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| Minutes | Minutes of the meeting held on 17 November 2008 at 11.30 am at India Habitat Centre, New Delhi |
| PRESENT | <p>Amar Manchanda, Aims Global Education, Chandigarh</p> <p>Khilandeep Singh, Canable Immigration, Ludhiana</p> <p>Girish Dugala, Counsel One, Ambala</p> <p>Bubbly Johar, Johar Education Centre, New Delhi</p> <p>Gulshan Kumar, Kangaroo Studies Pvt Ltd, New Delhi</p> <p>Satvinder Singh, Studywel Education, Karnal</p> <p>Soni Khanna, The Chopras, New Delhi</p> <p>Ravi Singh, Global Reach, Kolkata</p> <p>M Maheshwar, AR Overseas, Hyderabad</p> <p>Arun Jacob, Array Consulting, Hyderabad</p> <p>Nishidhar Borra, Atlas Consulting, Hyderabad</p> <p>Thomas Joseph, Olive Consulting, Cochin</p> <p>Vineeta Kapoor, Edwise, New Delhi</p> <p>Sandeep Jani , NZ Gateway, Baroda</p> <p>Neeraj Luthra & Ramesh Sharma, Indopacific Education Services, New Delhi</p> <p>Liz Batra, IEGC, Chandigarh</p> |
| APOLOGIES | <hr/> <ul style="list-style-type: none"> ▪ OES Consultants (P) Ltd, Bangalore ▪ Jubeerich Consultancy Pvt. Ltd, Kochi ▪ GeeBee Education Pvt Ltd, Mumbai ▪ New Zealand Education Services, Mumbai |
| IN ATTENDANCE | <hr/> <ul style="list-style-type: none"> ▪ Paul Vaughan, Trade Commissioner, NZTE ▪ Monika Chaudhary, Business Development Manager, NZTE ▪ Kerry Greig, Branch Manager, INZ ▪ Rakhi Tandon, Technical Adviser, INZ <hr/> |

1. Market Overview and Current Economic Situation

The agents have not witnessed a decline in numbers of students in spite of the economic slowdown in India. They are rather hopeful that New Zealand can be a gainer in these times when the US and the UK are facing a big slump in their economies. They have almost closed themselves on the UG Market. The number of scholarships offered by the US has gone down and could lead to higher interest in New Zealand. The number of applicants for Australia has dropped sharply with India moving to higher risk category (from level 3 to 4). In spite of the lower numbers, all the competing countries continue with their marketing efforts in India. Agents feel that now is the time for New Zealand to take advantage of the falling dollar and market ourselves as an ideal education destination. New Zealand should publish stories with its attractions and achievements.

Agents are however still finding it difficult for getting bank loans approved for both UG & PG diploma courses. NZTE would soon begin talks with the State Bank of India to ease out loans situation.

Paul Vaughan, NZTE Trade Commissioner suggested that they not “oversell” New Zealand as a migration destination. New Zealand is heading towards recession but positive growth will pick up next year. Speculation is that Infrastructure will do well with the new government doling in sizeable investment in this sector. This could have better prospects for engineering graduates. Hospitality sector may not be very promising in the coming year.

One agent suggested that NZ’s regional economic report be forwarded to agents for referral.

2. NZIER Model

a. Code of Conduct:

The Code of Conduct document was formulated in June and the Agents had agreed to sign it after incorporating changes that were suggested then. The following points need to be added in it –

1. The Disputes Committee comprising 4 NZIER Members to address issues via NZTE Chair i.e. the Trade Commissioner.
2. Membership Fee details
3. Membership Threshold (New)
4. It should be Compulsory for Heads of NZIER Agencies to attend at least 2 meetings in a year.
5. Incorporate Advertising Policy in the Code of Conduct Document. A copy of the draft Advertising policy has been passed on to the agents for their comments.
6. The fee charged by NZIER Members for their services to students should not exceed INR 10,000 (all inclusive).

The complete Code of Conduct document will be published on the website soon after updating suggested changes.

b. Membership Threshold

Post discussions with Immigration NZ, the following threshold criteria was put across by NZTE-

Small Centre sole Agency -

| Agency Type | Current Number of students to be placed over 12 months (1 April-30 March) | Proposed Number | Current Approval Rate | Proposed Approval Rate |
|---|--|-----------------|--|------------------------|
| Small Centre (sole agency) | 15 | 20 | 80% - 1 year 85% - 2 nd year onwards | 85% |
| Big Centre (Sole Agency) or Regional Agency | 24 | 30 | 80% - 1 year 85% - 2 nd year onwards | 85% |
| National Agency | 36 | 40 | 80% - 1 year 85% - 2 nd year onwards | 85% |

Apart from the criteria above, the agents also feel that the new agents who come on board should have abided by the Advertising Policy for at least a year.

The Agents agreed to the above criteria. They added that during review period they would send their report to NZTE with region wise statistics of students. This could be helpful in planning future activities.

c. Cost of hall hire for NZIER Meeting

The agents would like the cost of the NZIER Meeting to be taken out of the NZIER Membership fee collections.

3. April Fairs Update

PACE Fairs April 2009 have been planned on the following dates-

2 April – Kochi

5 April – Delhi

7 April –Chandigarh

NZTE informed that venues for Chandigarh (Hotel Mountview) and Kochi (Taj Residency Ernakulum) have almost been finalised. We have received quotes from Taj Palace, Hyatt Regency and Intercontinental The Grand in Delhi and the venue will be finalised soon. Ashok Hotel was mentioned as a good alternative.

Sponsors- NZTE is in conversation with the Times of India group for co-branding of the April Fair. Agents suggested that we should look at long term relationship with the sponsors and should tie up for both the April and September fairs together. They did not like the concept of exclusivity deal with Times of India.

Kangaroo Studies, Johars and Counsel One have volunteered to help with scouting sponsors for the fairs.

4. Bloggers Tour

The concept of Bloggers Tour was introduced to the Agents. The Agents appreciated the idea and gave their suggestions for making it successful.

It was suggested that the NZ Tour be timed around May soon after the fairs end. The promotions can begin in the month of April. Agents stated that Print journalists play a huge role in publicising issues. Online journalism is still not a norm in India. Four journalists could be chosen from each potential region of India.

Agents will also be supportive in spreading awareness about the campaign by sending electronic mailers to their student database.

5. Immigration Update

a. Student Visa Numbers- Immigration had student applications as per figures projected for July, August and September. October figures have dropped against projections. Immigration expects the numbers to increase by 70% this year.

NEXT MEETING: First week of February in Delhi