

PACE 2007

Promotional Activity
Calendar for Education



INDONESIA

New Zealand Education Fair

Dates 11 & 12 August

Sectors UNI, ITP, PTE

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For many years there have been New Zealand Education Fairs in both March and August in Indonesia. For 2007 the March fair has been dropped to allow participants to attend some of the many agents' events at this time. The August fair will continue to increase the profile of New Zealand in Indonesia to build a stronger awareness about New Zealand education, and to establish a better recognition of New Zealand as a world-class education provider. This weekend two day fair will take place in Jakarta.

New Zealand needs to continue making a presence in this marketplace in order to attract more students. At present there are more than 55,000 Indonesian students studying abroad, including about 20,000 in Australia. About 6,000 Indonesia students are going to Australia each year.

Fairs allow institutes to gain awareness of the market. They are an excellent opportunity to meet agents, prospective students and parents. Agents and their clients will be invited to attend the fairs. The role of agents should not be neglected in Indonesia. Appointing a local is one way to raise the profile of New Zealand institutions. Personal contact with the agents, students and parents is a key factor in attracting students to study in New Zealand. At the fairs, participants will have an area to set up tables, banners displays and brochure stands.

The fairs are recommended for universities, polytechnics, institutes of technology, private tertiary and training institutions, as well as secondary schools, as a way of marketing themselves to a targeted group of potential clients focused on both tertiary and secondary education. Institutions from other sectors may also see the fair as a valuable marketing activity in Indonesia.

The cost for participating covers:

- Table display area for banner displays, brochure stands and seated conversations
- Arrangement of accommodation
- Co-ordination by Education New Zealand
- Venue hire and refreshments
- Promotion of event
- NZTE staff on site

There will be additional costs for:

- Interpreters
- Brochure freight
- Internal transportation
- Hire of presentation equipment (computer projector, TV/Video etc).

Related Events

Institutions involved in marketing activities in Indonesia may also like to consider the Malaysian & Indonesian agents' visit to New Zealand in June.