

PACE 2007

Promotional Activity
Calendar for Education



MALAYSIA

New Zealand Education Fair

Participation Fee

Kuala Lumpur & Petaling Jaya: NZ\$3,200

Penang: NZ\$1,500

Kota Kinabalu: NZ\$1,500

August Series

Kuala Lumpur: 18 August

Petaling Jaya: 19 August

Penang: 21 August

Kota Kinabalu: 23 August

Sectors

UNI, ITP, PTE, SEC

ENZ Project Contact

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Malaysia has been a key tertiary market for New Zealand institutions over the last decade. Interest in New Zealand as an education destination has increased and there has been a slow but steady increase in the number of Malaysian students studying in New Zealand over the past couple of years. New Zealand institutions need to invest in proactive marketing activities to raise their profiles.

Education New Zealand and NZTE have held regular fairs in Malaysia for over ten years. The fairs have been well attended and have proven to be a worthwhile marketing exercise. There are over 50,000 Malaysian students studying abroad every year. The Fairs are full-day public events, and are designed to allow one-on-one interaction between institutions and those students interested in a New Zealand education. Institutions, agents, their clients, students and parents will be invited to attend the fair.

Competition in Malaysia is strong, with many domestic and international options. Competition for domestic places drives international demand. To ensure that students consider New Zealand as a study destination, profiling activities such as these fairs are essential to keep New Zealand in the "choice set" that students consider.

The fairs are recommended for universities and other tertiary institutions that offer undergraduate and postgraduate courses focussed on academic

disciplines. New Zealand tertiary institutions receive a steady flow of Malaysian students from alliances they have with Malaysian institutions and there is potential to increase these numbers.

Secondary schools may also wish to consider these fairs. There is increasing evidence that students seeking a tertiary outcome are looking to start their offshore education at a secondary level to better prepare themselves for tertiary articulation.

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