



TAIWAN

Taiwanese Inbound Agents

Participation Fee

2 Hour Visit	\$2,000 + GST	One Full Day	\$3,750 + GST
Two Full Days	\$6,500 + GST	Three Full Days	\$7,950 + GST

Dates 9 – 18 September

Sectors UNI, ITP, PTE, SEC, INT, ELS

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Benefits in taking part for NZ institutions:

1. demonstrate school facilities, features, surroundings, pastoral care, and kiwi hospitality
2. gain first-hand market info from agents and understand specific issues raised by agents
3. establish closer relationships with Taiwan education consultants

The advantages for agents visiting New Zealand Institutions:

1. experience living and study environment in north and south islands of NZ
2. obtain first-hand local info from school representatives
3. become confident and keen to recommend NZ's study opportunities to prospective students/parents after the familiarization trip

Primary/Secondary

Any course that will support and be a good base for what the students are aiming to complete post-secondary schooling. Maths, English and commerce subjects remain highly popular subjects for school aged students.

One of the benefits of the primary and secondary education system in New Zealand is the 'non-academic' subjects, like art, textiles, music, hospitality, woodwork/metal work, ...etc, which allows students to experiment with potential interests/direction in a safe environment. Pre-Tertiary schooling is seen as good entry for immigrating to New Zealand and gaining New Zealand qualifications.

Tertiary

The most popular programmes/study courses are in the business/commerce sector, but other sort after programmes include Hospitality & Tourism, IT, English courses and Education.

Adult Learning

English Learning programmes are the most popular amongst the 'adult' population. For some pursuing post graduate level education is equally sort after in New Zealand, and New Zealand offers no stigma toward adult students.

Agents that have registered their interest in participating are

- 1) Worldwide Education Foundation (Taipei)**
 - Ms Sharon Hung, Vice President
- 2) Hess Educational Organization (Taipei)**
 - Ms Christine Chang, Director of Central Taiwan
- 3) Lincoln Management Consultants Co Ltd (Taipei)**
 - Ms Michelle Shih, Managing Director
- 4) Global Vision Education Centre**
 - Ms Jennifer Chung, Senior Education Consultant

The definite list of travelling agents will be confirmed to participants once agents have committed their participation to ENZ.

Each year Education New Zealand invites around 15 groups of agents to travel to New Zealand on familiarisation visits of educational institutions. By taking part in these visits, agents improve and update their knowledge of New Zealand educational opportunities and make new contacts for ongoing business.

New Zealand participants in the Inbound programme benefit from meeting new agents and promoting their school or region. Hosting a group of agents and giving them the first hand experience of an area commonly leads to solid relationships being formed.

Two options for hosting agents are available; either a two hour time slot for one institution or a regional/cluster option for a number of days at a time. The regional/cluster option allows groups to more effectively give agents the flavour of the region as well as institutional information. By international standards, New Zealand has quite a homogeneous education system, and so the key 'unique sales proposition' for many institutions is as much the region they are in as the institution itself. This can be a good way of working together to share the cost and benefits.

An independent survey of past participants of the Inbound Agent programme was carried out early in 2006; this report is available for downloading at the 'Planning for Success' section of the ENZ website. Here you will also see a document titled 'Guidelines for Regions/Clusters'.

The Taiwanese Inbound visit will be organised based on demand, the itinerary is drafted based on those who register their time. Often it is difficult to provide the exact list of agents expected to travel to New Zealand at the time of registration, as agents have not been invited at that stage, however we can often advise the potential agents a few months before they are actually confirmed.

The ENZ project manager for each visit will work closely with registered participants to ensure that the proposed visit meets the objectives of both institutions and agents. The ENZ marketing team is only too happy to give advice and guidance if you are thinking about how a visit might work for you.

More information about Inbound Visits can be found at www.educationnz.org.nz/inbound