



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	Beijing and Chongqing CIEET Fairs and Chongqing Agent Seminar
Country Name	China
Event Date	13 - 17 March 2010

Table of Contents

1.	Executive Summary	3
2.	Event Details	
2.1	Promotional Activities	4
2.2	Participants/NZ Representatives	4
2.3	Market Briefing	4
2.4	Presentations and Speeches	5
2.5	Seminar Schedule	5
2.6	Agent Session	5
2.7	Giveaway items	5
2.8	Attendance	5
2.9	De-brief	5
2.10	Further information	6
3.	Summary of Participants' Evaluations	7
4.	Recommendations for Future Events	10
	Appendix A	11
	Pictures taken at the fairs	

1. Executive Summary

Between 13-17 March 2010, 16 New Zealand education providers, including 6 of the universities and 6 polytechnics, participated in the China International Education Exhibition Tour (the CIEET fairs).

The NZ fair schedule covered 2 cities: Beijing (13th and 14th March) and Chongqing (16th and 17th March), however not all NZ providers participated in both locations. An Agent Seminar was held in Chongqing for New Zealand participating only on 16th March.

There were also a few media interviews during the fairs in Beijing and Chongqing.

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

Overall, 461 institutions from 32 countries and regions participated in the CIEET Tour. Nine countries including New Zealand organised national delegations to participate in the fairs. These were the UK (by British Council), Australia (by Austrade), Holland (by Nuffic), Canada British Columbia, Korea, Singapore (by Singapore Tourism Board), France, and Ireland (by Enterprise Ireland).

According to the CIEET fairs organiser more than 27, 000 visitors went the Beijing fair for the two day event. Statistics show that 40% of the audience who answered the survey were interested in going to North America for further education, 30% were interested in Europe, 16% for Oceania and 14% for Asia

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

Graduate studies:	28%
Undergraduate studies:	34%
Language courses:	16%
High school studies:	13%
Others:	9%

Education fairs are part of the China market strategy to raise and upgrade the profile of New Zealand, not only as a destination for international education but also as a country with niche research ability, vocational training provision, innovation, and a multi-cultural environment.

Education fairs are also an excellent opportunity for maintaining a NZ image in the market and for conducting collaborative NZ Inc promotions with the Ministry of Education, ENZ and INZ, which is considered the strongest approach to develop and maintain relationships with Chinese education agencies and media. Feedback from participating providers is generally positive and most providers especially the universities indicated that they would like to participate in both sets of fairs each year.

Once again we received several positive comments from other foreign exhibitors about the design/layout and colour scheme of the NZ pavilion.

2. Event Details

Promotional Activities

New Zealand pavils represented at the press conferences organised by the CIEET fair organiser in Beijing. The Education Counsellor in Beijing gave a speech to an audience of people from the media nationwide. A news release was handed out and a speech on information about NZ education and the participating NZ providers was delivered at the conference. New Zealand was also represented in online interviews with Sina.com. We participated in some pre-fair promotion through Sohu.com.

FBC Media interviewed a few of the New Zealand institute representatives at the Beijing fair, at the New Zealand pavilion. The interview was to lend itself towards a documentary programme for CNBC Asia/Europe called "Globalising Business of Education", focusing on how many more organisations, governments and institutions are now vying for international students. The air-date is expected to be April/May

As part of the China Depth Strategy, a billboard campaign commenced in early March in Chongqing. One was a LED video advertising campaign for the fairs at Jiefangbei Square, the business centre for the city. The billboard placed at the Chongqing International airport, which will be there for 6 months

Participants/NZ Representatives

Institution Name	Participant Name
ACG	Xu Ting
AIS	Robert HSIEH
AUT	Jane Ma
Canterbury University	Percy Chan
CPIT	Annie Goh
Eastern Institute of Technology	Helen Kemp
Lincoln University	Derek Chapman and Jeff Sun
Massey University	William Tregidga
Manukau Institute of Technology	Louise Liu
North Shore International Academy	Jenny Shao
Pacific Institute of Technology	Jennifer Yang and Helen Xu
Southern Institute of Technology	Pat Mao
Unitec Institute of Technology	May Wang
University of Otago	Victoria McEniery and Amy Liu
Victoria University of Wellington	Roger Armstrong
Whitireia Polytechnic	Li Xiaolei

The Immigration Counsellor was also present at the fairs in Beijing. ANZ sponsored the NZ Pavilion at the Beijing fairs as service provider to international students and parents.

Market Briefing

At the education fairs, brief market information was provided informally to the NZ providers that China has seen a modest growth in the number of students going to NZ for further education. The overall number of Chinese students going to study overseas in 2009 has increased by 27% compared to that of the previous year.

While the market sees a trend of growth, competition in international education is fierce both from in-market options and overseas. The number of destination countries for Chinese students is increasing so people have more choices and take return on investment into consideration. In market, there are increasingly more providers for English language training competing in various age groups and joint programmes are still a pathway for some students as the way to education overseas.

Presentations and Speeches

In Beijing a half hour Study in New Zealand and Immigrations New Zealand seminar for students and parents were given at the fair. In Beijing more than 40 people attended the seminar.

Seminar Schedule

Beijing: 13 March, 12:40 – 12:10

Agent Session

Agent training sessions were organised in Chongqing, to which all the local agents as well as some agents from other region were invited, to help them better understand the NZ system. All the participating providers gave a short presentation to the agents on their region and institution.

INZ's presentation on the visa application process was welcomed by the agents and many questions were asked during the seminar, 7 New Zealand providers participated and gave presentations of their institutes before the one on one session for the agents to talk to providers individually and asked the questions they would like to ask.

Agents were particularly interested in the new Bank Transfer Scheme.

Immigration NZ's presentation was very useful for agents in their day to day work, and it is worthwhile to have them participate in such kinds of seminars.

Giveaway Items

2,000 copies of general leaflet containing information on Study in New Zealand was distributed at the education fairs. Blue soft bags were also given as a gift to interested visitors.

Generally speaking each visitor received a blue bag, a copy of the leaflet on the general information and a package of visa application information.

At the agent training session, every agent received a copy of the Handbook of courses and costs.

Attendance

About 27,000 visitors visited Beijing CIEET and 2500 visited in CIEET Chongqing.

Debrief

At the debrief session in Chongqing, providers are generally satisfied with the outcome from the fairs especially the universities. Some are particularly interested in seeing parents together with students. Many indicated interests to come back to similar events particularly in time around March, June, July and October. Some cities and regions were mentioned during

the debrief as point of interests for visits such as Erdos, Inner Mongolia apart from bigger cities such as Beijing, Shanghai and Guangzhou.

Further Information

Below is a draft schedule for the 2010 CCIEE October fairs:

Beijing 16-17 October

Dalian 19 October

Xi'an 21 October

Shanghai 23 – 24 October

Chengdu 27 October

Kunming 30 October

We look forward to assisting industry to participate in the major fairs such as Beijing and relevant secondary markets between the major cities. We hope to offer a New Zealand Education Agent Seminar in Xi'an

3. Summary of Participants' Evaluations

8 out of 16 participants completed the evaluation form for the PACE events in China. Comments include;

CIEET Beijing:

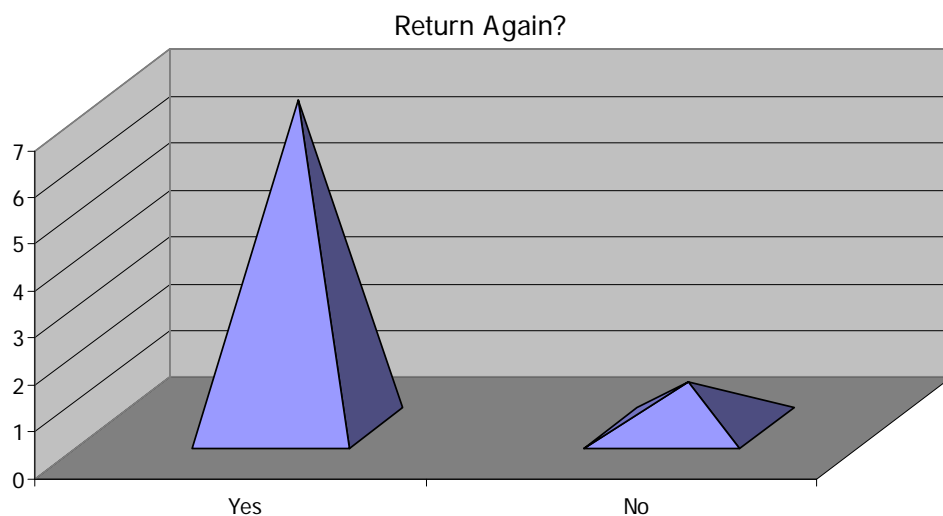
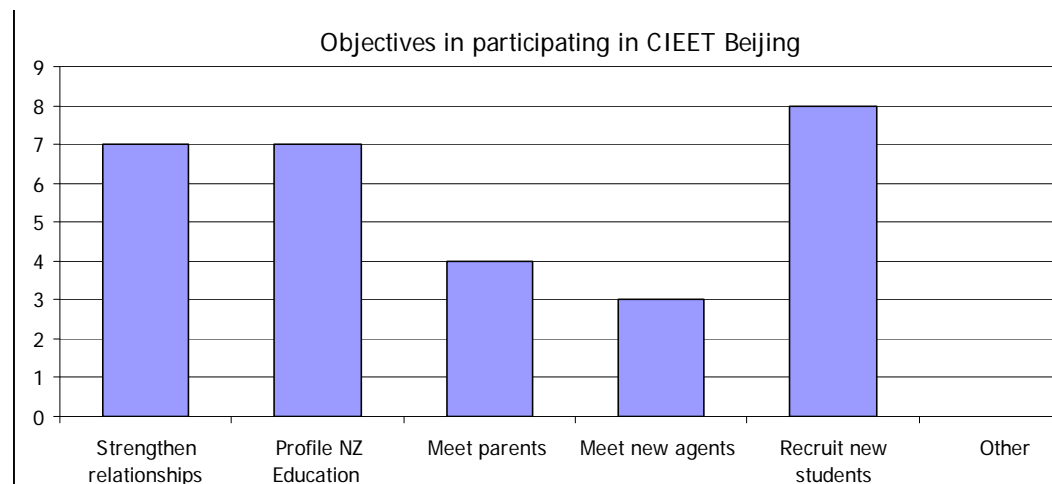
The set up of the Pavillion went well

This is a busy flagship event which agents support and get business from. It is a chance to push NZ and our relationship with agents in particular

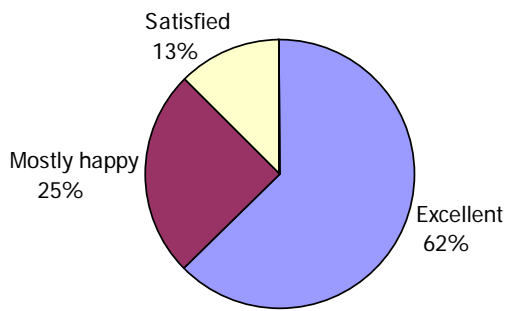
Again, very well organised by ENZ and NZTE. So happy to see the increasing number of postgraduate inquiries and the enthusiasm of promoting New Zealand educated from the local agents.

It would be helpful if there was a brief introduction of each institute on the back of the booth.

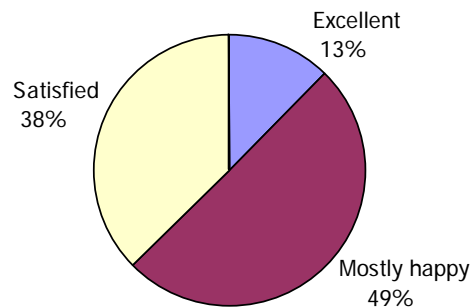
For a number of years we designed the pavilion back wall with institute names, logos and 5 bullet points. We had received a lot of negative feedback on the smallness of the name and the bullet points were lost when viewed from the front of the booth. Based on feedback we changed the design of the backwall for the names of the institutes to be better seen.



Rate Organisation for CIEET Beijing



Value of Participation



CIEET Chongqing

To choose the right city is really important, if possible consider the cities Southeast/South of China – Guangzhou, Shanghai, Xiamen

CIEET is a commercial fair, and sets the destinations with which ENZ promotes through <http://educationnz.org.nz/marketing-resources/dt-register>.

Shanghai and Guangzhou were among the cities that were promoted for the March series, but we only received 2 registrants for Shanghai and none for Guangzhou by mid of January (well past the CIEET deadline to complete booth registrations) The New Zealand pavilion can only support a minimum number for each fair. If institute reps are interested in participating please ensure you register your interest here <http://educationnz.org.nz/marketing-resources/dt-register>. If minimum numbers are not met, institutes will not be charged the cancellation of the support of the New Zealand pavilion.

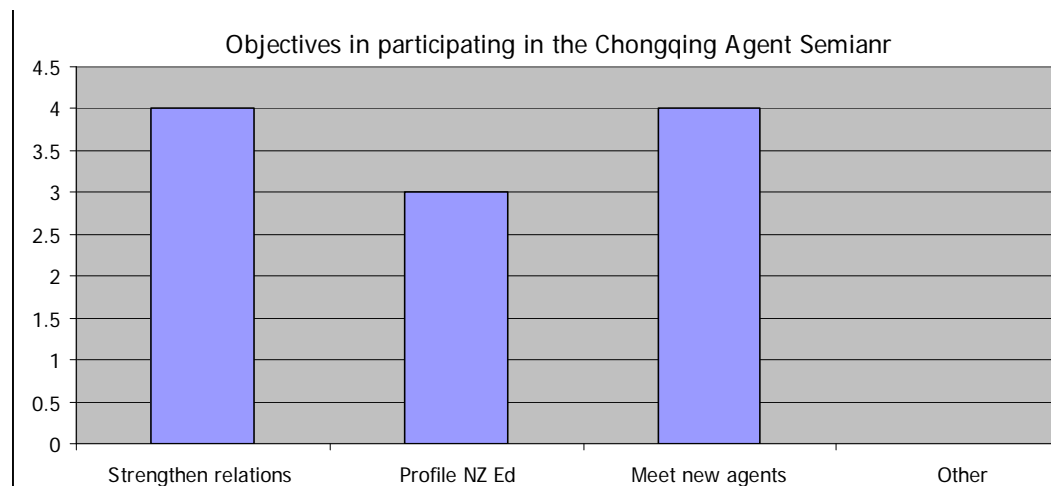
Chongqing Agent Seminar

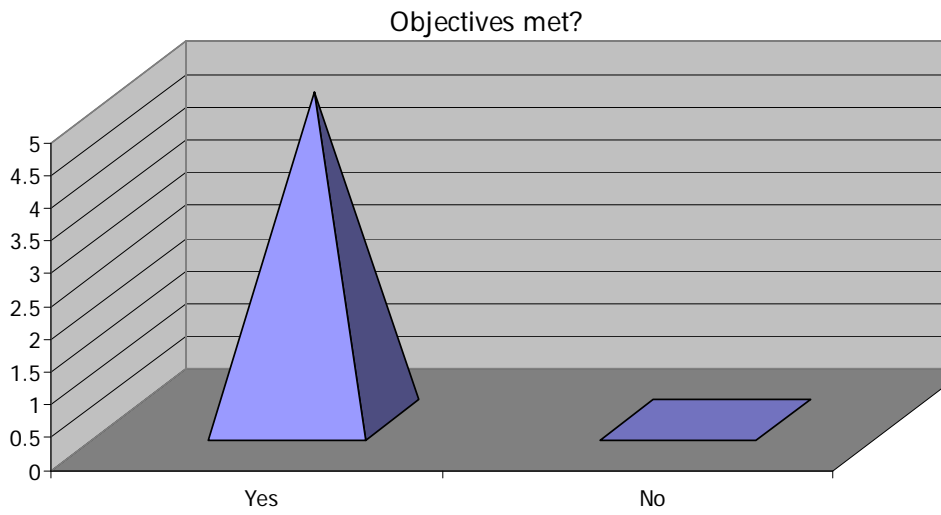
It will better that we could have a list of all agents that are attending the agent seminar.

There are now many agents from Chongqing attended, but it may be because of the market itself not having that many agents interested in NZ I would think that it might also be worthwhile having the event in Chengdu which is close to Chongqing.

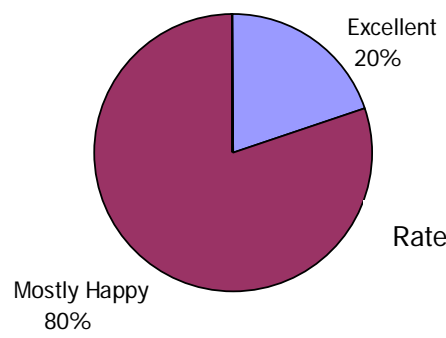
We do not need to do this again in Chongqing in a hurry. Maybe another secondary city next year.

We organised a New Zealand Education Agent Seminar in October 2009 in Chengdu, and in Nanjing as part of the New Zealand Education Fair in Nanjing last March. We will continue to suggest different secondary cities that tie into the cities that New Zealand institutes are interested in supporting in the fairs.

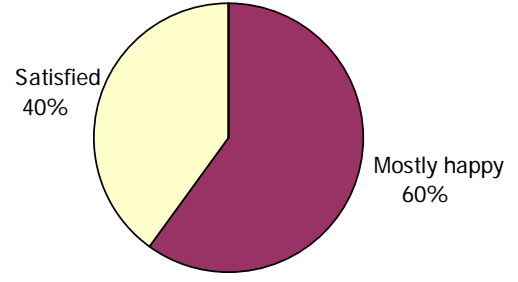




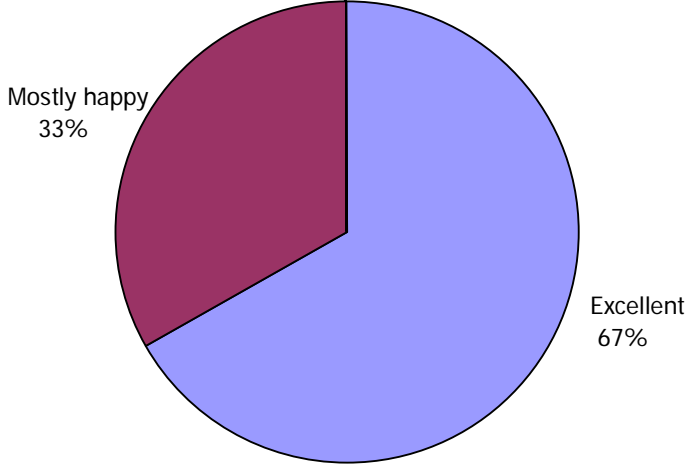
Rate organisation of Chongqing Agent Seminar



Rate value of participating in the Chongqing Agent Seminar



Overall satisfaction



4. Recommendations for Future Events

The branding worked well but we may make adaptations to the design, especially the colour scheme, in the future taking feasibility and cost into consideration.

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 on the one hand keeping their profile in market and on the other hand supporting the country pavilion. For institutions looking at student recruitment only, these fairs might not be the priority choice.

Given the type of back panel design now being used, we need to remind all participants that they should not bring their own banners as well.

It may be worthwhile to consider working more closely with Tourism NZ at future events. They are ready to look closer at consumer marketing in China so as a starting point may be they could provide some additional brochures and/or NZ maps etc for giving away.

We encourage corporate sponsors to participate in the education fairs as education service providers. Their presence would help better present the country pavilion as a one-stop service provider.

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.

The availability of scholarships was the most common topic during all the fairs. Given this, we should provide more information on such news or policies.

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Appendix A

Photos of the New Zealand Pavilion at the Beijing and Chongqing CIEET Fairs and the New Zealand Education Chongqing Agent Seminar are available online for download at <http://www.flickr.com/photos/49173599@N06/sets/72157623812636206/>