

In this assignment I will address the question, is Anytown College International Department (ACID) **ready to export New Zealand education to China**? That is, enrol students from China at its college situated in Anytown, New Zealand.

I consulted with Mr ZY from the Embassy of the People's Republic of China in New Zealand (in Auckland) and Ms SW from Education New Zealand (both by email), as well as with a China-based agent recommended by Mr X, International Education Network Ltd based in Shanghai.

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The Chinese market is an emerging market for education. Over the years China has grown into a modern and wealthy country and now is one of the most popular markets to break into for a New Zealand company because China is the global leader in many industries and one of the largest producers/manufacturers of the world's goods, such as cars, apparel, electronics, optical and medical equipment and other materials and goods. China is very advanced in the fields of technology, created by a highly skilled and educated workforce.

The international student industry is New Zealand's fourth largest export industry, with our region taking in 2.5% of the national intake and ACID bringing in over \$2m to Anytown's economy. When researching trends in the enrolment of international fee-paying students in New Zealand, I learned that in 2013 there were 15,742 such students enrolled in our secondary schools and 4002 (25%) of these were from mainland China [source cited]. So there is plenty of experience in other schools successfully marketing themselves to China, however it will be a new experience for Anytown College.

Mr X is the director of the ACID department and there are four other part-time staff members. In the last six months Mr X has tried to establish friendly ties with his education counterparts in the provinces of China by visiting the provinces the school wishes to receive students from. His goal is to sign up 15 students from China to start at Anytown College in the new school year. It is common practice for Chinese business people to become friends with the person they propose to do business with. Because of an incident at the College in 2008, Mr X has had to build relationships with agents in China that already send international students to other New Zealand schools, ensure homestay homes are inspected and safe and advertise the school positively so that Anytime College is projected as a safe school with high educational achievement. Chinese regulations prevent foreign institutions from direct recruitment but recruitment can be done by working with approved and registered Chinese education agents.

As it has a small roll, Anytime College is at an advantage because past and current students from other countries report that they have felt more included and comfortable as they are not lost in the huge rolls that many city schools have. It is also a state school which is an advantage. In its marketing material Anytown College uses quotes from past and existing international students who have been very happy with their education and enjoyment at the College. To be eligible to enrol students from China and other countries Anytown College became a signatory to and agreed to observe and be bound by the Code of Practice for the Pastoral Care of International Students, published by the Ministry of Education.

Since China is communist run, schools are run by the state. New Zealand private schools often have a large number of students from China therefore the students have less need to communicate in English but at Anytown Chinese students are more likely to have to learn and use English. Anytown College has a policy of limiting the number of full year equivalent students (FYE) to 15 from any one country. The limit of international students at Anytown College is 5% of its total roll so the international community can be about 75 students maximum. To ensure they get the 5%, Anytown College has to market itself as being better than their competition – other schools in the region and, especially, schools in the nearest urban area, Auckland, and even schools in Australia. Since Anytown is a small town, it has to compete with Auckland schools where there are larger groups of Chinese students and the city could be seen as more interesting for the students.

Potential students and their families determine the destination of their study by using PISA education rankings from previous years. *The student provided an explanation of PISA and annotations on the 2009 results.*

Chinese students' interest in New Zealand as a prospective country to study in is also based on New Zealand's advertised image and the NCEA and/or Cambridge and university pass rates of international students. *The student has provided comment about New Zealand's high reputation for personal safety and its positive environmental image.*

China is a very bureaucratic country therefore lots of paperwork is required to get the student into New Zealand with a visa, a safe homestay and the school fully following China's regulations.

The New Zealand 'free trade agreement' is a treaty between New Zealand and China. The trade agreement that improves business and encourages cooperation between these two countries benefits the trade and service industries (like Anytown College's international department) by cheaper and higher quality products without high tariffs which put the prices of imported goods up. It was signed in 2008 and brought an end to the negotiation process of imported goods. Now importing and exporting between China and New Zealand is easier for businesses. This improves relations between the two countries. Mr X said that the free trade agreement should make it easier for Anytown College to get its first Chinese international students.

As the director of ACID Mr X has to have a five year strategic plan and be very innovative with this plan. Planning is essential for ACID, especially dealing with China because it is a very bureaucratic nation. The quality of paperwork and communications with agents and prospective parents in China must be very high so that Anytown College can effectively compete against schools in larger cities that take the majority of international students. If there is a problem such as a political or cultural issue that might detract from the reputation of New Zealand or Anytown, Mr X has to plan a strategic response to settle the issue, like changing advertising to redesign the way the school is seen or meeting with Chinese international agents more often to create strong ties with business partners in China. This is important because if ACID can get 15 students from China for next year and the students enjoy themselves, not only are they likely to stay on for later years of study at the College but the word will spread back in China and later enrolments will follow.

There is a lot of potential for Anytown College to be the study environment for Chinese students; currently there are 15 available spaces for Chinese full-time-equivalent students.

When working with the education agents and then while students are actually enrolled, it is important for the school to use cultural intelligence so as not to be unintentionally offensive. This means understanding and respecting the 'tikanga' of the Chinese culture, their customs and ways of doing things.

The student provided evidence of an email dialogue with International Education Network Ltd based in Shanghai.

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