



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 Event	Hong Kong Agent Seminar
Country Name	Hong Kong
Event Date	22 March 2010

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1. Executive Summary

Hong Kong was the first of five cities visited as part of the 2010 North Asian Mission. The three organised events in Hong Kong were the welcome lunch, the Hong Kong Agent Seminar and the group dinner.

The aim of the seminar was to provide a platform for New Zealand institutes to build and expand their agent network in Hong Kong. The event enabled New Zealand focused agents from both Hong Kong and Macau to receive updates from institutions active in the market.

An Agent Seminar is a relatively simple and cost effective means of promotion as large scale advertising to the general public is not necessary.

11 institutions and staff from Education New Zealand, New Zealand Trade & Enterprise and Immigration New Zealand participated in the Hong Kong Agent Seminar. 26 agents from 19 agencies attended the event.

The objectives of the event were fully met and positive feedback was received from both the institutions and the participating agents. They felt that the event was useful and hope to attend similar ENZ events more frequently.

2. Event Details

2.1 Promotional Activities

The North Asian Mission was first introduced to institutions at the 2008 Education New Zealand Conference. The Hong Kong Agent Seminar was promoted as a part of the North Asian Mission, although representatives were able to choose individual agent seminars they were interested in attending. The events were promoted on the Education New Zealand website and as part of the regular E-news newsletter.

Invitations to the event were sent out by NZTE Hong Kong to all local agencies, with follow up calls made. Agents were provided with an online registration form which was linked to the New Zealand Educated website www.newzealandeducated.com/agents/hk

The online registration process also collected basic information about the attending agencies which provided a useful background for the institute representatives.

2.2 Participants/NZ Representatives

Institution Name	Participant Name
Academic Colleges Group	Ting Xu
Christchurch Girls' High School	Liz Stopforth
Eastern Institute of Technology	Dan Zhu
International Pacific College	Alan Malcolm
Nelson College	Leigh Riley
Nelson College for Girls'	June Laird
North Shore International Academy	Jenny Shao
Otumoetai Intermediate School	John Stanley
Tauranga Boys College	Gerard McGarth
Tauranga Girls' College	Julie Sommerville
Tauranga Intermediate School	Annemieke Hart

Barbara Cheung and Priscilla Li from Immigration New Zealand were on site to answer immigration related queries.

2.3 Market Briefing

Each institution received a thorough Briefing Pack in early March including travel logistics and market insights. There was also an opportunity for travellers to discuss the market with Sharon-May McCrostie, New Zealand Trade Commissioner, over lunch on Monday 22 March. Helen Houg gave a brief insight into the current market and Rahael gave a basic overview of what expect for the rest of the day, and possible queries institute representatives may receive from agents.

2.4 Presentations and Speeches

Once everyone was in attendance, a formal Welcome/Opening speech was made by Adele Bryant, the New Zealand Consul-General. Immigration New Zealand gave a brief overview about immigration including recent policy change updates.

2.5 Seminar Schedule

The participating institutions arrived in Hong Kong on 21 March. The agent seminar was held on 22 March between 1.30pm and 4.30pm in Marina Room I of the Excelsior Hotel. The

chosen venue was ideal; the quality of service and the convenience of location were of a very satisfactory standard.

11.30am	Group lunch and briefing
1.00pm	Set up
1.30pm	Welcome speech/Official opening/presentation by INZ
2.00pm	One-on-one meetings
4.30pm	End of Agent Seminar
6.00pm	Dinner

2.6 Giveaway Items

All institutions were handed a hard copy of the Agent Profiles Booklet. All agents received the Institution Profiles Booklet and New Zealand Educated branded items such as pens, soft carry bags, notepads etc.

2.7 Attendance

26 agents from 19 agencies had pre-registered their interest in attending the Hong Kong Agent Seminar. 23 registered agents showed up at the event. Three extra agents who hadn't completed the online registration also attended, making the total 26 agents from 19 agencies.

Education New Zealand had run the New Zealand Specialist Agent Training Programme in Hong Kong in May 2008. Through that process 14 agents became 'Specialists'; they are listed online at www.newzealandeducated.com/nzsahk. Eight NZSA agents attended the seminar.

Two staff members, Priscilla Li and Barbara Cheung, from Immigration New Zealand attended and gave a brief presentation at the beginning of the Agent Seminar. The agents felt that the information given by INZ was useful. INZ received numerous follow up enquiries during the event from the agents after the presentation.

2.8 De-briefing with New Zealand Representatives

A summary from the verbal de-briefing meeting is as follows:

- The individual meetings went well and there was generally very positive feedback at the end of the day. We were thrilled by the great turn out from the agents; many of them seemed to stay for the whole afternoon which was also pleasing.
- The dinner was fantastic, thank you.

3. Summary of Participants' Evaluations

6 out of 11 institutes completed the online evaluation form

I met lots of agents, both known and new and hopefully raised [our] profile

The number of Agents attending is satisfactory and the quality of the agencies is also very good. NZ Inc was relatively well represented and promoted.

We need more time to talk to everyone. I had only talked to 13 (my best effort)

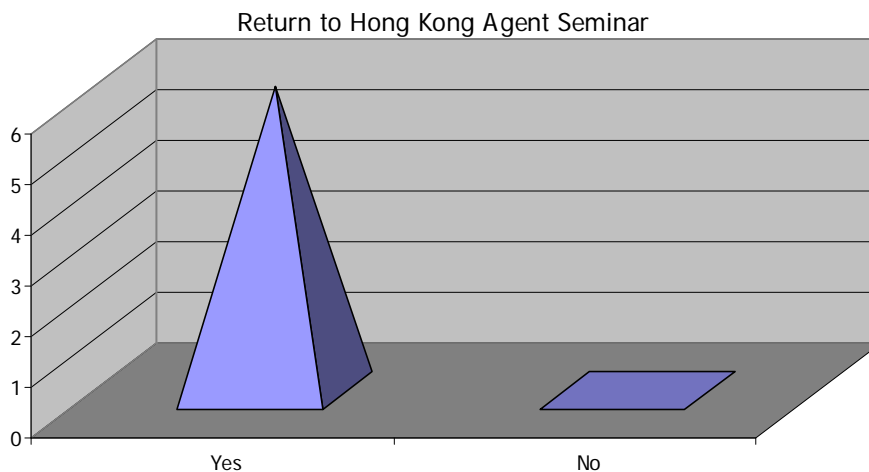
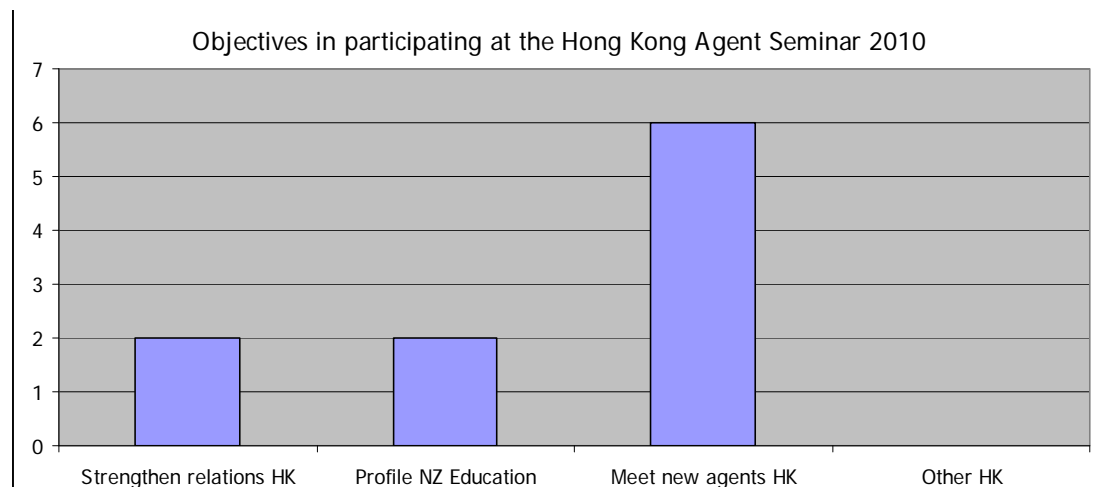
Well organised, excellent venue, good number of agents.

Clarification around NZ Immigration Hong Kong and information given to agents in particular students 13 and under and the need for parents to accompany them – very misleading and frustrating.

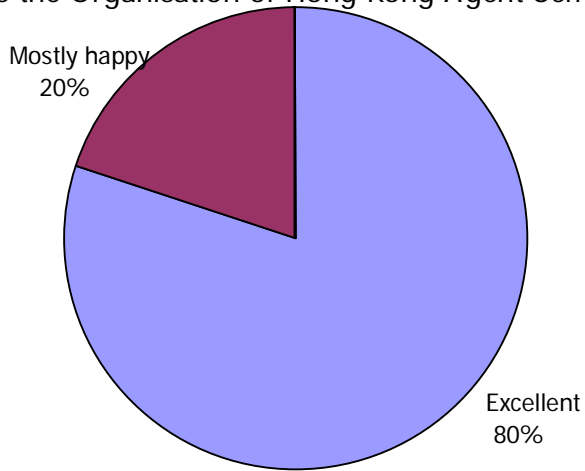
Well organised. Was good to have high profile people attending (Consulate staff, Trade Commissioner etc)

All content in the briefing Pack very useful. I use some of the market/country specific education/economic information within my post-trip report. Adds weight to general comments.

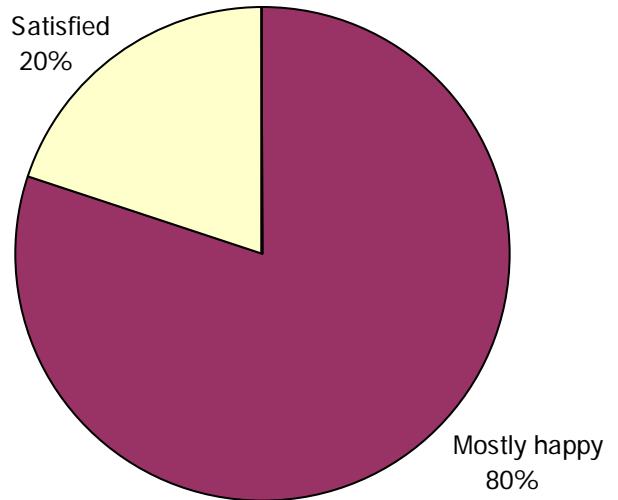
Everything was smooth and well planned, very NZ style as well.



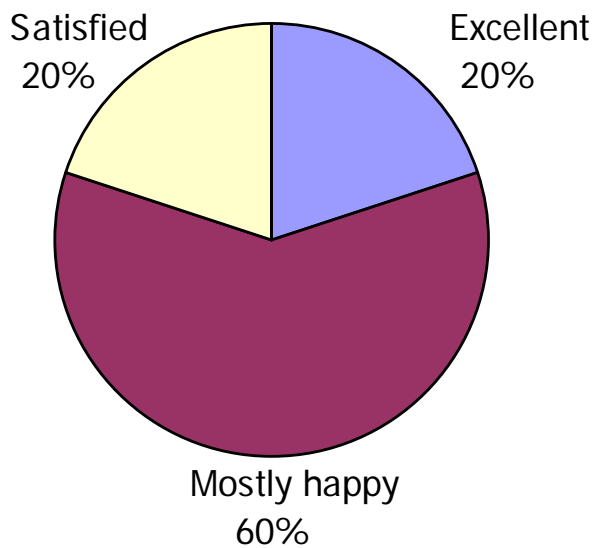
Rate the Organisation of Hong Kong Agent Seminar



Rate agents in attendance



Rate value of participation



4. Summary of Agents' Evaluations

"Both the date and the time are fine and this provides a valuable chance for us to meet with some good schools."

"Include more tertiary institutions!"

"Consider adding a section for each school to do a 5-minute presentation"

"It was good to have the Immigration New Zealand presentation. It reminds us of policies and procedures, we are kept informed of changes, and we have the opportunity to ask questions."

5. Recommendations for Future Events

Education New Zealand will consider extending the finishing time to allow extra time for networking and an opportunity for participants to socialise informally before the room needs to be vacated.

Timing wise, the Hong Kong Agent Seminar needs to avoid clashes with both the CIEET Fairs in China (late Feb/early March), and the Hong Kong fixture of the International Rugby Sevens Tournament at the end of March. By not clashing with CIEET institutions have the opportunity of participating in both events. Avoiding a clash with the Rugby Sevens reduces the demand for accommodation. The preference is to host the agent seminar during the week of 14 March or after 11 April (5 Apr 2011 is a public holiday in Hong Kong).

Consideration could be given to inviting agents from Guangzhou as well as all student visa applications for this part of China are processed in Hong Kong. Agents from Guangzhou travel frequently to Hong Kong. Possibly this could also provide a platform for institutions to have a step into the China market. This could attract more institutions to participate in the event and therefore provide a wider range of institutions for the agents to meet.

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Education New Zealand

Completion Date: 12 May 2010

Appendix A: Participating Agents

<u>Organisation</u>	<u>Agents Names</u>
CJR Education	Carol Hui, Priscilla Wong
Wisdom Educational Consulting Ltd	Rebecca Vilas *
AAS Education Consultancy	Yetta Kwan Ting Yan, William Kwang
Edma Limited	George Lam *
International Studies Services Centre (ISSC)	Steve Lo
MacGregor Education Services limited	Tracy Yip, Stephen Ho
Hong Kong Education Web Ltd.	Laurence Tsui
Academic Access	Alex Leung
EF Education First	Jo Man
Academic Link Overseas Studies Centre	Sing Wong*
Caritas Community & Higher Education Service	Lily Leung
Super Red Education & Training Centre	Connie Ku, Wendy Leong
Company Under Construction	Margaret Corner, Robin Corner
Academic & Continuing Education Ltd	William Lee
Hong Kong Overseas Studies Centre	Mr Tomas TSE, Ms Rowena GU
Global Education Network	Kafirlah Khan
Wai Shun International Education Centre	Rebecca Wong
Knowledge Intellegentia Enterprise Pte Ltd	Anthony Chau
Asia International Education Consultancy Ltd	Mr. Raymond Fu*, Ms. Adeline Lam
EdSA International Education Consultancy	Rick Lam
Milton International Education Group	Edward Wong
Worldwide Consultants Ltd	Stella Chu

Appendix B: Photos

Photos are available online for download at Flickr, please use the following link:

<http://www.flickr.com/photos/27527622@N04/sets/72157623738220575/>