Session 1- Market Intelligence Briefing: Opportunities for Canadian Institutions

Session 1 - Séance d'information sur les marchés: Possibilités pour les institutions canadiennes

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How can the TCS help Canadian institutions succeed in Mexico?

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





What are some international trends with respect to international education? Quelles sont les tendances en ce qui concerne l'education internationale?





What should Canadian institutions consider as part of their international strategy? De quoi les institutions candiennes devraient tenir compte dans leur stratégie international?





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

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





What are some market entry strategies? Quelles sont les strategies d'entrée?





What are some international trends with respect to international education in Russia? Quelles sont les tendances en ce qui concerne l'education internationale en Russie?



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:

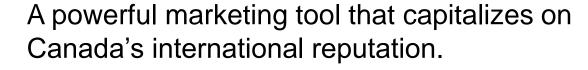
Un monde de possibilités

- \$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

Tools to promote Canadian Education Expertise



EduCanada Brand





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.

3 Website

www.tradecommissioner.gc.ca/education

50+ Market Profiles available on the TCS website

Market Profiles

Network of TCs

Events



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,





1st ever Pan-Canadian Mission, a partnership between LC, CAPS-I and CiCan

B2Bs with 40+ high-quality, pre-selected agents from Mexico

Presence of **Trade Commissioners**

Talk face to face with **IRCC**

EduCanada fairs in Mexico on the margins



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

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