

PACE 2007

Promotional Activity
Calendar for Education



PHILIPPINES

Commonwealth Education Fair

Participation Fee

Manila: NZ\$2,600 + GST

Cebu: NZ\$600 + GST

Manila and Cebu: NZ\$3,100 + GST

Deadline for Registrations are 7 September 2007

Dates 8 - 12 November

Sectors UNI, ITP, PTE

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The full name for this fair is "Commonwealth Education Fair: Global Education Alternatives – A Commonwealth of Choices". This fair is a collaborative event between the British Council, Canadian Trade Commissioner Service, IDP Education Australia and Education New Zealand/NZTE. The sixth annual Commonwealth of Choices Exhibition will be held in Manila and will showcase various international courses and programmes offered by the four Commonwealth countries of Australia, Canada, New Zealand and the United Kingdom. The objective of this fair is to develop and grow the global education market in the Philippines by providing students with access to quality international institutions and courses. The fair aims to provide a wider range of options to Filipino students seeking World Class education opportunities.

Activity Introduction

The Commonwealth Education Group will also be joining an exhibition organised by Brent International School in Baguio City on 12 November 2007. Exhibitors from the Manila leg are most welcome to participate in this exhibition as well. There is no participation fee; however the exhibitor will have to shoulder the cost of travel, accommodations and other expenses related to this leg.

Baguio is a major city in the Northern region of the Philippines – Which may be ripe for opportunities for English language teaching institutions due to the large immigrant Korean population.

Brent International School in Baguio has about 300 students, most of whom are looking for international study destinations after they graduate.

Undergraduate and postgraduate studies have received a significant number of inquiries in the last education fair. Technical training skill programs and short term courses are also becoming popular with a good number of enquiries received during the last staging of this exhibition. Institutions offering tertiary, post-graduate and secondary education should see this event as an opportunity to promote their programs to Filipino students and parents who wish to send their children overseas to pursue international education.

Health related courses like medicine, dentistry and nursing have been receiving a lot of interest followed by business programs particularly in the fields of business management, marketing and MBA programmes. Information Technology is also of significant interest to Filipino students. Engineering, arts, architecture, law, environmental studies, hospitality and tourism courses were among the various programmes that are traditionally in demand by Filipinos interested in overseas education.

Participation Costs

The participation fee covers:

- Table and display area
- Co ordination by Education New Zealand
- Networking reception
- Venue hire
- Refreshments and lunch at the venue on both days
- NZTE staff on site
- Promotion of the event
- Arrangement of accommodation
- Market report

Booth

Booth Measurements are 1 Meter X 2 Meters

3 Chairs are provided

Electrical outlets for laptops will also be provided

Additional costs

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

There will be additional cost for:

- Brochure display material
- Freight
- Interpreters

Components of the Exhibition

There are 2 major components for each city (Manila and Cebu)

- Exhibition – Event Proper, open from 1.00 to 6.00 pm
- Seminars - Seminars highlighting the 4 countries and their participating institutions will run along side the exhibition

- In Manila – A Networking Reception – Heads of local education institutions will be invited to network with their international counterparts.

Tentative Programme

<u>Cebu</u>		<i>Cebu Marriott Hotel</i>
7 November	Arrival of Exhibitors	
8 November		
12.00 to 17.00	Exhibition Proper	
18.00	Travel to Manila	
<u>Manila</u>		<i>Dusit Hotel Nikko</i>
9 November		
13.00 to 18.00	Exhibition Proper – Day 1	
19.30	Networking Cocktails	
10 November		
13.00 to 19.00	Exhibition Proper – Day 2	
	Travel to Baguio City	Optional
<u>Baguio City</u>		
12 November		
	Exhibition Proper	

Related Events

Tertiary institutions involved in marketing activities in The Philippines can combine participation at the Philippines Commonwealth Education Fair with participating in the Philippine agent visit to New Zealand in August as part of an overall strategy for growing their Philippine market.