

PACE 2007

Promotional Activity
Calendar for Education



Post Fair Report

This report serves as a summary and evaluation of an Education New Zealand PACE 2007 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	ExpoBelta 2007
Country Name	Brazil
Event Date	17 th to 24 th Mar 2007

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1. Executive Summary

ExpoBelta is an Education Trade Fair organized by BELTA - Brazilian Educational & Language Travel Association. BELTA gathers the main Brazilian institutions offering courses, internships and international education interchanges. Its members represent more than 50% of the international education market. 90% of Brazilian international students enrol in courses through BELTA membership.

This year was the 8th Edition of this fair. It had the support and participation of the following international organizations: Education New Zealand - New Zealand Consulate General / New Zealand Trade & Enterprise - AEI - Australian Education International / Study in Australia - Australia Consulate General / Austrade - CEC - Canadian Education Maison de La France/ EduFrance - Secretaria de Turismo de La Nación Argentina - The British Council / Education UK - US Department of Commerce / Us Commercial Service, ELTASA English Language & Travel Assoc. of South Africa, Turespaña; FAUBAI; Enterprise Ireland.

Key targets were prospective students from 15 – 25 year olds and young professionals looking to improve their skill or language bases.

ExpoBelta's main objectives are:

- Raise the interest of studying overseas among the Brazilian students
- Help their associates (Education Agents) to promote their international programmes.
- Help international education institutions to promote their courses in Brazil among potential students and parents.
- Promote new business / contacts between Belta Associates and International Education institutions.
- Show different cultures to the people that attend the fair through presentations and cultural attractions.

The venues were divided into two sectors. One sector for the Education Agents and the other sector "isles" of countries where students and parents could get in touch directly with languages schools, high schools, universities, polytechnics, tourism departments, consulates, and much more. Some countries also had a cultural attraction in their respective "Isles".

In all the venues there was an auditorium where some one from each country, represented on the fair, had about 20 minutes to do a presentation.

Country	Attractions
France	Chef Kiki Felipe, from Le Cordon Bleu - Paris: patisserie
New Zealand	Expo SUMMER SCHOOL BRAZIL 2007 **
South Africa	Game South African 2010
Spain	Sevillan Dancing: "Sueños"

** "Expo SUMMER SCHOOL BRAZIL 2007 - The University of Auckland (NZ) / Fumec (Brazil)" – Some drawings and photos were showed on a Plasma TV in Sao Paulo and on a laptop in the other cities at the Education NZ stand. This was a project between the Architecture department of The University of Auckland and FUMEC (Brazilian University located in the state of Minas Gerais). 14 NZ students spent about 2 months in Brazil. They had some classes at FUMEC, visited some important cities in Brazil to see the local architecture. During the stay in Brazil they had to do a lot of drawings and in the end they had to design a museum.

ExpoBelta was held from 17th to 24th March 2007 in four different cities around Brazil: Sao Paulo, Curitiba, Porto Alegre (south region) and for the first time in Brasília (capital of Brazil)

SÃO PAULO: Venue: Bienal Pavillion / Ibirapuera Park - Date: 17 and 18 March 2007

BRASÍLIA: Venue: Naoum Plaza Hotel - Date: 20 March 2007

CURITIBA: Venue: Four Points by Sheraton Hotel - Date: 22 March 2007

PORTO ALEGRE: Venue: PUC RS Convention Center - Date: 24 March 2007

Expobelta had a opening cocktail party that was held on the 16th March in Sao Paulo and hosted by the South Africans. It was a small evening party in the Modern Art Museum inside the same venue ExpoBelta was held.

In São Paulo there was a big presence of Chinese Institutions (about 30) promoting Universities mainly.

2. Event Details

2.1 Promotional Activities

A) Belta organized the following promotional activities to promote Expobelta:

Printed Media

O Estado de São Paulo (newspaper) – 89.875 flyers enclosed
Folha de São Paulo (newspaper) – 83.000 flyers enclosed
Correio Braziliense (newspaper) – 10.000 flyers enclosed
Gazeta do Povo (Curitiba), 19-20 March 2007 – advert
Zero Hora (newspaper) – 30.000 flyers enclosed

Promotional Actions

Flyers and posters distribution - universities, high schools, language schools, bars and restaurants

Radio

Advertising - 162 spots of 30" – from 10/MAR to 24/MAR

- São Paulo: Radio 89FM
- Brasília: Radio Transamérica FM and Jovem Pan FM
- Curitiba: Radio Jovem Pan
- Porto Alegre: Rádio Ipanema

B) NZTE Sao Paulo sent about 3,000 e-mails to their database composed from people that have got in touch with the NZ Consulate/ NZTE regarding studying in NZ.

2.2 Participants/NZ Representatives

NZ INSTITUTIONS

Institution Name	Participant Name
UUNZ (Institute of Business)	Tania Grady
Glendowie College	Lesley Walker
Onslow College	Kerry Finnigan
Rangitoto College	Suzette Eastmond & D.Hodge
Education NZ	Karin Florez / NZTE

** Some other NZ Institutions were represented by their local agents

TOTAL EXHIBITORS

São Paulo	Brasília	Curitiba	Porto Alegre
126 exhibitors	30 exhibitors	33 exhibitors	24 exhibitors

REPRESENTED COUNTRIES

Argentina	Australia	Canada	China	France	Italy	Ireland
Monaco	New Zealand	South Africa	Spain	Switzerland	UK	USA

OTHER INTERNATIONAL/NATIONAL EXHIBITORS

South Africa	Canadá
Lal South Africa	Inlingua Vancouver
South África Consulate	LSC Language Studies Canada
Shane Global	Carleton University
Mônaco	Abbotsford School District
Home Language International	Memorial University of Newfoundland
Switzerland	College of the North Atlantic
Lês Roches	Newfoundland Intn'l Student Educ Programe
Swiss Education Group	Humber Education Alliance
Italy	King George Intn'l College
Istituto Marangoni	CEC- Centro de Educação Canadense
Istituto Europeo di Design	UK
USA	King Eduard's School
University of Califórnia, Irvine	London School of English
Ashland University	University of Gloucestershire
Converse Int'l School of Languages	EC
Rennert Bilingual	Into University Partnerships
US Commerce Service	CELT
Australia	University of Arts London
Perth Education City	British Council
AEI – Australian Education International	Ireland
Spain	Waterford Institute of Technology
Tourispain	Dublin School of English
Worldwide	Griffith College Dublin
Coined International	English in Dublin
France	Argentina
Institut Paul Bocuse	Secret. Turismo De La Nación Argentina
CenDoTec	Agencia Córdoba Turismo
EduFrance	AACELE
Maison de la France	Asociación de Centros de Idiomas SEA
Brazil	Hispan Aires
Brastel Telecomunicações	La Montaña Spanish School
Faubai	Masters Idiomas
Cotação / Banco Rendimento	Turismo de la Provincia Mendoza
Ocena Air	Universidad FASTA

BELTA ASSOCIATE EXHIBITORS (Education Agents)

São Paulo - 23 exhibitors			
AFS	EF	Interlang	Study N'Travel
BEX	Experimento	Just Intercâmbio	Upward
CI	Friends in the World	Moinhotur	Via MC
Connection Line	IEP Brasil	Nexter	World Study
Cultura Global	Integrity V & T	SIS Intercambio Cult.	Yázigy Travel
Day by Day	Intercambio global	STB	
Brasília – 8 exhibitors			
Azics	CI	Friends in the World	STB
BEX	Experimento	High Connections	World Study
Curitiba – 4 exhibitors			
B to W	Improvement	STB	World Study
Porto Alegre – 5 exhibitors			
CI	STB	Yázigy Travel	IEP Brazil
			World Study

2.3 Market Briefing

Brazil is an agent-focused market; the Education agents play a very important role. Parents that are sending their children overseas feel more comfortable and safe if they are dealing with someone they can "see" and that also speaks their native language. It is really important for NZ institutions to find good Education agents in Brazil.

The number of people interested in going to NZ to study increases every year, but once they see the prices some decide to go to other cheaper countries. According to the agents the Brazilians are very price sensitive.

New Zealand participation at local Education fairs and school presentations have helped the exposure of New Zealand education opportunities to potential students/parents/agents in Brazil but the Agents say that New Zealand should appear more in local media (newspapers, magazines, etc) so people would have New Zealand more in mind when they are choosing a destination for study.

There are more than 300 companies involved in the education agency business in Brazil. Most are specifically education agents with only a small number operating as travel agents also.

2.4 Presentations and Speeches

Each speaker had a 20 minute presentation.

São Paulo	
Country	Theme
Argentina	"Tourism in Argentina"
Australia	"Australian Education"
	"Australian Student Visa"
Canada	"Find out why Canada is the destiny number 1 to Brazilians"
China	"Educational System in China"
Cotação / Bco Rendimento	"How to take money overseas?"
Faubai	"Cooperation & International Exchange in the University"
France	"Study and Discovery France"
Ireland	"Land of the Eternal Magic"
New Zealand	"New Zealand: study in paradise"
South Africa	"A star in the market of exchange"
	"Changing the face of the tourism of exchange"
Spain	"Study and get to know an universe of cultures in Spain!"
UK – British Council	"Studying in the UK"
	"Student Visa to UK"
USA	"Opportunities of studying in the US"
	"American Visa"
Brasilia	
Country	Theme
Australia	"Australian Education"
	"Australian Student Visa"
Canada	"Find out why Canada is the destiny number 1 to Brazilians"
Cotação / Bco Rendimento	"How to take money overseas?"
Ireland	"Land of the Eternal Magic"
New Zealand	"New Zealand: study in paradise"
UK – British Council	"Studying in the UK"
USA	"Opportunities of studying in the US"

Curitiba	
Country	Theme
Australia	"Australian Education"
Canada	"Find out why Canada is the destiny number 1 to Brazilians"
Cotação / Bco Rendimento	"How to take money overseas?"
Faubai	"Cooperation & International Exchange in the University"
New Zealand	"New Zealand: study in paradise"
South Africa	"Changing the face of the tourism of exchange"
Spain	"Study and get to know an universe of cultures in Spain!"
UK – British Council	"Studying in the UK"
USA	"Opportunities of studying in the US"

Porto Alegre	
Country	Theme
Australia	"Australian Education"
Canada	"Find out why Canada is the destiny number 1 to Brazilians"
Cotação / Bco Rendimento	"How to take money overseas?"
Faubai	"Cooperation & International Exchange in the University"
New Zealand	"New Zealand: study in paradise"
South Africa	"Changing the face of the tourism of exchange"
UK – British Council	"Studying in the UK"
USA	"Opportunities of studying in the US"

2.5 Giveaway Items

The giveaways on the 4 cities were:

- SINZ – Portuguese edition
- Study in New Zealand – Handbook of courses and costs
- New Zealand Universities Directory for International Students
- EdNZ Folder in Portuguese (produced in Brazil)
- Handbags (just in São Paulo)
- NZ fern Tattoos

2.6 Attendance

In order to enter the fair the visitors had to access the Belta website and print an invitation. Those that didn't have this invitation had to pay BR 10.00 (NZ\$ 7.00) to enter. 50 % of the money collected was donated to a NGO called "*Casa do Zezinho*" - www.casadozezinho.org.br they take care of about 1,000 children with an education focus.

SÃO PAULO: 8,695 visitors

BRASÍLIA: 1,839 visitors

CURITIBA: 948 visitors

PORTO ALEGRE: 1,266 visitors

TOTAL: 12,748 visitors

2.7 De-briefing with New Zealand Representatives

There wasn't an official debriefing session but there were casual comments such as:

- ExpoBelta Fair tries to attract visitors that are really interested in studying overseas. They don't want to fill in the venue with people that only go to "collect" papers and souvenirs.
- Brazil is an agent-focused market so the NZ education institutions should work closely with them.
- Brazilians are very price sensitive
- There are many potential students that want to go to New Zealand but the fact that they are not allowed to work while studying makes them go to other countries (e.g. Australia or UK)
- Enrollments are not usually finalised during the fair. Brazilians like to research more before closing any deal. They also need some time to save money. Someone that goes to the fair might take between 6 months to 1 year to buy a course overseas.
- Most of the people interested in going to High School overseas look for assistance from an Education Agent.

2.8 Further Information

Belta will be working with the organizers of "ALPHE Latin America" and "Expo Ingles" (Chile). In 2008 they want to have the 3 events close to each other in order to attract agents and international education institutions to attend them all.

"ALPHE Latin America" is a workshop that was held for the first time in Sao Paulo in 2007 from 14th to 16th March (just after ExpoBelta). It was a very successful workshop according to the institutions that participated. Belta also attended ALPHE Latin America.

"Expo Ingles" is a trade fair similar to ExpoBelta that takes place in Santiago, Chile. "Expo Ingles" is cancelled for 2007 and it will be held at the beginning of 2008 to be close to ExpoBelta.

3. Summary of Participants' Evaluations

ENZ evaluation forms were sent out to New Zealand participants but none were returned.

4. Recommendations for Future Events

Even though we had small participation from NZ Education institutions it was really important to still have a presence at the fair. New Zealand can not stop promoting their courses in Brazil. Our big competitors (Australia, UK, Canada and USA) are already well known in the market and most of them have a very strong promotion strategy.

Some recommendations for ExpoBelta 2008:

- There should be an Education NZ / NZTE brochure display stand in every city where ExpoBelta is being held. We need at least two people at the stand. It's almost impossible to be there alone. In São Paulo NZTE/ NZ Consulate staff helped and in Brasilia the NZ Embassy staff also helped.
- We MUST bring institutions that offer tertiary courses (Universities and Polytechnics). This year we noticed a lot of interest for short courses and post-grad courses.
- It would be better if there were NZ institutions from different locations
- It would be interesting to have regional groups participate (e.g. Dunedin education , Education Wellington, Study Auckland, etc)
- NZTE / ENZ could coordinate a networking function with agents who are particularly interested in working with NZ schools.
- It's very important for the NZ institutions to work closely with Belta agents. If an institution can not attend all cities they should have a local agent to represent them.
- At the ENZ stand we should have some giveaway printouts about the tertiary scholarships that E NZ promotes. This year there were a lot of people asking about them.
- If the representatives want to have some appointments with agents prior/ after the fair dates they must advise the NZTE office in advance. This year it was hard to find time with agents. They were very busy attending representatives from other countries and also participating on some other Education events
- The representatives should have an interpreter at each city to help them promote their courses better. One good suggestion is to use a former student to help them on the stand.
- The representatives should spend time going around the stands meeting the agents they haven't met before.

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Appendix A

São Paulo – New Zealand “Isle”



Brasília – Education NZ Stand / NZ Ambassador with NZ Representatives / NZ Presentation



Appendix B

Curitiba – Education NZ Stand / NZ "Isle" / NZ Promotional material



Porto Alegre – Education NZ Stand / NZ Presentation

