



## Immigration NZ Statistics



NR = Not Recorded

JUN = Junior Schools (Primary & Intermediate)

*"Excellent venue, turn out, promotion, booths and advice for new participants"*  
2008 Participant comment - Ho Chi Minh City

*"The organisation was top class. Can't think of any negatives. The Maori gates were impressive. The hotel and the booths were good"*

2008 Participant comment - Ho Chi Minh City

*"It seems to have been a busier morning than last year"*

2008 Participant comment - Hanoi

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## Participation Fee

**Hanoi** (New Zealand Education Fair & Agent Seminar)

**Friday 19 & Saturday 20 June**

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

**Ho Chi Minh City** (New Zealand Education Fair & Agent Seminar)

**Sunday 21 & Monday 22 June**

Standard Booth: 2m x 2m; \$2,200 + GST (TBC)

Large Booth: 3m x 2m; \$2,600 + GST (TBC)

Shared Large Booth: \$1,700 + GST each (TBC)

Cluster Booth: P.O.A.

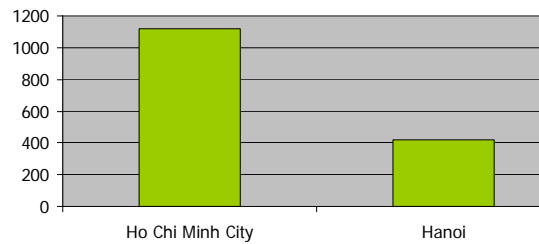
## The Participation Fee Covers:

- Table/Booth space
- Basic furniture package including tables, chairs, lights and power
- 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 bookings (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)

## Visitor numbers, June 2008 Fairs



## The current draft programme is as follows:

### Friday 19 June

Market Briefing Meeting

Agent Seminar (half day)

### Saturday 20 June

Hanoi Education Fair (half day)

Travel to Ho Chi Minh City

### Sunday 21 June

Ho Chi Minh City Education Fair (full day)

Debrief Meeting

### Monday 22 June

Agent Seminar (half day)

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

- [June 2008 Fair Report and Viet Nam Market Profile](#)
- [June 2008 New Zealand Education Fairs \(Viet Nam\) Photography Slide Show](#)

Register with Education New Zealand at [http://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.*