

PACE 2007

Promotional Activity  
Calendar for Education



## **SOUTH KOREA**

### **Australia / New Zealand Education Fair**

#### **Participation Fee**

NZ\$3,500 + GST

NZ\$4,000 + GST for two institutes sharing a booth

NZ\$2,500 + GST for primary/secondary institutes only

#### **Dead line for Registration: Friday 28<sup>th</sup> September**

**Dates** 3 & 4 November 2007

**Sectors** ALL SECTORS

**ENZ Project Contact** Rahael Tharmatheva – [Rahael.Tharmatheva@educationnz.org.nz](mailto:Rahael.Tharmatheva@educationnz.org.nz)

- DDI: 04 917 0536

The Australia and New Zealand Education Fair 2007 will be the 6<sup>th</sup> joint education fair in the market. Institutions from both countries will have an opportunity to promote their country as a study destination competing with United States, Canada and UK who are key competitors in the market. The fair attracts more than 4,000 visitors and agents around Korea and NZ institutions will have the opportunity to recruit students directly. Having agent assistance at the fair to help with translation and follow up work is recommended. This weekend fair is likely to be held at the COEX in Seoul.

#### **Activity Introduction**

The Australia / New Zealand Education Fair is being organised by New Zealand Trade and Enterprise (NZTE) and Austrade. The organisers are aiming to inform more Korean students about the prospects and opportunities of studying in New Zealand and Australia.

NZTE Seoul will initiate a diverse range of publicity and promotion to ensure a successful event. Support ranges from online websites through to brochures, newspaper advertising and other related material.

#### **Sector recommendations**

English language courses have always been a large part of this market and this is likely to continue as the economic situation continues to strengthen. New Zealand continues to attract high school students due to its safe reputation and quality schools.

There is potential for all sectors to attract students from South Korea. Tertiary institutions offering programmes as diverse as business, arts hospitality and IT will find opportunities in this market.

Holding a fair such as this helps establish better recognition of New Zealand as a world-class provider of educational services.

### **Participation costs**

The participation fee covers:

- 1 booth equipped with one table, four chairs, lighting, and a fascia board.
- Venue hire and refreshments.
- Event Promotion
- Market report
- Co-ordination by Education New Zealand
- NZTE staff member on site
- Arrangement of accommodation

### **Additional Costs**

All representatives cover their own accommodation, travel and daily expenses. Education New Zealand will organise a consolidated consignment to save on costs sending promotional material to Korea.

### **Related Events**

This Fair is held in conjunction with activities in Japan. As part of an overall Marketing strategy for Korea institutions should also consider participating in the inbound agents' visit in May and the Korean Virtual Fair in April