

Free Bird Institute Limited

Fiji Islands

14 January 2021

MARKET ANNOUNCEMENT

- FBL gets featured in National Geographic Traveler China magazine

FBL got featured in the iconic National Geographic Traveler China magazine this month as a study abroad destination. This was a result of a partnership that FBL had with a social media influencer out of China, Chen Cheng who we invited over to study and share her experiences not only at the institute but also in Fiji.

Chief Financial Officer, Waisale Iowane said, “We have over the past years working towards diversifying our student market and one of the key markets that we intend to penetrate is China. Given its huge population, we wanted to explore the best ways to reach our target audience. The social media influencer, Chen Cheng has over two million followers and we hope to capitalise on this.”

He added, “FBL continues to find potential markets to expand to, particularly where there is still a huge demand for studying English abroad. The feature on the National Geographic Traveler China magazine will increase our reach of audience. The article shares the personal experience of Ms Cheng in Fiji and provides readers with how she spent her time studying at FBL and how she spent her weekends at some of Fiji’s great tourism spots during the weekends.”

FBL hopes that with this article, we are able to generate even more interest out of the China market and hopefully bring some students to Fiji in a COVID-safe manner, similar to what we have done with the Japanese students who arrived in December.

Hiroshi Taniguchi
Executive Chairman

Roqiqi Korodrau
Company Secretary



