



HOW TO BE SUCCESSFUL IN LATIN AMERICA

Panel conducted by Gabriela Facchini and Charbel Moreno

Languages Canada's 10th annual conference
10^e congrès annuel de Langues Canada

OUR PANELISTS

- Jaqueline Aguilar, Regional Education Trade Commissioner for the Americas and Caribbean
- Magali Boffet, Education Trade Commissioner from Colombia, Colombia
- Michael Bailey, Counsellor, Public Affairs - Mexico
- Michael Redenbach, Senior Trade Commissioner, Panama

MODERATORS

- Gabriela Facchini – Manager, International Business Development and Partnerships at Sheridan College
- Charbel Moreno – Manager, International Affairs at Languages Canada

AGENDA

- Overview of the Latin American market
- Brief presentation by each Trade Commissioner
- Conclusions and closing remarks
- One-on-one meetings will start after the panel

WHY LATIN AMERICA?

Overview

- Languages Canada survey top LATAM market sources

Brazil	19,865
Mexico	7,970
Colombia	2,805
Venezuela	1,810
Chile	760
Ecuador	372
Peru	366

Source: Languages Canada Annual Survey Report - 2016

WHY LATIN AMERICA?

Overview

Languages Canada activities in Latin America in 2016:

- Market intelligence webinars with experts and TCs based in different countries
- Alliances with important initiatives and partners such as Languages Without Borders in Brazil, the Technological Universities System in Mexico and the Ministry of Defense in Colombia
- Trade mission to Mexico bringing agents from the most important regions
- Trade mission to Colombia bringing agents from Ecuador, Venezuela and Panama



WHY LATIN AMERICA?

Overview

- Education is a priority in Latin America
- Opportunities: capacity building programs, continue education and teach training
- Challenges: awareness, cultural aspects and active competition

Market entry - Key Considerations

- **Good perception of Canada as a study and research destination in all levels of education**
- **Main factors to determine destination are:**
 - Price (exchange rate in our favor)
 - Possibility of studying and working
 - Quality of life and safety
 - Language
 - Proximity
- **Agent-driven market**
- **Make use of your alumni network**

BRAZIL

- 5th largest student population in the world: 58 million students
- Education continue to be a priority under current government and study of English is now mandatory in the high school curriculum
- Despite financial turmoil in Brazil, Canada remains an attractive value proposition and a competitive destination for study for Brazilians..
- Canada continues to be the top destination for English and second for French, and it is the first country that comes to mind when it comes to choosing a destination.
- Government scholarships to study abroad
- Recruitment opportunities for all sectors: K-12, college, university, language and summer camps.
- Partnership opportunities:
 1. Increase engagement with agents
 2. Partnership with Language Schools
 3. Online/Distance training
 4. Interest in training for ESL/FSL teachers



COLOMBIA

- Third largest population in Latin America: 47m potential consumers
- 2020: between 15 and 22 million people in the age range of 5 to 25 years of age
- Canada is #10 top study abroad destination country for Colombian students
- Less than 10% of the Colombian population is fluent in a second language
- Main area of demand is language training
- Recruitment opportunities at all levels: primary and secondary school level, summer/winter camps, teacher training (language and professional development), graduate studies, executive education
- Institutional Partnerships opportunities:
 1. Reciprocal education programs
 2. Teacher training in language capabilities and guest professors for short courses

PANAMA

- Panama – small market with *strong potential*
 - ✓ Education abroad is seen as superior
 - ✓ English education is favoured
 - ✓ Traditional focus has been the US
- Consistently the strongest economy in Latin America
- Economy based on services – education needs follow
- Generous government scholarships to study abroad
- Recruitment opportunities for all sectors: K-12, college, university, language and summer camps
- Partnership opportunities:
 1. Expanding institutional linkages
 2. Increasing government engagement w/ Canada



MEXICO

- Mexico remains the second most important source country in Latin America for international students in Canada.
- Mexico has more than 33 million students country wide.
- Education is a priority for the Mexican Government.
- Visa-lifting: An increment is expected in students enrolled in short-term programs.
- Currency rate: USD vs. MXP/ CAD vs. MXP
- Political dynamics in North America.
- Recruitment opportunities for all sectors: K-12, college, university, and language
- Partnership opportunities:
 1. Expanding institutional linkages
 2. Universities and colleges benefit from more innovative agreements.
 3. Added value activities (e.g. cultural, tech, sports, languages)



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THANK YOU!
MERCI!
¡GRACIAS TOTALES!
OBRIGADO!

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