

PACE 2010

Promotional Activity
Calendar for Education



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2010 Marketing Event. Written initially as a confidential document between ENZ and participating institutions, this report will also be available for industry access at the Market Information section of www.educationnz.org.nz approximately 2 months after the event date.

Name of Events	CCIEE Fair, Beijing CCIEE Fair, Xi'an CCIEE Fair, Shanghai CCIEE Fair, Chengdu NZ Agent Seminar, Xi'an
Country Name	China
Event Date	16 - 27 October 2010

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1. Executive Summary

Between 16 - 27 October 2010, 20 New Zealand education providers and one service provider participated through the New Zealand pavilion at 4 of the CCIEE Education fairs tour and the New Zealand Education Xi'an Agent Seminar. Not all New Zealand institute representatives participated in every event.

Overall, 500 institutions from 34 countries and regions participated in the event. Fifteen countries including New Zealand, organised national delegations to participate in the fairs. These were the US, UK (by British Council), Australia (by AEI), Holland (by Nuffic), Canada British Columbia, Singapore (by Singapore Tourism Board), France, and Germany (by DAAD), etc.

Media support for the whole fair was provided by CCTV, BTV, People's Daily, China Daily, Beijing Evening News, Beijing Youth Daily, Xinhua News Agency, Sina.com Education Channel, Sohu.com Education Channel, QQ.com Go Abroad Channel, 163.com Go Abroad Channel, Zhejiang TV, etc.

According to the CCIEE fairs organiser, a total of over 32, 000 visitors went to the Beijing fair for the two day event and 62,000 visitors for the full CCIEE Fair exhibition. Statistics show that 6% of the surveyed were interested in studying in New Zealand, The primary concerns about choosing a school, was the rankings, studies available, career prospects after graduation, costs, etc.

Below is the statistical information on the level of study the visitors looked for:

Post Graduate studies:	63%
Undergraduate studies:	25%
High School/College:	6%
Language courses:	6%
Others:	3%

Education fairs are an excellent opportunity for maintaining a NZ presence in the market. The recommendation is to continue to collaboratively promote NZ Inc, which is considered as the best and strongest approach to develop and maintain relationships with Chinese education agencies and media. Education Fairs are part of the market strategy to maintain and increase awareness of New Zealand as a destination for international education, a country with top-niche research ability, vocational training provision, innovation, and multiple cultures.

Feedback from participating providers was generally positive and most providers, especially the universities, indicated that they would like to participate in both sets of fairs next year, but will consider picking certain cities rather than attend all of them on the tour.

The New Zealand Minister of Tertiary Education, the Honourable Steven Joyce, attended the Beijing fair and complimented the design and layout of the New Zealand pavilion. We received several positive comments from other foreign participants as well.

2. Event Details

Promotional Activities

A media release was handed out to media in Beijing at the pre-fair media conference and the Education Counsellor and Immigration Counsellor in Beijing participated in the online interview with Sohu.com to introduce New Zealand's presence. The locally based ENZ and INZ staff participated in the online interview with QQ.com before the CCIEE Beijing fair to promote New Zealand, announce the New Zealand Pavilion at the Fairs and to update the public of NZ's visa policy. The Minister of Tertiary Education Hon. Steven Joyce participated in online interviews on site at the Beijing fair on Saturday 16 October with both QQ.com and Sohu.com.

At the Xi'an and Chengdu fair, the locally based ENZ staff was interviewed by the local media to introduce NZ education's strengths and international policy. At the Shanghai fair, the interviewed by Jiangsu Education TV was to introduce New Zealand to the local audience.

Participants/NZ Representatives

Institution Name	Participant Name
ACG	Xu Ting
AIS St. Helens	En HSIEH
Auckland Grammar School	Felix Ye
AUT University	Jane Ma
Bethlehem College	Lynn Nicholls
Cornell Institute of Business and Technology	David Xu
CPIT	Annie Goh
Design and Art College of New Zealand	Rui Chen
Eastern Institute of Technology	Dan Zhu
Lincoln University	Jeff Sun
MIT	Louise Liu
North Shore International Academy	Jenny Shao
PIHMS	Jennifer Yang
Southern Institute of Technology	Pat Mao
Unitec NZ	May Wang
University of Otago	Victoria McEniery and Amy Liu
Victoria University of Wellington	Ian Masters
Wellington College	Michael Pallin
Wellington Girls' College	Heather Twigg
Weltec	Brian Cao

Immigration New Zealand participated with the New Zealand pavilion in all 4 events. ANZ Bank participated in the Beijing CCIEE Fair as part of the New Zealand Pavilion.

Market Briefing

Three weeks prior to the China Fairs, a soft copy of the Briefing Pack was sent to all participants, which included information on what to expect from the fairs and agent seminar, the time table, market information and promotions that were undertaken for New Zealand.

On Saturday 16 October after the first day of the CIEET Beijing fair, a Briefing dinner, sponsored by ENZ, was held at the XIU Restaurant and Bar. Li Zhi gave a quick briefing of the current market, and was available to institute reps that were at the dinner to answer any queries.

Agent Session

An Agent Seminar in Xi'an was organised for Thursday 21 October. 12 participating providers and INZ participated in the agent seminar. The objectives were to establish a platform for representatives from institutions to meet and form relationships with local agents and for agents to meet INZ. INZ's presentation on the visa application process and fund transfer scheme was welcomed by the agents and many questions were asked during the seminar.

A total of 27 agents from 17 education consulting companies from Shanxi and Shaanxi participated in the Agent Seminar in the morning in Xi'an and met 12 Providers. Agents had the chance to talk to providers one on one so that they can better understand the providers and talk in detail on their ways of partnership.

A presentation was given on the NZ system including visa application process, education system, tuition fees, living expenses, etc. Immigration New Zealand gave a presentation on the new Bank Transfer Scheme and the working holiday visa and were asked several questions regarding the new policies. Immigration NZ's presentation was very useful for agents in their day to day work, it is worthwhile to have them participate in such kind of seminars.

Each participating institution gave a 5 minute presentation, after all the presentations a one on one workshop took place for institutions and agents to sit down and discuss programmes and business.

Giveaway Items

A generic Study in New Zealand leaflet was distributed at the education fairs. 2,000 copies of these flyers and bags were distributed as giveaway to visitors.

New commercially produced Chinese directories on life in NZ, which feature a chapter about education, were also available but these were only provided to seriously interested visitors.

At the Agent Seminar, each agent received one copy of the SINZ Handbook of Courses and Costs and a green bag.

Visitor Data

About 32, 000 visitors attended CCIEE Beijing fair, 3,000 visitors attended the CCIEE Xi'an Fair, 20,000 visitors attended the CCIEE Shanghai Fair and 3,000 visitors attended the CCIEE Chengdu Fair.

Below is the statistical information is from the Beijing Fair,

On the level of study the visitors looked for:

Post Graduate studies:	63%
Undergraduate studies:	25%
High School/College:	6%
Language courses:	6%
Others:	3%

The current study levels of visitors were:

University students:	68%
College Students:	9%
High School Students:	9%

Post Graduate students: 11%
Other: 3%

27 agents (both local and from neighbouring regions) participated in the New Zealand Education Agent Seminar.

Further Information

Below is the schedule for the March 2011 China Mission, the events will ensure strong profiling of New Zealand Education. A slightly different approach to the normal March events should see a larger New Zealand delegation travelling to the best regions for recruitment of Chinese students for New Zealand. The events have been planned to support our strongest agents in the market. The events include a mixture of New Zealand Education Agent Seminars, New Zealand Education Fairs, and International fairs:

New Zealand Agent Seminar & Welcome Function, Beijing	11 March
CIEET Beijing Fair	12-13 March
New Zealand Education Fair, Tianjin	15 March
New Zealand Education Fair, Hangzhou	18 March
New Zealand Education Fair, Guangzhou	19 March
EIC International Fair, Guangzhou	20 March
New Zealand Agent Seminar, Guangzhou	21 March

To view further details about these events please see www.educationnz.org.nz/pace and click on the events you are interested in. The deadline for online registrations is Wednesday 1 December 2010.

3. Summary of Participants' Evaluations

Of the 20 New Zealand participants, 9 completed the evaluation form.

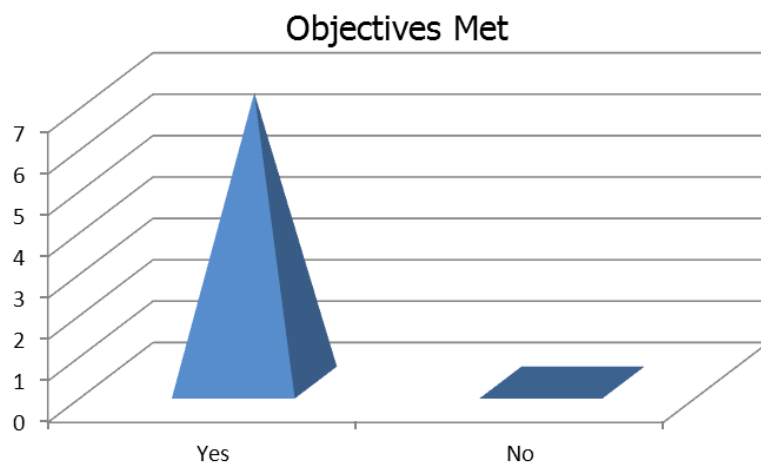
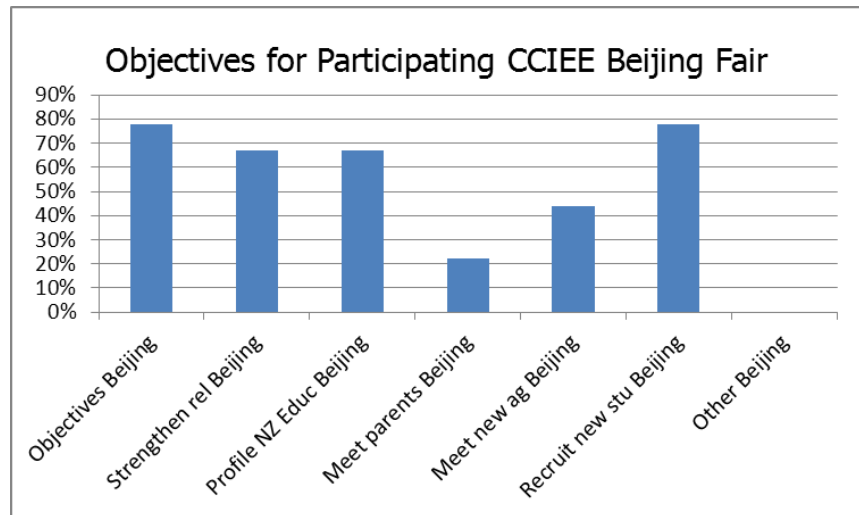
Comments included:

"I am happy with the fact that the NZ Inc profile was well achieved at the event, and I have received quite a few positive feedback from students and agents in regard to this. The support from the staff here is great."

"Profiling New Zealand as a study destination and qualified student enquiries went well."

"The start time provided in the Briefing pack was not correct.

This time was provided by the organisers for when exhibitors were required to prepare their booths and stands, half an hour before the fair opened. The itinerary provided in the Briefing Pack showed when institute reps were expected to be at the booths.



"The overall organisation of the Xi'an Agent Seminar went well, and the number of institutions profiling NZ inc was encouraging."

"Can we have a list of agents that are attending prior to the event?"

"The number of agents [that] came to the event and the time spent with each agent wasn't to my expectations."

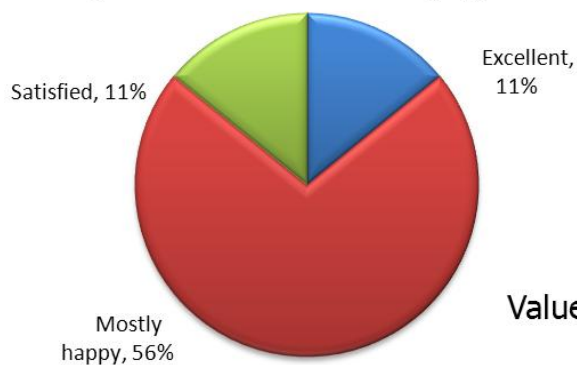
"Programme did not allow sufficient time to meet individual agents after presentations. While the INZ presentation was important for agents it was very long."

"It would be great if Immigration New Zealand could speak to institutions prior to the Agent Seminar, this would allow us the chance to ask them questions and they could let us know what the market is like without the presence of agents."

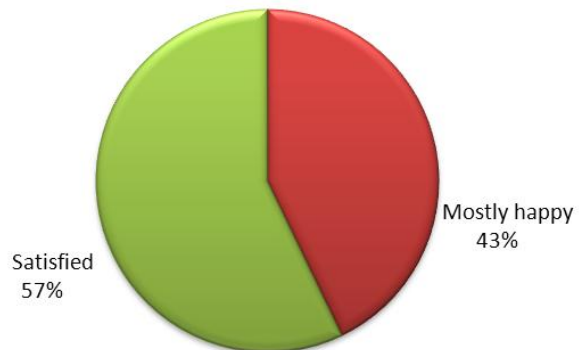
For the China Mission in March we are introducing a new way of organising the Agent Seminar. This will mean agent/agency profiles will be collected and printed into a booklet for institutes to receive in advance. Agents will receive a similar booklet with the attending institute profiles, INZ updates and an overview of the NZ education system.

For the upcoming China Mission, we are planning to hold a formal Market Briefing in Beijing, which will include a presentation by INZ on student Visa Applications and stats. There will be opportunity throughout the mission to be able to approach the onshore staff members from both INZ and ENZ to ask questions.

Organisation of CCIEE Beijing



Value of Participation in CCIEE Beijing



Rate Overall Organisation



4. Recommendations for Future Events

The design of the New Zealand pavilion was changed to the Paua branded background this year. The New Zealand Pavilion is likely to continue with this brand as it works well but adaptations to the design can be made taking feasibility and cost into consideration. Both Ireland and Singapore used green branding colour for their pavilion.

PTEs are facing increasing difficulties in this market due to the fierce in-market-training competition and issues on obtaining student visas for work related study programs. To participate in the fairs is keeping their profile in market and supports the country pavilion.

New Zealand Service organisation sponsors such as ANZ Bank will continue to be encouraged to participate in these events, as part of the services New Zealand can provide and assist with. Their presence would help better present the country pavilion as a one-stop service provider. This time ANZ Bank supported the Beijing NZ pavilion and was quite satisfied with the organisation and the result of the fairs.

We should also consider hiring additional staff during the fairs who could be used to "promote" the NZ pavilion and draw more visitors to it by handing out material in exhibition foyers and close by the pavilion as is done by many other exhibitors.

NZ providers suggested to produce blue bags in accordance with the booth design colour and provided a sample from Malaysia for reference. This will be taken into consideration and designs are currently underway.

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Completion Date: 25 November 2010

Appendix A

To view and download photos from the fair and Agent Seminar please see:
<http://www.flickr.com/photos/27527622@N04/sets/72157625405227812/>