

PACE 2009

Promotional Activity
Calendar for Education



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2009 Marketing Event. Written initially as a confidential document between ENZ, NZTE and participating institutions, this report will also be available for industry access at the Market Information section of www.educationnz.org.nz approximately 6 months after the event date.

Name of Event	New Zealand Agent Seminar
Country Name	South Korea
Event Date	2 & 3 April 2009

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1. Executive Summary

The New Zealand Agent Seminar in Seoul was held on 2 April 2009 at the Westin Chosun Hotel. The Seminar was part of the North Asian Mission, and was the last stop on the itinerary.

The timing of the event was excellent as it coincided with the Ministry of Culture and Heritage funded New Zealand Cultural Diplomacy International Programme (CDIP). The Education group were able to leverage off the CDIP event by attending the official CDIP Gala Dinner on the evening on Friday 3rd April. The Gala Dinner celebrated New Zealand and Korean business links.

Twelve institutions participated in the seminar, which included a good variety of sector representatives. More than sixty agents attended the seminar.

The feedback from New Zealand participants was extremely positive, especially in the areas of

- The number of agents attending
- The quality of the enquiries from agents
- The presence of the Immigration New Zealand staff
- The CDIP Gala dinner on 3 April 2009

Given the positive feedback from both New Zealand institutions and Korean agents, Education New Zealand would like to repeat the seminar in Seoul in 2010.

2. Event Details

2.1 Briefing meeting

The briefing meeting was held at 10am on Thursday 2 April at the New Zealand Embassy. Yun-ju Jung, Trade Development Executive briefly explained the event schedule to the NZ participants, and discussed the market situation.

Sok Kheng Wee of Immigration New Zealand also attended the Market Briefing meeting and presented information in regards to visa trends.

Graeme Solloway the New Zealand Trade Commissioner briefly popped in to welcome the New Zealand participants.

2.2 Activity Schedule

Day /Date	Time	Programme	Venue
Thursday 2 April	10:00	Briefing meeting	New Zealand Embassy
	3:00pm	Desk Set-up	Westin Chosun Hotel
	3:30pm	Agent seminar	
	6:30pm	Welcome speech from the NZ Ambassador to Seoul	
	6:40pm	Cocktail Reception	
	7:45pm	Quick debrief	
Friday 3 April	6:00pm	CDIP Gala dinner	Grand Ballroom, COEX

2.3 Participants / New Zealand institution representatives

Institution Name	Participant Name
Avonside Girls' High School	Rosalie Johnson
Bay of Plenty Polytechnic	Cintia Verran
Glenfield Intermediate School	Raewyn Matthys-Morris
Leisure Learn English	Merelyn Corry
Lincoln University	Jeff Sun
Maungawhau School	Linley Bruce
Macleans College	Patrick Lau
Pakuranga Intermediate School	Stuart Myers
Pacific International Hotel Management School	Jimmy Huang
The University of Waikato	Shirley Huang
Waiariki Institute of Technology	Graeme Rennie
Whiteria Community Polytechnic	Mijin Kim

2.4 Giveaways items

The following giveaway items were made available to the Korean agents at the seminar:

- *New Zealand Educated Pens*
- *New Zealand Educated bags*
- *New Zealand Educated Mobile Phone cleaners*
- *Study in New Zealand Handbook of Courses and Costs mini disks*

2.5 Visitor Data

More than 60 agents attended the seminar on Thursday 2 April which was a fantastic turnout. Agents had been encouraged to register their attendance using the online invitation link

The list of attending agents is attached as Appendix B.

2.6 New Zealand Unlimited, NZ Cultural Diplomacy International Programme in Korea

New Zealand Unlimited, the CDIP event in Korea, was held on 3-5 April at the COEX Centre in Seoul - and was a great success. Over 600 VIPs attended Friday's events and more than 13,000 Koreans visited the venue on the weekend.

The objective of New Zealand Unlimited was to raise Korean people's awareness of New Zealand as a sophisticated, modern country linked to Asia as part of the Pacific Rim. The event was focused on sharing the experience of New Zealand with Korean people, and building a platform from which business relationships can grow. There was a significant media campaign around New Zealand Unlimited as well as supplementary leveraging events, to enable opportunities for developing consumer and trade-based relationships.

There were over 20 exhibitors across education, food and beverage, tourism, ICT and digital content, and there was also an Adidas All Blacks stand.

Education New Zealand had a booth at the event for generic promotion and was listed as an official sponsor on the New Zealand Unlimited website. The www.newzealandeducated.com website was promoted and Study in NZ Directories, generic brochure and phone cleaners were distributed. The education stand attracted more than 2,000 visitors over the two days.

3 Participant's Evaluation

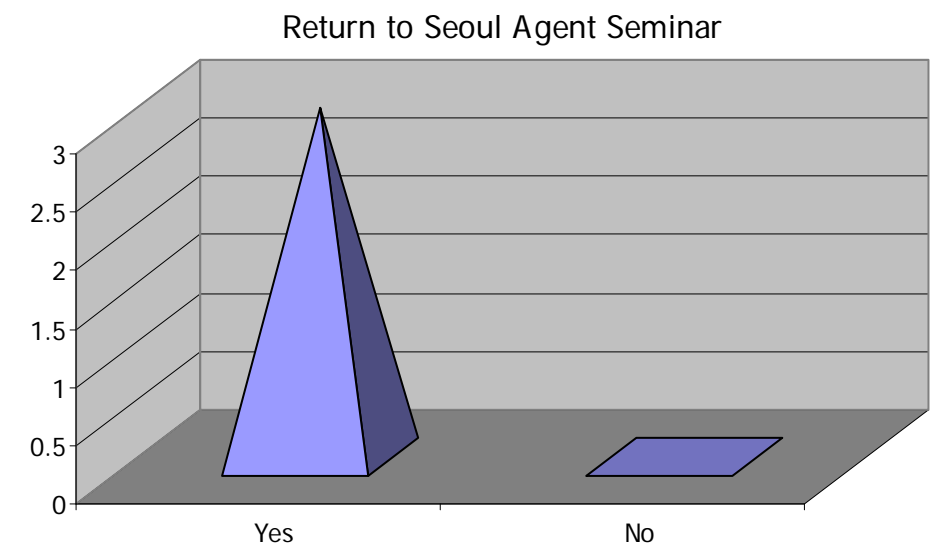
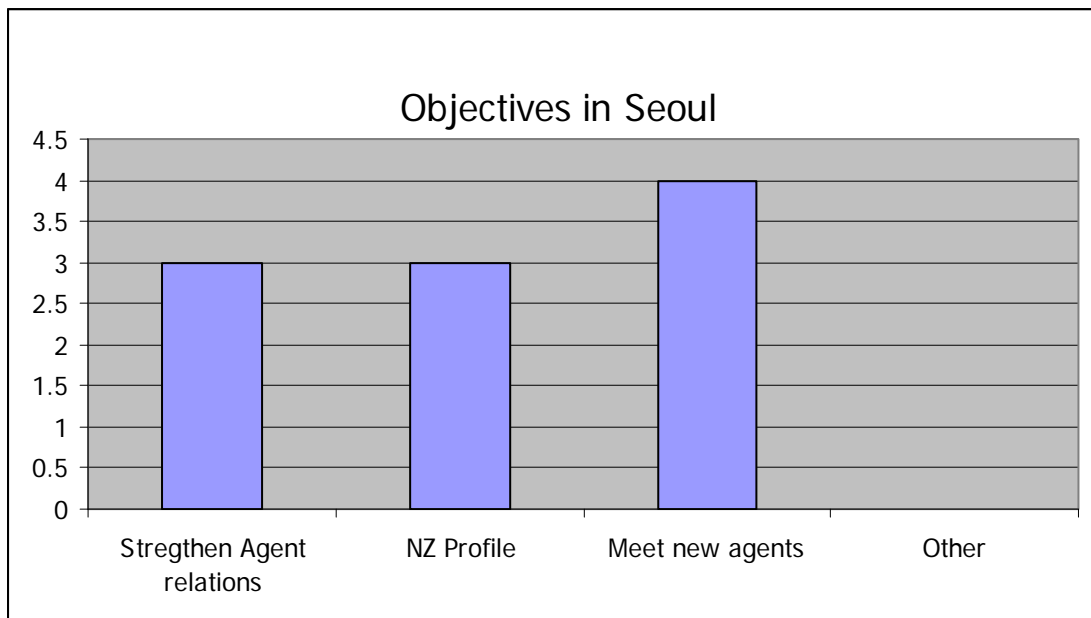
3 out of the 12 institutes that participated completed the evaluation form, comments included:

The number of agents was high, and I talked to a number of people that were interested in what I'm doing

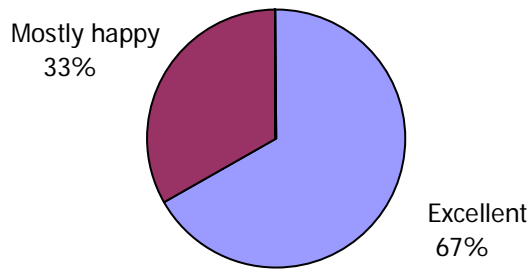
Organisation was really good

I had no idea what the business focus the agents had – but it did give me an opportunity to ask them on the spot.

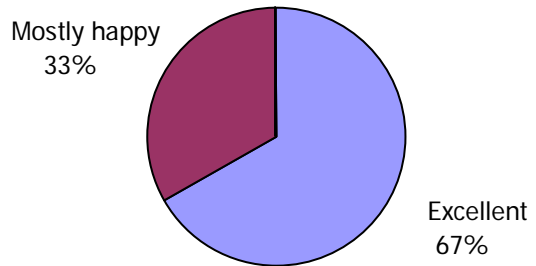
The whole event was outstanding. Really showed NZ to be serious about valuing international relations. Quality throughout



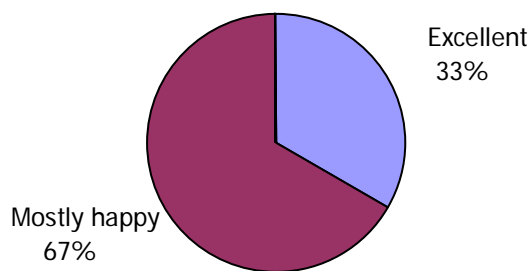
Rate Organisation of Seoul Agent Seminar



Rate Participating Agents



Rate Participation



4 Recommendations for Future Events

The New Zealand agent seminar was a success, with a good number of agents attending the function. We would like to repeat the seminar in 2010.

The cocktail reception enabled a relaxing and informal end to the seminar which was ideal for further networking.

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Photos



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

<http://www.flickr.com/photos/27527622@N04/sets/72157617665682002>

Agent contact details

	Agent	Name
1	AE Mentor	Chloe Choi
2	APN Uhak Recruit	Andy Kim
3	APN Uhak Recruit	KC Yim
4	Brighter Futures Edu	Sungho Han
5	Canaan Education Center	Heung-Dong Oh
6	DOOSANEDU International	Paul Paek
7	Dream New One	Soo Jin Kim
8	Dream New One	Robin Hwang
9	Easygoing Creation	Andy Kim
10	Elite Overseas Education Center	Jeong-tae Choi
11	Global Academy of Studying Abroad	Theresa Hyojin Kim
12	Global Overseas Education	Nina Hong
13	GO2NZ	Yoon Mi Lee
14	GO2NZ	Tom Hong
15	Han Shin Consulting / Edu-Link	Don Kim
16	HANAUHAK	Brian Kim
17	HANAUHAK	Michelle Kong
18	Hankook Education	Ung-sik Kim
19	Hankook Education Center	SunJung Lee
20	Hapdong Overseas Educational Institute	Jujeong Kim
21	Hapdong Overseas Educational Institute	Hyejin Choi
22	HY Overseas Education Service	Woo Yun Jun
23	Inesta Overseas Study	Sang Kee Kim
24	International Academy	Sangmi Lee

25	Interstudy Korea Inc.	Seung-Ju Lee
26	Interstudy Korea Inc.	Hyun Sun Cho
27	Kakyo Education Co., Ltd.	Helen Kim
28	KOKOS International	Henry Lee
29	Korea Educational Information Center	Young Chol Kim
30	Korea Institute of Overseas Education	James Seo
31	KOSA (Korea Overseas Study Association)	Giljun Yang
32	LETSUHAK Co., Ltd.	Giljun Yang
33	NAA Overseas Education Consultant	JS Kim
34	NZ Education Centre Hawke's Bay	Han Young Song
35	nzuhak.net	John Paek
36	PIS Education Consulting	Yehee Cho
37	QBEE Education Service	Hoe Ran Kim
38	QBEE Education Service	Yu Jin Park
39	Sammee Educational Research Institute	Sang-rae Lee
40	Sejin Study Abroad Center	Rae Kyung Cha
41	SiS International Education	David Shin
42	TOP	H. I. Kim
43	Top World Agency	Yo Han Kang
44	Uhak Enjoy	Sunny Ho
45	Uhak.com	Vivianne Lee
46	uhakmentor	Peter Min
47	Uhakmentor	Joice Kim
48	uhakmentor	Justin Ryu
49	Uhakwiz W	Da Hye Kang
50	Welsson	Shay Kim

51	Welsson	Tiphany Shin
52	Working Holiday Association	Jason Kim
53	Working Holiday Association	Maggii Kim
54	Worldwide Education Consulting	Woohyang Jung
55	Yeonhap Overseas Educational Institute	Steve Lim
56	Young Education Centers	Harry Lee
57	Young Education Centers	Yun Jeong Kim
58	Young Education Centers	Seung Hun Baek
59	Yuhak Gallery	Michelle Kim
60	YuhakEdu	Joobong Hong