

PACE 2007

Promotional Activity
Calendar for Education



HONG KONG

The 5th Hong Kong International Education Expo

Participation Fee

NZ\$1,800 + GST

Dates

3-5 August

Sectors

UNI, ITP, SEC, ELS, PTE

ENZ Project Contact

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Great News! We have received a price reduction from the expo co-ordinator allowing the participation price to be reduced. At the 2006 Hong Kong International Education Expo 58,573 visitors were recorded in three days. The August timing perfectly coincides with two major public examination result releases, and before students make their final decision on further education. Hong Kong students gain more confidence in New Zealand education when they can make an enquiry about details directly to institute representatives, and they use agents or the internet for applications.

Participating in the Expo not only raises the profile of New Zealand institutes, but also attracts the awareness of the Hong Kong public generally to New Zealand as a good study destination. Further information on this fair is located at www.newwayfairs.com/hke/index.htm. A minimum of 10 New Zealand participants is required to arrange the New Zealand Pavilion at this event. In order for all to be included in related fair promotional material the registration deadline is Friday 15 June.

Sector Recommendations

This commercial education fair is recommended for all sectors – universities, polytechnics and institutes of technology, as well as private tertiary and training institutions – as a way of marketing themselves to a targeted group focussed on tertiary education. Institutions from secondary and English language sectors should use the fair to promote themselves to Hong Kong students, parents and teachers.

Programmes of interest at tertiary level include business, social work, tourism and hospitality, design and computer graphics, healthcare, science and engineering, and information technology.

To ensure students consider New Zealand as a study destination, participation in high-profile activities such as education fairs is important.

In researching study destinations, Hong Kong people prefer to meet directly with institutions' representatives to enquire about details, while they use agents or the Internet for applications.

Participation in fairs not only raises the profile of New Zealand institutions, but also attracts the awareness of the Hong Kong public generally to New Zealand as a good study destination. Collective promotional effort is an appropriate way to promote New Zealand education, creating positive reinforcement for both New Zealand institutions and the country itself.

For more information see www.newwayfairs.com/hke/index.htm