

Session 2 – Market Intelligence Briefing: Opportunities for Canadian Institutions

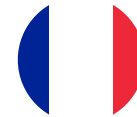
Session 2 – Séance d'information sur les marchés: Possibilités pour les institutions canadiennes

Moderated by:



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What are some international trends with respect to international education?

Quelles sont les tendances en ce qui concerne l'éducation internationale?



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Paola Bucalossi

Trade Commissioner

Déléguée commerciale

How to use key EduCanada events/initiatives to engage in a market?

**Comment utiliser les événements/initiatives
ÉduCanada pour s'engager dans un marché?**



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Laura Ballesteros

Trade Commissioner

Délégue commerciale

What are some market entry strategies?

Quelles sont les stratégies d'entrée?



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Déleguée commerciale

What are challenges Canadian educational institutions face?

Quels sont certains défis que les établissements d'enseignement canadiens rencontrent?



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Laura Ballesteros
Trade Commissioner
Délégue commerciale

How can the TCS help Canadian institutions succeed?

Comment est-ce que le SDC peut appuyer les institutions canadiennes?



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Boost your visibility with the EduCanada brand!

EduCanada is:

- A **powerful marketing tool** that capitalizes on Canada's international reputation.
- A **visual identity** for raising Canada's profile as a study and research destination.
- A **vehicle** to increase potential commercial opportunities through corporate training, contracts and collaborative MOUs.

New International Education Strategy (IES)

Objectives:

- Diversify **Canada's source countries** for international students, including their fields and levels of study, and location within Canada;
- Encourage more **Canadian post-secondary students** to study and work abroad;
- Increase **exports** of Canadian educational services and products

Budget 2019:

- **\$147.9 million** over **five years**, starting in 2019-2020
- **\$8 million** per year ongoing, to support the **promotion of Canadian international education** and **study/work opportunities abroad** for Canadian youth



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Tools to promote Canadian Education Expertise



EduCanada Brand

A powerful marketing tool that capitalizes on Canada's international reputation.



Key Education Conferences

These events brand Canada as a top study and research destination and commercial partner.



Digital Strategy

Increases our digital presence via social media, marketing campaigns, etc.



International Scholarship Programs

Scholarship programs offered by Canada to facilitate student mobility to Canada.



CanExport- Associations CanExport- SMEs

Funding support to Canadian national trade organizations undertaking international business opportunities in markets, and SMEs seeking to develop new export opportunities and markets.

Website

www.tradecommissioner.gc.ca/education

50+

Market Profiles
available on the
TCS website

Market Profiles

Network of TCs

Events



The Canadian Trade Commissioner Service

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 **partnership 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.

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emc

Canada

#CanadaIES

INTERNATIONAL SCHOLARSHIPS

Want to know more about the EduCanada brand?

Join the EduCanada brand training session:

- **When:** Tuesday, February 25, 2020 @ 15:30
- **Where:** Sheraton Wall Centre, Junior A/B Ballroom, Vancouver



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Presence of **Trade Commissioners**

Talk face to face with **IRCC** in Paris



Talk to Languages Canada Manager for International Marketing to learn more!

Diego Sanchez

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