

# PACE 2007

Promotional Activity  
Calendar for Education



## FIJI

### New Zealand Education Fairs

#### Participation Fee

NZ\$1,500 for both cities + GST

#### Dates

Suva 31 July & Lautoka 2 August

#### Sectors

SEC, PTE, ITP, UNI

#### ENZ Project Contact

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2007 will be the 8<sup>th</sup> year that the New Zealand Education fair has taken place in Fiji. The fairs give students (and their parents) the opportunity to meet face to face with representatives of secondary and tertiary institutions to discuss further education in New Zealand and how best these students can get their career on the right track.

Local schools attend the fairs as a way of obtaining information for their students. Access to information from a fair is very helpful as not all schools have access to the internet.

A target attendance of approximately 500 – 700 is anticipated. This is the number of students estimated to have the motivation and financial means to study in New Zealand.

#### Sector Recommendations

Undergraduate courses in nursing and medicine are sought after by Fijian students. The foundation year programmes at certain universities are also popular, especially for students not able to go directly into university programmes.

There is significant interest in undergraduate diplomas and degrees for business studies and information technology. In business studies, the interest is related to the management of family businesses, and travel and tourism. There is also demand for engineering courses, especially civil and electrical engineering courses. Aviation courses, especially aircraft engineering and maintenance courses, are also marketable.

A significant number of parents are sending their children to New Zealand for secondary education because they are considering migrating. Some students are studying in New Zealand because they have families and relatives already in the country.

### **Participation Costs**

The participation fee covers participation at both the Suva and Lautoka events:

- One booth (equipped with one table, four chairs, lighting, back board. Booths do not have side walls)
- Venue hire and refreshments
- Arrangement of accommodation
- Promotion of the event
- Market report
- Event management by Education New Zealand
- NZTE staff on site

### **Additional Costs**

There will be additional costs for:

- Brochure freight to Fiji
- Extra equipment for the booth (such as videos/TVs and additional furniture)
- All representatives cover their own accommodation, travel and daily expenses.

### **Summary**

This event is aimed at providing a cost-effective means for institutions to promote themselves in Fiji. There will be a minimum number of participating institutions required for these fairs to proceed. The number of secondary schools able to participate will be limited to 5, and will run on a first in first served basis.