

Session 1- Market Intelligence Briefing: Opportunities for Canadian Institutions

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

Moderated by:



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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?**



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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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**What should Canadian institutions consider
as part of their international strategy?**

**De quoi les institutions canadiennes devraient
tenir compte dans leur stratégie
internationale?**



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**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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What are some market entry strategies?

Quelles sont les stratégies d'entrée?



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What are some international trends with respect to international education in Russia?

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



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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



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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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!**

Diego Sanchez

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**MEXICO
TRADE MISSION
FEBRUARY 15-17, 2021**

