

The EduCanada Brand A Powerful Tool to Succeed on the Global Stage

2020 Languages Canada Conference

Presented by:

**International Education Division
Global Affairs Canada**

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EduCanada[™]
A world of possibilities
Un monde de possibilités



cmecc

Council of
Ministers
of Education,
Canada
Conseil des
ministres
de l'Éducation
(Canada)

Canada



Section 1

The EduCanada Brand

► [EduCanada.ca](https://www.educanada.ca)



What is EduCanada



- EduCanada is a brand owned by Global Affairs Canada and co-managed with the Council of Ministers of Education, Canada (CMEC).
- It is a powerful marketing tool that capitalizes on Canada's international reputation to influence where international students choose to pursue their education.
- EduCanada raises Canada's profile as a study and research destination.
- It opens the door for students considering your institution.
- EduCanada speaks only for institutions that provide assurance of high quality education programs.



Registered Trademark and Copyright Protected



- The EduCanada brand is a protected trademark of the Government of Canada subject to a Master Licence Agreement between GAC and CMEC
 - EduCanada is registered in 53 countries
- More specifically, the EduCanada brand is the property of GAC and is sub-licensed to the provinces and territories through CMEC by an official Trademark and Copyright Licence Agreement (sub-licence agreement for P/Ts)
- Ongoing legal control and monitoring of the use to prevent copyright infringement



Co-Management with CMEC



- The brand is co-managed by CMEC and Global Affairs Canada (GAC), ensuring that it represents the unified voice of the sector and is a quality guarantee for the education sector
- The Council of Ministers of Education, Canada (CMEC) coordinates all international education matters with the provinces and territories



Section 2

International Students A Statistical Portrait

► [EduCanada.ca](https://www.educanada.ca)



Benefits to Canada through the International Education Sector



- Increase support for Canadian education sector institutions to help grow their export services and explore new opportunities abroad
- Diversify the countries from which international students come to Canada, as well as their fields, levels of study, and location of study within Canada
- Encourage Canadian students to gain new skills through study and work abroad opportunities in key global markets



Economic Impact of the International Education Sector



720,000 +

International students in Canada
(2018)

Canada is renowned for **science, research, innovation and quality** in its world-leading education institutions



\$21B +

in exports of
educational services
(2018)

Canada's **economic prosperity** is a top priority for the Government of Canada



supports

170,000

jobs

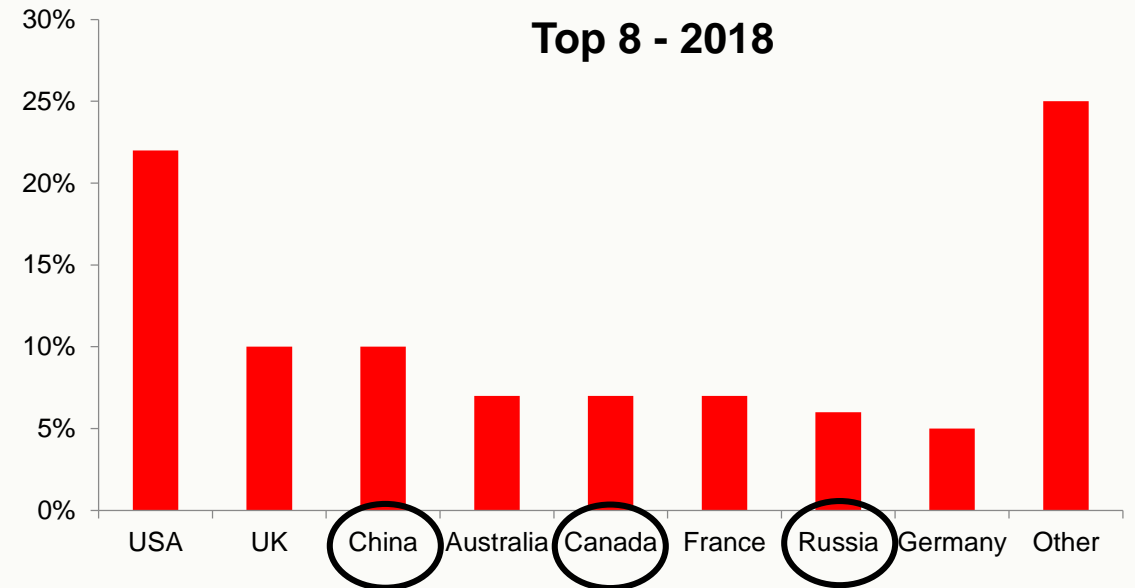
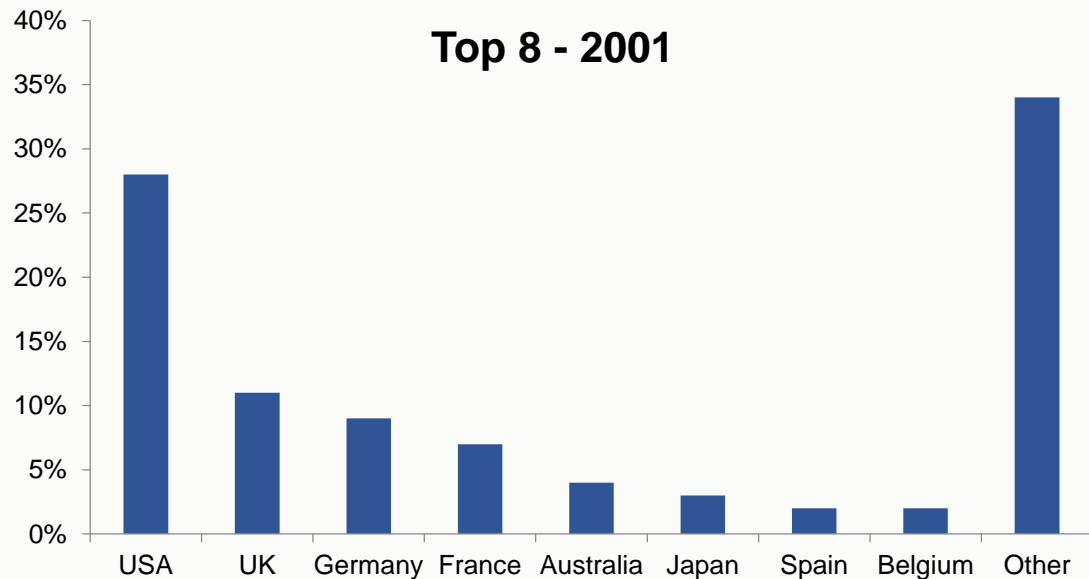
Canada has a **dynamic and diverse workforce** that supports FDI attraction and strengthens economic growth



Global Trends for international student recruitment



Top inbound destinations for international students 2001 & 2018



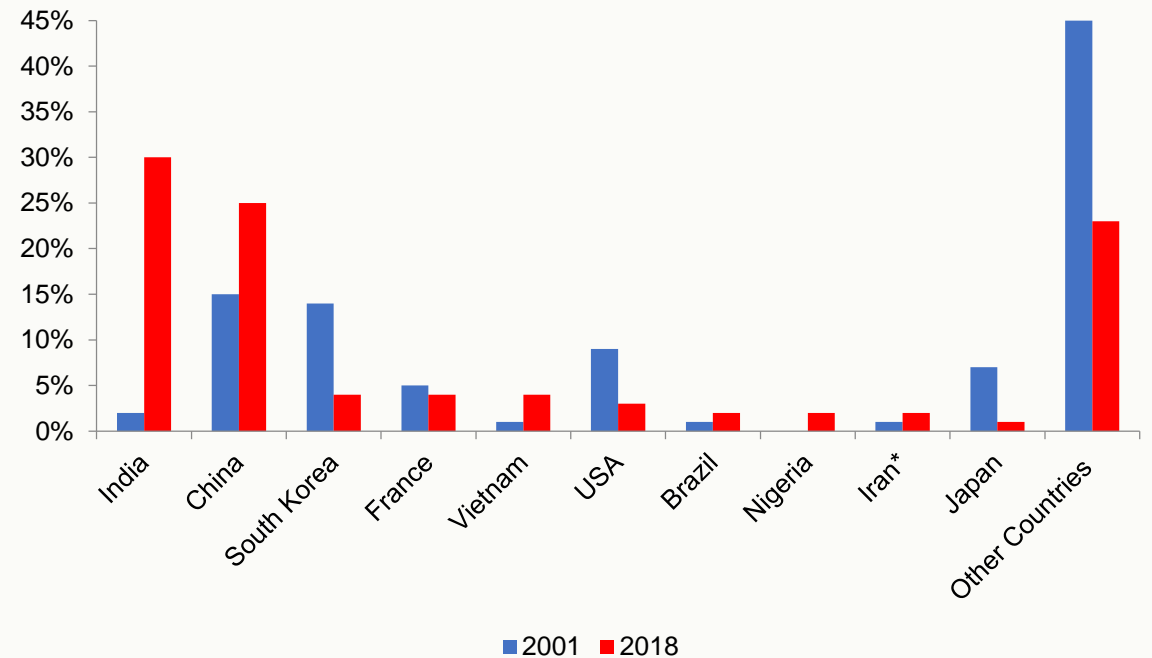
3 new entries in the top 10

Top 10 Source Countries for incoming students



International students in Canada with a valid study permit on Dec. 31 (2001 and 2018)					
2018 Rank	Country	# of IS 2001	% of total 2001	# of IS 2018	% of total 2018
1	India	3,005	2%	172,625	30%
2	China	21,990	15%	142,985	25%
3	South Korea	20,750	14%	24,195	4%
4	France	6,930	5%	22,745	4%
5	Vietnam	825	1%	20,330	4%
6	USA	12,910	9%	14,620	3%
7	Brazil	1,615	1%	13,835	2%
8	Nigeria	660	0%	11,290	2%
9	Iran*	1,125	1%	10,885	2%
10	Japan	10,310	7%	8,365	1%
	Other Countries	65,840	45%	130,540	23%
Total	Canada	145,960	100%	572,415	100%

Top Source Countries (% of total IS)



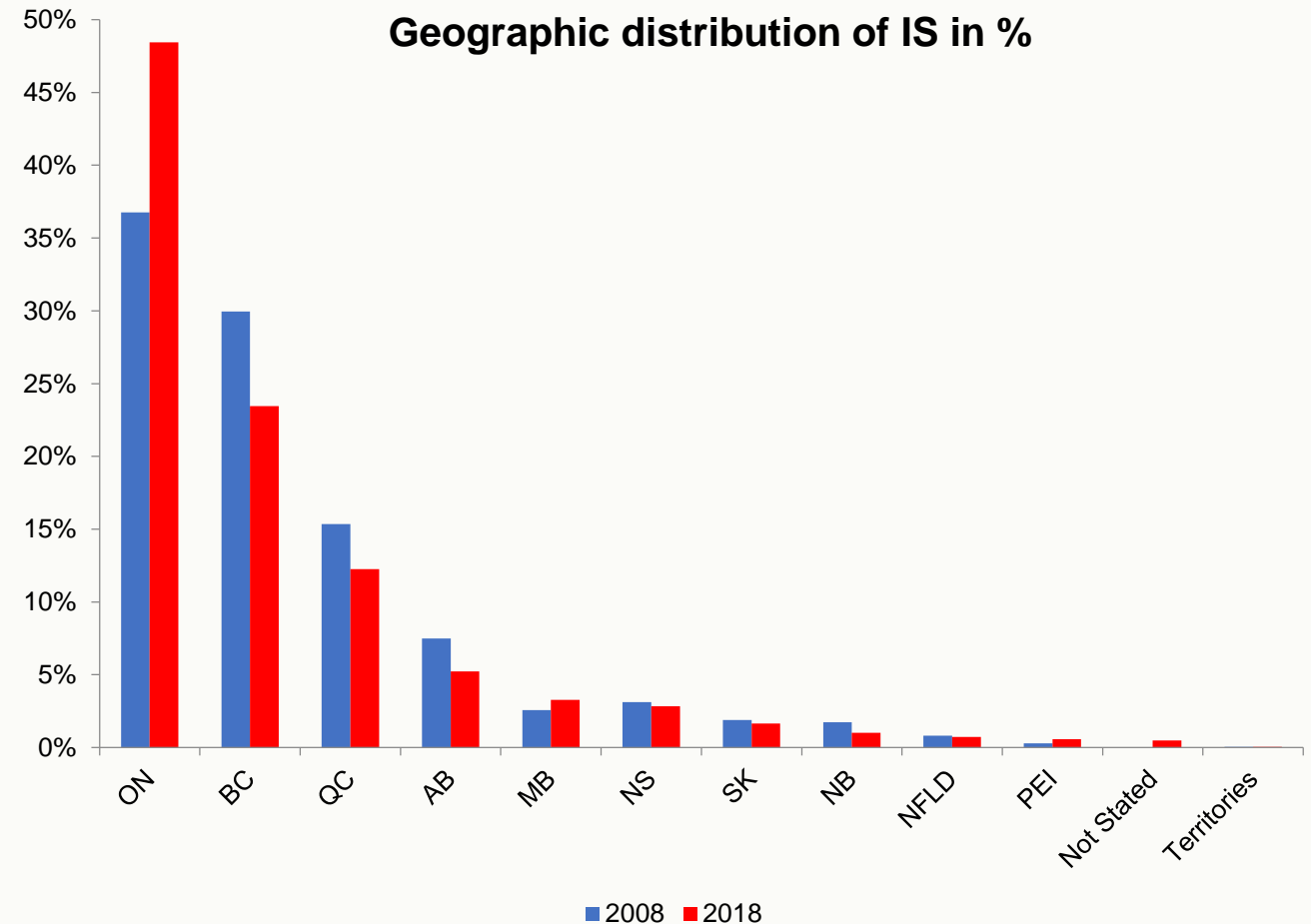
*New entry to the top 10 source countries

International Students in Canada



Distribution of international students in Canada by province/territory in 2018

Province/Territory	# of IS 2008	# of IS 2018
Ontario	67,705	277,320
British Columbia	55,135	134,270
Quebec	28,280	70,185
Alberta	13,780	29,865
Manitoba	4,735	18,725
Nova Scotia	5,745	16,265
Saskatchewan	3,470	9,480
New Brunswick	3,210	5,840
Newfoundland and Labrador	1,485	4,105
Prince Edward Island	520	3,245
Province/Territory Not Stated	0	2,835
Territories	80	280
Total	184,145	572,415



Section 3

EduCanada Brand Background and Context

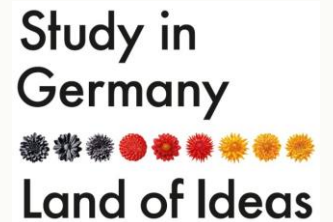
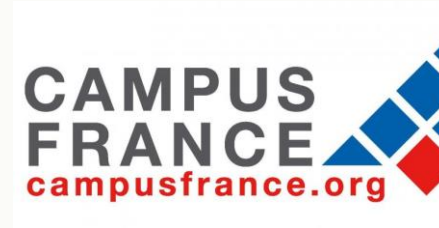
▶ [EduCanada.ca](https://www.educanada.ca)



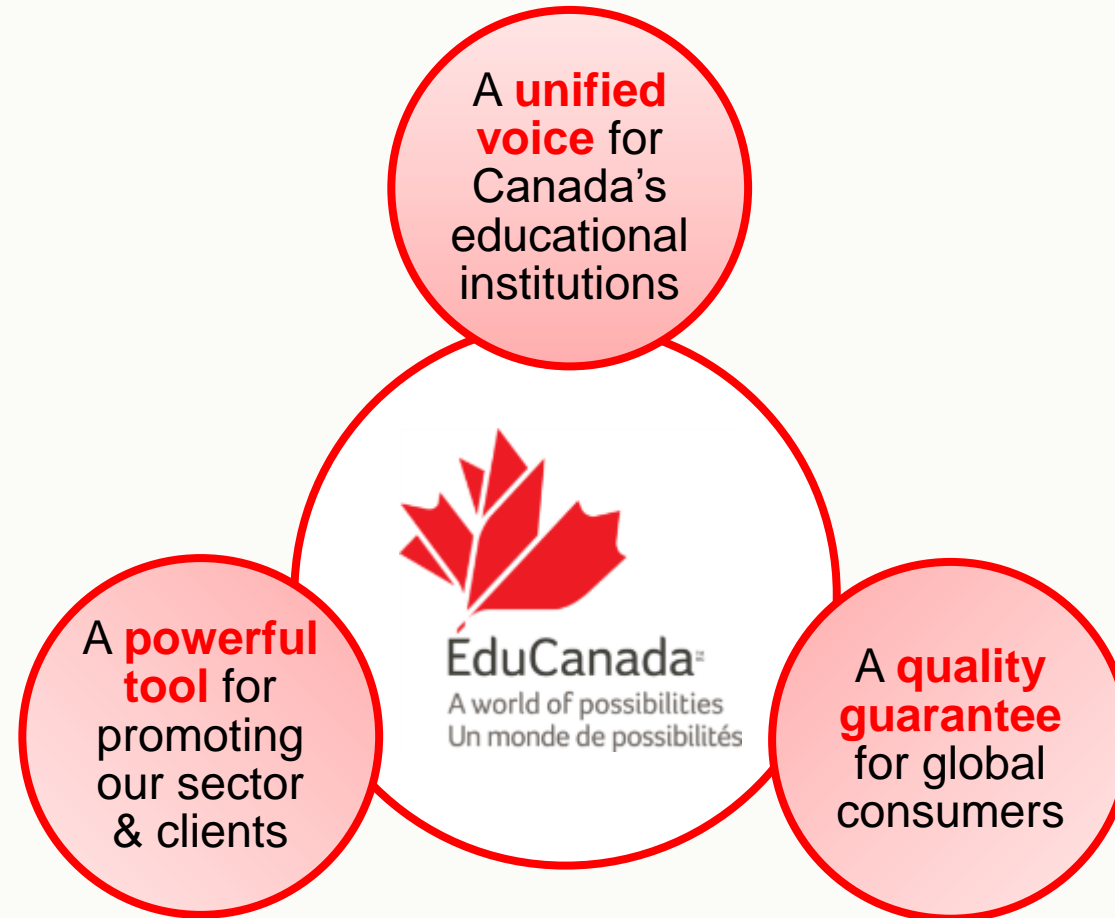
Brand Refresh



- Very strong national brand presence by key competitors
- In 2016, Imagine Education in/au Canada brand became **EduCanada**
- GAC, with the help of Ogilvy & Mather, developed the new brand and integrated marketing plan
- Public Opinion Research was completed in diverse target markets



What Is the EduCanada Brand



Interactive Exercise



EduCanadaTM
MC

A world of possibilities
Un monde de possibilités



Why Use the EduCanada Brand



- To **compete** on the global stage with other countries
- To **identify** our high quality offer for students
- To **drive** commercial opportunities



Brand Essence: A World of Possibilities



The EduCanada brand aims to drive consumer behaviour to seek education in Canada and a world of possibilities



The Official EduCanada logo

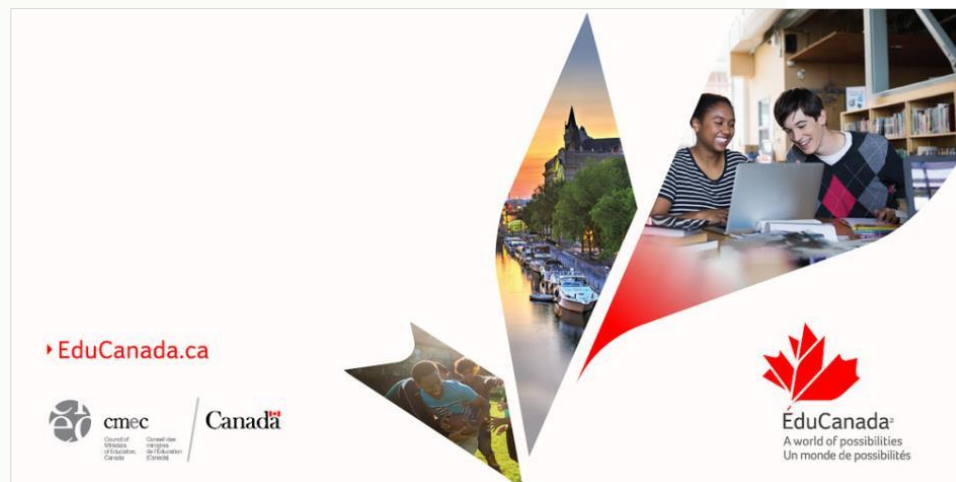


- Well-received.
- Icon established connection to Canada with use of maple leaf.

- Connection with Government of Canada improves credibility in international markets.

- Tagline well-received.

Graphic Elements of the Brand



Three-leaf graphic element

- Academic environment
- Campus or student life
- Canadian landmark



Section 4

Brand Eligibility and Authorization

► [EduCanada.ca](https://www.educanada.ca)



Brand Use Eligibility Policy



- Ensuring that the international education brand represents quality education in Canada.
- The [Brand Use Eligibility Policy](#) is the regulatory vehicle for ensuring only the highest quality educational institutions across Canada
- Provinces and Territories have discretion over institutional eligibility and brand access
- Institutions must be aware of and adhere to this policy [Section 5 c) of the sub-licence contract].



Brand Eligible Institutions



- May participate in EduCanada branded international education events
- Eligible to apply to become authorized to use the EduCanada logo and resources **(free process)**
- All eligible institutions are listed on the [EduCanada Brand Extranet](#) site



Brand Authorized Institutions



- May participate in EduCanada branded international student recruitment fairs
- Authorized to use the EduCanada brand logo and resources in marketing and communication materials
- Can access and use graphic designer quality marketing materials through the EduCanada Brand Extranet
- Can co-brand with Canada's unified voice for the Canadian education sector
- Outreach, support, ongoing training opportunities and resources provided by the EduCanada brand team
- New marketing and advertising campaigns
- New resources and tools
- Webinars and market intelligence sessions



Brand Authorized Associations and NGOs



EduCanada works actively with Associations and NGOs to promote the Education sector.

The full list of Associations/NGOs we collaborate with, can be accessed through the [EduCanada Brand Extranet](#).



Canadian Association of
Public Schools - International

Association canadienne des
écoles publiques - International



Canadian Bureau for
International Education



Colleges and Institutes Canada
Collèges et instituts Canada

What Institutions Have to Say



“Canada enjoys a strong reputation around the world as a safe, welcoming country with excellent education options. .. Using the EduCanada brand connects these qualities and attributes to the district and schools I represent... I benefit from the legitimacy that a national brand can provide.”



What Institutions Have to Say



“The **EduCanada** brand elevates all Canadian institutions who embrace its tools and resources. So often, **students choose their country of study first, before they ever consider an individual institution.** A strong brand recognition created through visual identity marks, consistent visual storytelling via compelling imagery, and targeted key messaging, ensures that when **Canada's institutions talk about Canada we do it with one voice** and we reinforce a consistent message to the world.”



Section 5

Brand Extranet Site A Wealth of Resources

▶ [EduCanada.ca](https://www.educanada.ca)



EduCanada Brand Extranet



Q Want to search for something? Language Login

Guidelines

EduCanada Brand Extranet Extranet de la marque ÉduCanada

Bienvenue

Français

English

www.extranet-educanada.ca



- Public homepage directs visitors to information about the EduCanada brand, brand-use authorization, brand-use eligibility policy, eligible institutions/NGOs, and training
- Access brand tools and templates in the “Assets” and “Templates” Tabs (account required)

Brand Overview

Brand Overview

The “EduCanada” brand is intended to suggest that the high value of the Canadian educational experience is unrivalled. The brand conveys the message that Canada offers endless possibilities to international students which allows them to find the program and field of study that’s right for them; possibilities for theoretical and practical learning a; possibilities to put what’s been learned into action; possibilities to stay and work, making the dream of a successful career a tangible reality. All of this is provided in a learning environment that’s diverse, inclusive, of high-quality and absolutely one-of-a-kind.

Objective

The main objective of the brand is to enable Canadian federal and provincial governments, educational institutions and other stakeholders in the education sector to promote Canada as a study and research destination using a consistent voice. The education brand for Canada showcases Canada and its provinces and territories as a preferred destination for the growing number of international students looking to travel abroad to pursue their education. With the “EduCanada” brand, the education sector in Canada is communicating a consistent message for all of Canada.

The “EduCanada” brand allows us to position Canada as the destination of choice and thereby incite an entire generation of international youth to discover the many advantages of studying in Canada.

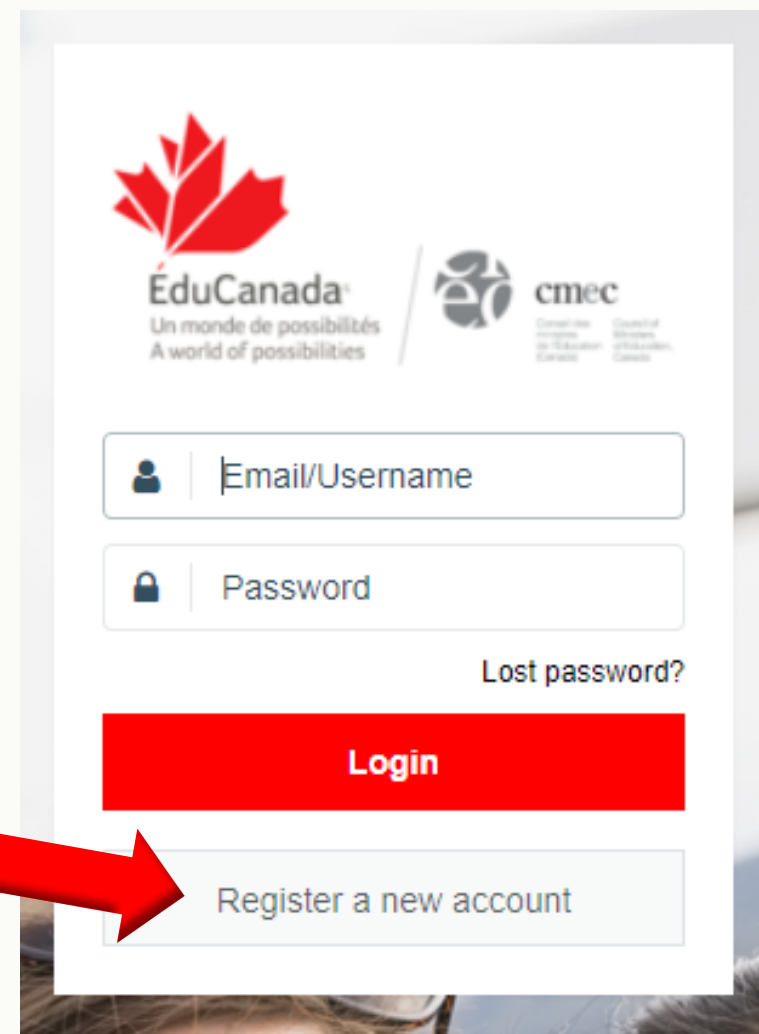
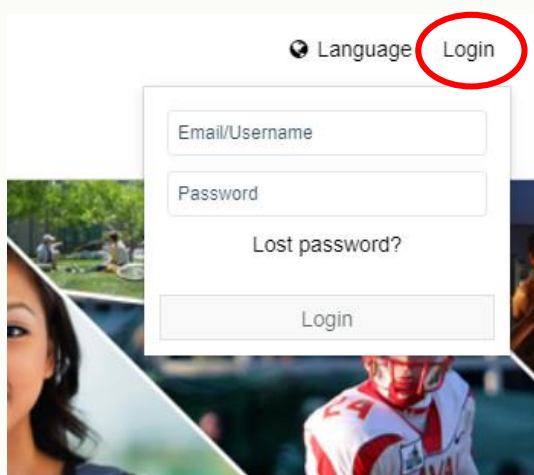
Who can use the brand?

The brand can be used by Canadian government departments and their representatives, as well as eligible Canadian education institutions and non-governmental organizations (NGOs). [Read more information on the brand authorization process for institutions and NGOs.](#)

Home Page – Sign in or register an account



From the Home Page, you'll be able to sign into your account, or register for a new account



Marketing Tools and Resources



The “Assets” tab will provide access to extensive information and resources, in both official languages

The screenshot shows the EduCanada Assets page. At the top, there is a search bar with the text "Want to search for something?". Below the search bar is a navigation menu with tabs for Home, Assets, Collections, Templates, and Guidelines. Under the Assets tab, there are several filter options: Resources, Tools and Sizes, Education Sector Promotion, Brand Themes, Language, Tags, and Advanced. The main content area is a table with three columns: Asset, Asset Type, and Asset Sub-type. The table lists various asset types and their counts. Below the table, there is a grid of asset thumbnails, each with a file format icon (PDF, DOCX, EPS, PNG) in the bottom right corner. The thumbnails show different versions of the EduCanada logo and branding elements.

Asset	Asset Type	Asset Sub-type			
Brand Guidelines	4	Backwall	13	Association Brochures	4
Information Documents	75	Briefs	32	Education in Canada Promo Brochure	30
Logos	58	Brochures	34	Education Sub-sector Briefs	20
Online Advertising	24	FAQ	2	ELAP	4
Photos	97	Guide for non-resident Canadians	2	Facebook Graphics	22
Presentations Materials	10	Horizontal Logo	20	Infographics for Facebook Posts	22
Videos	1	Infographics	4	Infographics for Twitter Posts	22
		Map of Colleges and Universities of Canada	1	Scholarships Brief	4
		Official Logo	20	Twitter Graphics	22
		Official Logo With URL	18	Work and Study Brief (IRCC)	8
		Photos for Institutions and NGO use	97	Colour	17
		Social Media	24	White	9




Online Advertising



Social Media Infographics for Twitter and Facebook

Canada's Colleges, Institutes, CEGEPs and Polytechnics

Why choose a college, institute, CEGEP or polytechnic in Canada?




-  Programs are designed to meet the needs of specific industries and employers
-  Work placements available through co-op education and internships
-  Faculty members work actively in their fields of expertise, bringing real-life perspective to course material

► EduCanada.ca



Écoles primaires et secondaires au Canada

Pourquoi choisir une école élémentaire ou secondaire au Canada?




-  Environnements stimulants axés sur les besoins des élèves
-  Programmes de pointe approuvés et accrédités par le gouvernement
-  Soutien en français ou en anglais langue seconde pour les étudiants internationaux

► EduCanada.ca



Collèges d'enseignement professionnel au Canada

Pourquoi choisir un collège d'enseignement professionnel au Canada?




-  Profitez de classes de petite taille et d'une attention personnalisée
-  Acquérez des compétences pratiques pertinentes dans le marché de l'emploi compétitif d'aujourd'hui
-  Choisissez parmi un vaste éventail de programmes, tels que : affaires, soins de santé, hôtellerie et technologie

► EduCanada.ca



Canada's Language Programs

Why choose a language program in Canada?




-  Flexible classes ensure a variety of start dates and levels
-  Instructors are specifically qualified to teach international students
-  Customized programs offer you a pathway to higher education in Canada

► EduCanada.ca



Universités au Canada

Pourquoi choisir une université au Canada?

-  Plus de 15 000 programmes d'études dans près de 100 universités à travers le pays
-  Possibilités de travail sur le campus ou hors campus, incluant des programmes coopératifs et des options de stages
-  Installations de classe mondiale où se trouvent des chercheurs et professeurs hautement qualifiés qui se distinguent dans leur domaine

► EduCanada.ca



Photo Library



Home Assets Collections Templates Guidelines

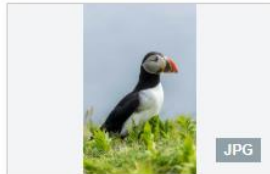
Resources Education Sector Promotion Brand Themes Tags Advanced

Photos Clear filters

0 97 Results Order by Name



0933_Group_of_male_an...



0932_Atlantic_Puffin_NL...



0931_Students_on_urban...



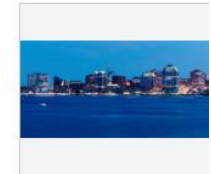
0930_Three_students_st...



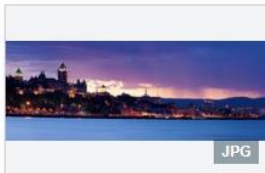
0928_Male_student_with...



0926_Female_scientist_...



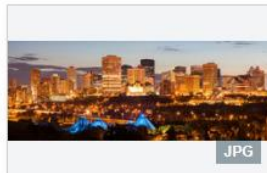
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0922_Quebec_City_QC_...



0921_University_Bridge_...



0920_Edmonton_AB_city...



0919_PEI_coastline_409...



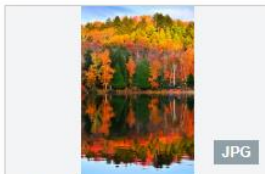
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0915_Lighthouse_Peggy...



0914_Confederat...



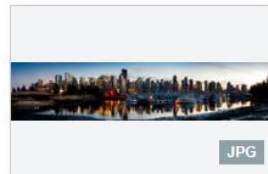
0913_Fall_forest_lake_re...



0911_Green_Gardens_Tr...



0907_Maple_taffy_on_ic...



0906_133-Vancouver_Pa...



0904_Group_of_friends_...



0903_100-woman-in-blue...



0902_98-SikhMan_e...

Support

Wizard



Full colour version



Colour variations



Horizontal version



Co-branding



Promote your brand alongside EduCanada



How to Use the EduCanada logo





Feature the logo on your website

Don't forget to embed the EduCanada.ca link

WHY CHOOSE OUR PROGRAMS?

Each year, more than 1000 students choose to study in Richmond. Here are just a few reasons why:






 **RICHMOND**
INTERNATIONAL EDUCATION
INSPIRING GLOBAL WINDS

School District No. 38 (Richmond)
www.sd38.bc.ca

7811 Granville Avenue
Richmond, BC
V6Y 3E3 Canada

Tel. 1.604.668.6217
Fax. 1.604.233.0520
Email. study@sd38.bc.ca

EduCanada
A world of possibilities
Un monde de possibilités

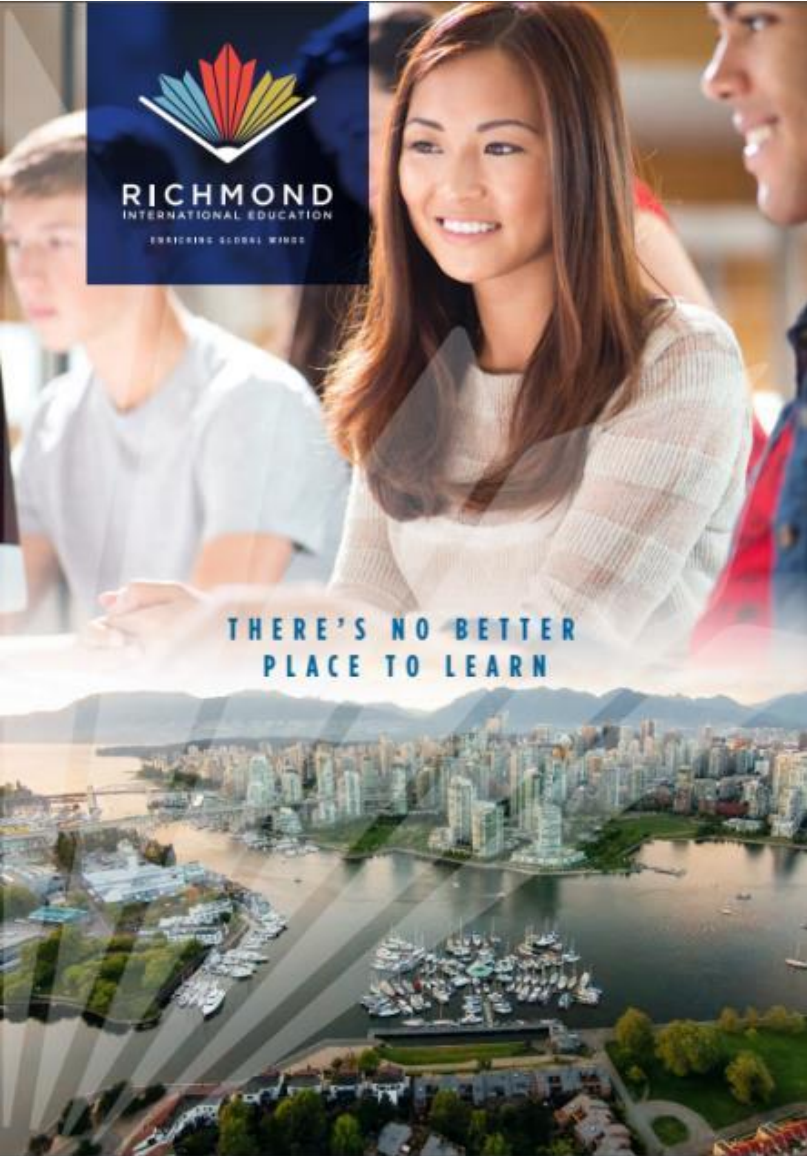
© Copyright - Richmond International Education (RIE)

[About Us](#) [Contact](#) [RIE Login](#) [Resources](#) [Sitemap](#)

How to use the EduCanada logo



Feature the EduCanada logo on your brochures



EduCanada[®]
A world of possibilities
Un monde de possibilités

RICHMOND
INTERNATIONAL EDUCATION
ENRICHING GLOBAL MINDS

7811 Granville Avenue, Richmond, BC Canada V6Y 3E3
Tel: 1-604-668-6217 Fax: 1-604-668-0530 Email: study@sd38.bc.ca
studyinrichmond.sd38.bc.ca

- Richmond International Education
- 1 Hugh Boyd Secondary School
- 2 John Haxler (J.H.) Burnell Secondary School
- 3 Henry James (H.J.) Carnegie Secondary School
- 4 Albert Ray (A.R.) Macdonell Secondary School
- 5 Robert Alexander (R.A.) McKeith Secondary School
- 6 Matthew McIsaac Secondary School
- 7 Hugh MacPherson Secondary School
- 8 Robert Cochrane (R.C.) Palmer Secondary School
- 9 Richmond Secondary School
- 10 Stevenson-Landon Secondary School



Sub-sector briefs

K-12

College

Universities

Languages

Écoles primaires et secondaires du Canada

Assurez à votre enfant un bon départ vers un brillant avenir

Comme tous les parents, vous voulez le meilleur pour votre enfant. C'est la raison pour laquelle les familles comme la vôtre choisissent le Canada pour l'éducation de leurs enfants. Elles savent que les écoles primaires et secondaires canadiennes (de la maternelle à la 12^e année) sont parmi les meilleures au monde et que les diplômes normalisés canadiens sont reconnus par les collèges et universités partout dans le monde.

Confier votre enfant au soin des autres est une décision importante. La tradition d'excellence du Canada en matière d'enseignement embrasse tous les aspects de la vie étudiante, garantissant un environnement sûr et favorable qui répond à tous les besoins de votre enfant. Mieux encore, les écoles canadiennes offrent une gamme complète d'activités parascolaires et communautaires pour aider les élèves à devenir des citoyens du monde à part entière.

Que vous choisissiez une résidence scolaire accréditée ou un programme de séjour en famille d'accueil, soyez assuré que votre enfant recevra l'attention et les conseils dont il a besoin pour réussir dans tous les domaines.

Un environnement accueillant pour votre enfant

Les étudiants internationaux peuvent choisir de loger en résidence scolaire ou en famille d'accueil.

En résidence scolaire, votre enfant bénéficiera de l'immersion dans la culture canadienne et la langue anglaise. Les résidences scolaires sont idéales pour permettre aux élèves d'acquiescer des aptitudes sociales et de développer des liens étroits avec leurs pairs, tandis que les programmes en famille d'accueil plongent les élèves dans la culture locale et leur offrent la possibilité de peaufiner leur connaissance du français et/ou de l'anglais avec des locuteurs natifs en milieu familial.

Dans un cas comme dans l'autre, votre enfant sera accueilli à bras ouverts, car aucun effort n'est épargné pour lui assurer un environnement propice à la réussite. La stabilité, le multiculturalisme, l'environnement propre et les systèmes de santé et d'éducation de calibre mondial du Canada en font un choix idéal pour l'éducation de votre enfant.

Canada's Colleges, Institutes, CEGEPs and Polytechnics

World-Class Skills for World-Class Careers

Canada's colleges, institutes, CEGEPs and polytechnics are recognized worldwide for top-quality instruction and rigorous standards. With their practical, career-oriented programs, they are a great choice for acquiring the knowledge, skills and experience you need to succeed in the workplace.

More and more international students are turning to the Canadian college sector to gain the kind of hands-on skills that lead to meaningful careers in today's competitive job market. 95% of college graduates are employed and over four-fifths report their studies are directly related to the work they do.

What are colleges, institutes, and polytechnics?

Colleges, institutes and polytechnics are Canadian public postsecondary educational institutions catering to students looking for skills-based programs tailored to the job market. These schools offer a full range of credentials, including bachelor's degrees, certificates, diplomas, apprenticeships, postgraduate credentials, joint bachelor degrees with universities, continuing and online education, distance education, and even some masters' degrees.

What is a CEGEP?

CEGEP is short for Collège d'enseignement général et professionnel. CEGEPs are only found in Quebec and offer two streams of education: three-year technical programs leading to the labor market and two-year pre-university programs, which are required for undergraduate admission to Quebec universities. The language of instruction at most CEGEPs is French, although there are some that teach in English.

Hands-on training with a strong career focus

Colleges, institutes, CEGEPs and polytechnics work closely with industries to ensure that courses reflect job market requirements. Programs are very practical, and most include work-integrated learning experiences through apprenticeships, work placements, co-ops (work-study programs) and internships. This approach gives you the opportunity to apply and test your skills in real workplace settings. It's a great way to prepare for your future career.

Why choose a CEGEP or polytechnic in Canada?

- Practical programs meet needs of specific employers.
- Work placements and through co-op education internships.
- Cutting-edge technical flexible program delivery.
- 95% of college graduates employed.
- Over 10,000 programs

Did you know?

- There are over 135 institutes, CEGEPs and polytechnics in over 1,000 campuses.
- Programs are offered in French or both deep region.
- Programs length vary from a few months to four years

Canada's Universities

Your Springboard to Success

Looking for an unforgettable experience that will last a lifetime? Got your sights set on a top-quality education and a globally recognized degree?

International students come to acquire the kind of hands-on, 21st century skills they need to thrive throughout their careers and personal lives.

They come because Canadian universities are engines of innovation, fostering a bold spirit of inquiry and creativity. From developing the latest apps to spearheading social innovation in response to community needs, students are putting their ideas into action at universities across the country.

Get the hands-on experience employers are seeking

Applied learning is fast becoming the norm for today's university students. More than half of today's undergraduates participate in research and work-integrated learning experiences – such as co-operative education (work-study program), internships and service learning – that give them the knowledge and skills they'll need to succeed.

Choose from an outstanding array of quality-assured programs

International students in Canada have a remarkable number of options available. Whether you prefer a major research-oriented university in a bustling urban centre or a small liberal arts institution in a quiet rural setting, Canada has more than 15,000 undergraduate and graduate programs to choose from at nearly 100 institutions nationwide. And whatever your choice – from business or engineering to film, multimedia and more – the quality of a Canadian university education is assured by provincial and territorial government charters.

Why choose a university in Canada?

- Caring and supportive research labs
- Cutting edge technical research labs
- Co-operative education and internship options
- Opportunities to work on campus
- Great campus life
- Academic advisors and valuable guidance
- Health services for students and assistance programs offering support for disabilities
- Athletic activities and clubs that connect students
- Career development and alumni networks meet your goals

Les programmes linguistiques au Canada

Ouvrir des portes sur des débouchés à l'échelle mondiale

Aucun autre pays ne connaît mieux les complexités de la formation linguistique que le Canada. En tant que pays officiellement bilingue, nous sommes voués à l'excellence dans la maîtrise de l'anglais et du français, caractéristique qui se reflète dans nos programmes d'éducation à tous les niveaux.

Si vous avez l'intention de poursuivre des études supérieures au Canada, les programmes de formation linguistique canadiens offrent un accès rapide et efficace pour maîtriser les compétences en communication dont vous avez besoin pour réussir.

Programmes pour tous les niveaux

Université ou collège

La compétence linguistique est l'un des plus importants critères d'admission à une université ou à un collège au Canada. Plusieurs écoles de langues privées et publiques offrent des programmes pour vous aider à maîtriser les compétences nécessaires et ainsi accéder au programme de premier, deuxième ou troisième cycle de votre choix.

Un large éventail d'options pour répondre à vos besoins

On compte plus de 210 programmes linguistiques, accrédités au Canada offrant un vaste choix allant de la formation linguistique générale à une formation spécialisée pour des domaines techniques ou des programmes de stages et de formation.

Voir la liste complète des programmes sur le site suivant :

► www.languagecanada.ca/fr/students

Beaucoup plus que la langue – une expérience mémorable

- Des formats de classes souples garantissent un choix de dates de début et de niveau.
- Étudiez avec des personnes de partout dans le monde.
- Les instructeurs sont expressément qualifiés pour enseigner aux étudiants internationaux.
- Les programmes personnalisés vous mènent à l'enseignement supérieur.
- Des activités culturelles, sociales et sportives enrichissent l'expérience d'apprentissage.
- L'opportunité de loger dans une famille d'accueil ou dans une résidence.
- Les écoles offrent du soutien et des conseils tout au long de votre apprentissage.

Pourquoi opter pour un programme de formation linguistique au Canada?

- En 2017, près de 150 000 étudiants internationaux ont suivi des programmes linguistiques accrédités au Canada.
- La plus récente étude de l'*Economist Intelligence Unit* sur la qualité de vie (2017) classe trois des plus grandes villes canadiennes parmi les cinq meilleurs endroits au monde où habiter en raison de la grande disponibilité de biens et services, d'un facteur de sécurité personnelle réduit et d'une infrastructure efficace.



EduCanada Brochure



Useful Resources

EduCanada Website
www.EduCanada.ca

Includes a program finder, cost calculator, study permit information and links to provincial, territorial and individual school information.

Canadian Information Centre for International Credentials (CICIC)
www.cicic.ca

Provides the only Canadian online and authoritative directory of universities, colleges and schools recognized and authorized by Canada's provinces and territories. This site includes information on foreign credential evaluations and qualification recognition.

Canada's Innovative Education Institutions at a Glance

UNIVERSITIES

- Best choice of undergraduate and graduate programs, as well as professional, diagnostic, certificate and diploma courses, and short-term focused programs
- Cutting-edge technology and research sites
- Opportunities for cooperative education, work-study programs and internships

COLLEGES, CEGEPS AND POLYTECHNICS

- A full range of programs, varying in length from a few months to four years
- Credentials include certificates, diplomas, university transfer programs, academic and applied degrees, and postgraduate diplomas
- Precursor programs designed in collaboration with potential employers offer work placement opportunities

Education in Canada

A World of Possibilities Awaits

• EduCanada.ca



ELEMENTARY AND SECONDARY SCHOOLS

- Canada's secondary school graduates excel in science, reading and mathematics
- Excellent student-teacher ratios
- Marketing environment focused on student needs

LANGUAGE PROGRAMS

- Committed to excellence in English as a second language
- Specialized language training in subject areas like business, academic preparation and industry-specific language training, including medical, legal and technical
- Integrated cultural, social and sporting activities enrich the learning experience



LEGAL NOTE: EduCanada is a brand that supports the independent education offer of Canada's provinces and territories. The EduCanada brand is the result of collaboration between the provinces and territories through the Canadian Institute of Education, Canada, and EduCanada (Canada) in a partnership agreement with the Government of Canada and is subject to a license/contract agreement between the parties. Any additional restrictions apply.






Map of Universities and Colleges of Canada



Information Documents



Guide to studying in Canada for non-residents

Education in Canada
A World of Possibilities Awaits

Guide to Studying in Canada for Non-Resident Canadians

EduCanada.ca

Logos: cmec, Canada, EduCanada

Study and Work permits

Canada's Study and Work Permits for International Students

Determine your eligibility
You can study in Canada without a study permit if:
• the duration of your course or program of study is six months or less; and
• you will complete your course or studies within the time you are allowed to stay in Canada.

Please note that while a study permit is not required, most people still need a Temporary Resident Visa (TVR) or an Electronic Travel Authorization (ETA) to travel to Canada. Some people may only need their valid passport. To find out what documents you need to travel to, or transit through, Canada, please visit: cic.gc.ca/english/visit/visas.asp.

If you are enrolling in a study program lasting more than 6 months you must first apply for a study permit.

To be eligible for a study permit in Canada, you must:

- Have been accepted by a designated learning institution in Canada. A list of designated learning institutions is available at: canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit/prepare/designated-learning-institutions-list.html.
- Prove that you have enough money to pay for your tuition fees as well as the living and return transportation costs for yourself and any family members who come with you to Canada;
- Be a law-abiding citizen with no criminal record and not be a risk to the security of Canada. You may have to provide a police certificate;
- Be in good health and willing to complete a medical examination, if necessary;
- Satisfy an immigration officer that you will leave Canada at the end of your authorized stay.

Apply for a study permit
You must apply for a study permit from outside of Canada, either online or in person at the visa office responsible for your country or region. A list of visa application centres (VACs) is available at: canada.ca/en/immigration-refugees-citizenship/corporate/contact-icc/offices/find-visa-application-centre.html.

A document checklist, as well as all necessary forms, are available at: canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit.html. Note that many visa offices have specific local instructions on their respective websites about which documents you must submit with your application. Original documents in languages other than English or French must be accompanied by a certified translation.

You may need to provide in-person biometrics within 30 days of submitting an application. Please see: canada.ca/en/immigration-refugees-citizenship/campaigns/biometrics/facts.html.

Student Direct Stream
Residents of China, India, the Philippines or Vietnam have an additional option when applying for a study permit. By providing more information when submitting your application, you can get your study permit faster by using the Student Direct Stream.

To find more information on how to apply, visit: canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit/student-direct-stream.html.

Obtain your study permit
If you are approved for a study permit, you will receive a Letter of Introduction (LOI). Upon arrival in Canada, you must present the LOI and any other necessary documents to an officer from the Canada Border Services Agency (CBSA). Once you meet all the necessary conditions, a study permit will be issued to you. The list of required documents is available at: canada.ca/en/immigration-refugees-citizenship/services/study-canada/study-permit/prepare-arrival.html.

Renew your study permit
You can apply to renew your study permit should you wish to study longer. It is important to apply at least 30 days before your current permit expires. More information on how to renew your study permit is available at: canada.ca/en/immigration-refugees-citizenship/services/study-canada/extend-study-permit.html.

Logos: Canada, EduCanada

ELAP infographic

EMERGING LEADERS IN THE AMERICAS PROGRAM (ELAP)

Short-term exchange opportunities for students from South and Central America, the Caribbean and Mexico to study or conduct research in Canada, at the college, undergraduate and graduate levels.

HOW ELAP WORKS

Flowchart: CANADIAN INSTITUTIONS ↔ CANDIDATES (STUDENTS) ↔ HOME INSTITUTIONS

- Awards per year:** up to 600 short-term scholarships (4 to 6 months)
- Value of the scholarship:** up to CAD 9,700
- Each scholarship includes:**
 - visa and/or study/work permit fees;
 - round trip air fare to Canada;
 - health insurance;
 - living expenses and more.
- 4,000 + scholarship recipients since 2009**

STUDENT STORY

"Studying and living in Canada was amazing. I experienced the quality of the Canadian college system. I felt safe from the first day that I arrived and admired the stunning Canadian landscape. I would encourage anyone to undertake an exchange in Canada. The country offers so many possibilities."

Testimonial: Marcelo Ayala from Paraguay

Canadian institutions:

- Submit applications on behalf of candidates
- Sign funding agreements with recipients and with Global Affairs Canada
- Waive tuition fees for participants
- Disburse scholarship funds to recipients
- Promote the program to Canadian faculty and foreign institutions

Home institutions:

- Develop new exchange opportunities in Canada
- Grant credits to student recipients upon their return
- Promote the program to their students and identify strong candidates

Candidates/students:

- Fulfill the entrance requirements of the Canadian institution
- Return home to complete their studies at their home institution

FOR MORE INFORMATION:

- Scholarships.gc.ca
- EduCanada.ca
- EduCanada.ca/YouTube

Logos: EduCanada, cmec, Canada

Presentations



Three ready-to-use PowerPoint presentations with speaking notes are available

- Students and General public
- MBA and Engineering Graduate Programs
- Graduate and Post-Doctoral Studies

EDUCATION IN CANADA

A World of Possibilities Awaits

► EduCanada.ca



EDUCATION IN CANADA

A World of Possibilities Awaits

MBA & Engineering
Graduate Studies

► EduCanada.ca



ÉDUCATION AU CANADA

Un monde de possibilités vous attend

Études supérieures et
postdoctorales

► EduCanada.ca



Examples of Exhibit Displays



Refreshed EduCanada.ca Website



The screenshot shows the EduCanada.ca website homepage. At the top left is the EduCanada logo with the tagline "A world of possibilities / Un monde de possibilités". To the right are the CMEC and Canada logos. A navigation bar contains links for "Why Canada", "Live and work", "Plan your studies", "Find programs and costs", "Scholarships", and "Media". The main banner features a video player with a thumbnail of students high-fiving and a graduation cap icon. Below the video is a social media bar with Facebook, YouTube, and Twitter icons. The main content area is divided into six sections, each with a title, a representative image, and a short description:

- Why Canada:** Discover why thousands of international students choose to study in Canada. From safe and welcoming campuses to quality of life, the reasons are many. Canada is a land of endless possibilities! [Why Canada](#)
- Plan your studies:** Find out everything you need to know about studying in Canada, including our education system, study permits, student housing options and more. Read our pre-departure guide designed for international students and get tips on how to succeed before, during and after your studies in Canada. [Plan your studies](#)
- Find programs and costs:** Canada's world-class colleges and universities deliver more than 15,000 programs across hundreds of campuses. Study at some of the world's top post-secondary institutions. From small, friendly towns to bustling metropolitan cities, the choice is yours. Use our search tool to find the institution that suits you best. [Find programs and costs](#)
- Find scholarships:**
- Live and work in Canada:**
- Featured study programs:**

EduCanada on Facebook





EduCanada ✓
@EduCanada.Official

Home
Posts
Photos
Videos
Community
About
Events
Notes

Create a Page



Like Follow Share ...

Learn More Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Posts



EduCanada
6 hrs · 🌐

 **Government of Canada**  **Gouvernement du Canada** 

CANADA-ASEAN SCHOLARSHIPS AND EDUCATIONAL EXCHANGES FOR DEVELOPMENT (SEED)

"We attended a program about Decoding Fintech and Capturing the Opportunities in Capital Markets, at Toronto Centre, Canada.

This program was very useful for us because it was a great opportunity see people from different countries show their understanding of today's technology on financing, define problems incurred, and propose solutions with added comments and experience from the management level of many agencies and professors as well as experts in various fields in the financial sector.

We hope that the Toronto Centre will continue to conduct such a program for the continuation of capacity building for all agencies in financial sector from different countries, so that we



ABOUT EDUCANADA

Our Story

So you're looking to study in Canada, but need just a few more facts before committing to the full e...

See More

Community See All

👤 Invite your friends to like this Page

👍 10,420 people like this

🔔 20,560 people follow this

About See All

📧 Typically replies within a day
Send Message

EduCanada on YouTube



EduCanada
4.92K subscribers

SUBSCRIBE

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- COMMUNITY
- CHANNELS
- ABOUT

Study in Canada - A world of possibili... i :

EduCanada
A world of possibilities
Un monde de possibilités

0:03 / 2:43

Study in Canada - A world of possibilities awaits

15,655 views • 1 year ago

Visit EduCanada.ca, the official study in Canada website, to learn more about how you can begin your journey to study abroad today: <http://bit.ly/31CsWSz> (available in English)

Study in Canada - a world of possibilities awaits you.

Come to Canada and find the study program that's right for you.

READ MORE

FEATURED CHANNELS

EduCanada - Français

SUBSCRIBE

Uploads ▶ PLAY ALL

- Study in French across Canada (60 seconds)
703 views • 7 months ago
[Subtitles](#)
- Study in French across Canada (6 seconds)
161 views • 7 months ago
[Subtitles](#)
- Study in French across Canada (15 seconds)
130 views • 7 months ago
[Subtitles](#)
- Scholarships to study in Canada - Benefits of the...
3.3K views • 1 year ago
[Subtitles](#)
- Study in Canada - Experience student life in...
4K views • 1 year ago
[Subtitles](#)

EduCanada on YouTube



Showcase Your Campus



Contact us to collaborate on potential co-branding opportunities

Share photos from your institution showing academic/campus life, and sharing your international students' success stories

- Contact us:
educanada.extranet@international.gc.ca
- Sign the waiver



Section 6

Compete on the Global Stage with the EduCanada Brand

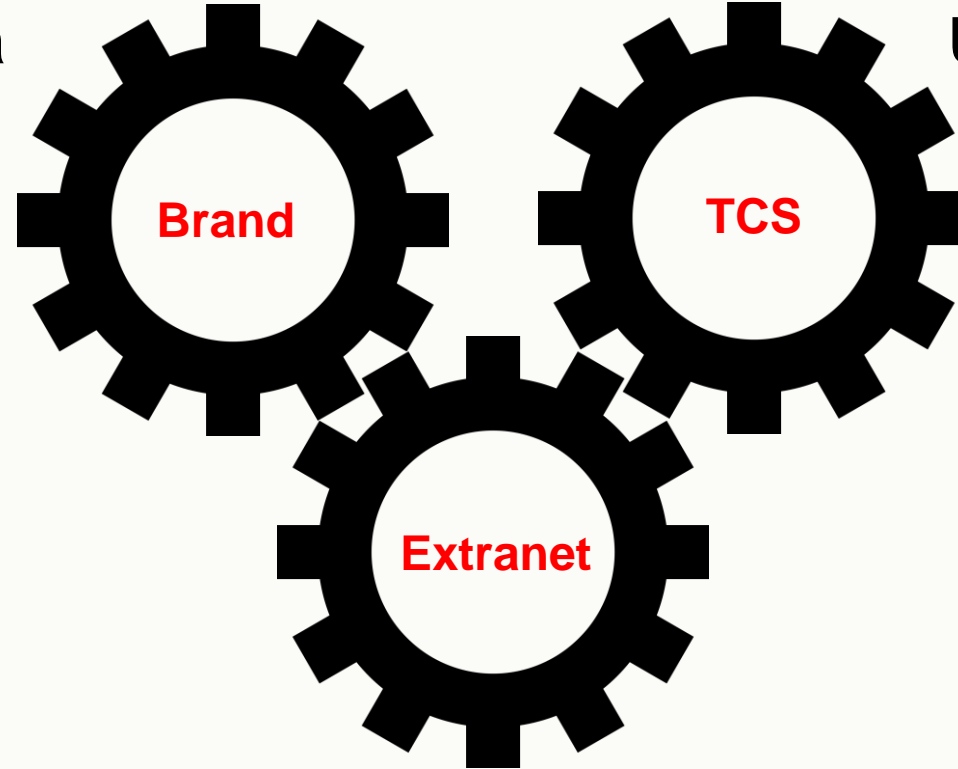
► EduCanada.ca



Added-Value Support to Propel You to Success



Use the EduCanada
Brand to promote
your institution



Use the TCS to compete
on the global stage

Use the resources available
on the Extranet Site

Trade Commissioner Service



Gain Market Insight

Provide key market insight and practical business advice



Resolve Business Problems

Help resolve problems in foreign markets



Connect with Key Contacts

Help Canadian businesses find qualified contacts



+160
offices
abroad & in
Canada

+1300
Trade
Commissioners



Find New Opportunities

Open the door to business opportunities globally

Trade Commissioner Service Website



www.tradecommissioner.gc.ca/education

50 Market Profiles available on the TCS website

The Canadian Trade Commissioner Service

Canada.ca | Services | Departments | Français

Canada

Export - Innovate - Invest - Education - Our Network

Home > Education - The Canadian Trade Commissioner Service

Education

Learn more about the Trade Commissioner Service, events, market intelligence, scholarships and research opportunities.

Market Profiles

Our education officers and trade commissioners abroad offer education [marketing information and services](#) to Canadian businesses and institutions.

Get Support

Access our [network of trade commissioners](#) in Canada or abroad for practical advice on foreign markets and on-the-ground intelligence in the education sector.

Events

Get info on both [recruitment events](#) promoted by Canada's embassies and consulates abroad, and [Signature Events](#) with Canada's education sector stakeholders.

International Education Professionals in Canada

[Sign up](#) as a business person on the Trade Commissioner Service website and choose "I represent a Canadian educational Institution or association." This will give you access to education sector market intelligence and other key documents. You will also find upcoming international education events, and contact information for education trade commissioners in Canada and abroad.

EduCanada
Canada's official education portal for international students.

Canada's International Education Strategy
Harnessing Our Knowledge Advantage to Drive Innovation and Prosperity.

INTERNATIONAL SCHOLARSHIPS
International Scholarships available for Canadians and non-Canadians for study/research in Canada or abroad.

Education events

Market profiles and intelligence

Find an education officer

Section 7

Key Partnerships

▶ [EduCanada.ca](https://www.educanada.ca)





Bilateral relations

- Facilitate government-to-government dialogue and cooperation
- Provide policy support for Canada's international education sector stakeholders
- Develop and advance strategic partnerships with key markets

Federal-provincial relations

- In Canada, provinces and territories are responsible for education.
- Biannual meetings with the provinces/territories.
- Close collaboration with other federal departments (IRCC, ESDC)

Multilateral relations

- Represent Canadian interests around the world.
- Advance educational issues by participating at international events and forums in education OECD, UNESCO, United Nations, OAS, etc.

Next Steps



- 1. Sign the sublicense contract** and become authorized to use the EduCanada brand
- 2. Register** with the **EduCanada brand extranet**
- 3. Leverage EduCanada** in all your promotional activities (institution websites, brochures, etc.)

CMEC: A.Taiyeb@cmecc.ca

Thank you

► [EduCanada.ca](https://www.educanada.ca)

Sasha.Tremblay@international.gc.ca
Global Affairs Canada (GAC)

