

PACE 2007

Promotional Activity
Calendar for Education



BRAZIL

ExpoBelta 2007

Participation Fee

Early bird NZ\$2,000 + GST for each 1 day fair- **register on ENZ website by 15 December**

Early bird NZ\$2,500 + GST for Sao Paulo (2 day fair) - **register on ENZ website by 15 December**

Regular price NZ\$2,200 + GST for each 1 day fair

Regular price NZ\$2,800 + GST for Sao Paulo (2 day fair)

Dates	São Paulo – 17 th and 18 th March Brasilia – 20 th March Curitiba – 22 nd March Porto Alegre – 24 th March
Sectors	UNI, ITP, PTE, SEC, ELS

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ExpoBelta is a commercial fair run by BELTA, the Brazilian Educational & Language Travel Association. 2007 will be ExpoBelta's 8th annual fair series. BELTA members represent more than 50% of the international education market, they claim that 90% of Brazilian international students select their education destination and enrol in courses through BELTA agents. Education agents are a key influence in the decision-making process for Brazilian students. As this event is a commercial fair, New Zealand participants are grouped together in a centrally branded NZ pavilion. Participants are welcome to pick and choose the cities they travel to.

More information about this event can be found at www.belta.org.br

Activity Introduction

BELTA organises this commercial fair including agents and institutions. Key targets are prospective students from 15-25years old and young professionals looking to improve their skills or language base.

Sector recommendation

Participation in Expo BELTA is an ideal marketing activity for a wide range of education providers, from institutions offering English language courses, English plus activity courses and short courses to secondary school programmes (six months/or one year).

This is also an opportunity to market undergraduate and postgraduate courses, professional training and work experience programmes and courses. At ExpoBelta 2006 there was strong interest in the one NZ university in attendance. It also presents a good opportunity for polytechnics to get into the Brazilian market.

From past experience, some visitors to the fair will not speak English, so it is recommended that participating institutions arrange to have an agent or alumni student to assist with local language translations. This way contact with visitors will be much more productive and efficient. Those who don't have an agent or student who could help should contact Karen at ENZ to arrange assistance.

Participation Costs

The participation fee covers:

- 1 tall counter with back wall
- Venue hire and refreshments.
- Promotion of the event
- Market report
- Event Management by Education New Zealand
- Onsite support from NZTE staff
- Arrangement of accommodation

Additional Costs

Optional:

- Brochure consignment from NZ to the Brazilian cities, including any related customs clearance costs

All representatives cover their own accommodation, travel and daily expenses.

Summary

ExpoBELTA provides New Zealand institutions with an opportunity to continue to develop their profile in the Brazilian market. It compliments their work building relationships with agents.

Having a profile at ExpoBELTA, is also an excellent way to support other activities such as the inbound agents' visit.