

Everywhere you do business

The Canadian Trade Commissioner Service

**Update from Global Affairs Canada and the
Trade Commissioner's Service (Part 1)**

**Languages Canada Conference
Monday February 27, 2017**

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International Education Division
Global Affairs Canada**



Global Affairs
Canada

Canadian Trade
Commissioner Service

Affaires mondiales
Canada

Service des
délégués commerciaux

Canada

Update overview

1. Economic Impact of International Education
2. Implementing the EduCanada brand
3. Languages Canada and the Canadian Trade Commissioner Service (Part 1)



EduCanada[®]

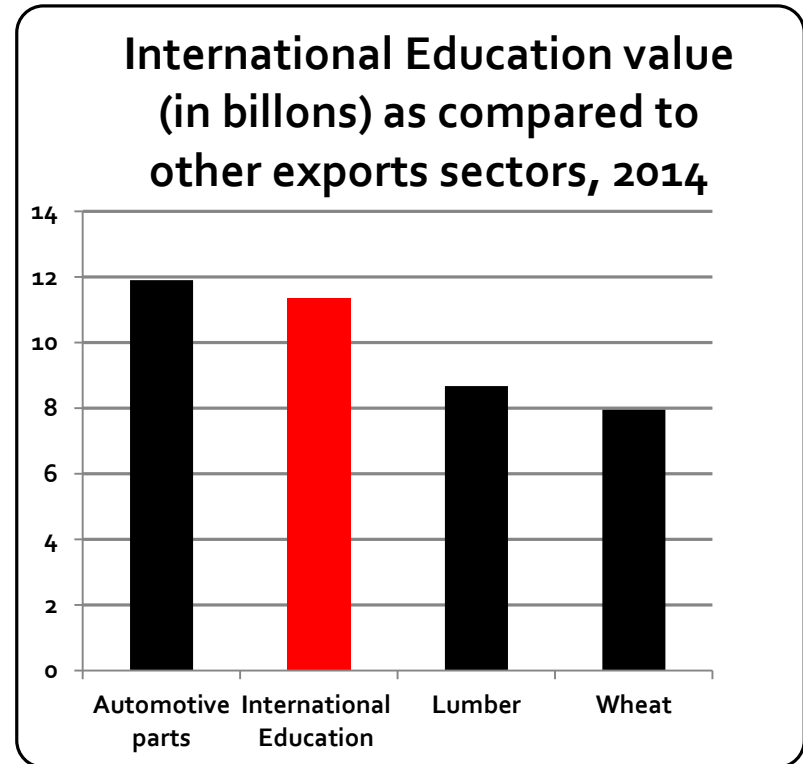
A world of possibilities
Un monde de possibilités

1. Economic Impact of International Education

International Education is a **growth sector** which significantly contributes to Canada's **prosperity**

1. Major **service export** (2014 economic impact study):
 - 336,000 students spent **\$11.4bn** (exceeds exports of wheat or lumber);
 - generating **\$2.1bn in tax revenues**; and
 - sustaining **123,000 jobs** in communities across Canada.
2. International students and researchers address **skills** and **demographic gaps** across Canada; and
3. Improves Canada's **competitiveness** via research, development, innovation and commercialization.

Note: OECD estimates 7-10% compound annual growth through 2025



Source: 2016 Economic Impact of International Education in Canada – An Update. Roslyn Kunin & Associates, Inc.

www.international.gc.ca/education/report-rapport/impact-2016



2. Implementing the EduCanada Brand

"Canada is the top country in the world for studying, visiting, working and living."
— 2015 study from the Reputation Institute

LEARN. LIVE. SUCCEED.
If you can dream it, we can help make it a reality.
Canada offers students from all over the world, an opportunity to get a world-class education through more than 10,000 university and 8,000 college programs, offered in both English and French at over 250 institutions. Best of all, you can put what you've learned into action in a rewarding career that opens a wide world of possibilities for a future in our great country.

LEARN
"10% of Canadian universities rank among the top 200."
— The Times Higher Education's 2015 World University Rankings
Canada's secondary schools and postsecondary institutions are consistently recognized in top international rankings and our students repeatedly score high on international tests. Our highly qualified education and field-leading professors have created a learning environment that nurtures creativity and intellectual development.
Canadian universities perform an estimated 30% of all R&D in Canada. Although home to just 0.5% of the world's population, Canada produces 2.5% of global scientific research.
What's more, Canadian universities offer excellent facilities, from wind turbines and Olympic-quality sports facilities, to public concert halls and art galleries.

LIVE
"Canada ranked 1st for Best Quality of Life."
— U.S. News Best Countries Ranking (2014)
Named as the world's most welcoming country by the 2015 Global Nation Brand Index, Canadians are known for being friendly, open and tolerant — since many trace their roots to every corner of the globe.
Ranked first in the 2015 Global Peace Index, international students benefit from all of the freedoms Canadians enjoy: respect for human rights, equality and a stable and peaceful society. It's really no wonder that Canada has some of the happiest people on the planet because of long life expectancy, high average income and robust social laws.

SUCCEED
"Canada ranks 1st among 16 countries for alumni employment."
— HSBC report on the cost of international university education (2015)
International students are often eligible to work both on and off campus during their term of studies. This gives students the opportunity to move beyond academic learning to apply and test their skills in real workplace settings. In fact, many programs are designed in collaboration with potential employers and offer work placement opportunities to students.

Find out more about:

Study Permits
→ www.cic.gc.ca/english/study

Scholarship Programs
→ www.scholarship.cic.gc.ca or ask your institution of interest.

Working on and off campus
→ www.cic.gc.ca/english/study/work.asp

Staying and working in Canada after graduation
→ www.cic.gc.ca/english/study/work_postgrad.asp

If you are interested in staying and working in Canada on a longer-term basis you can apply for a number of programs, each with its own requirements. These programs include:

- The Canadian Experience Class
www.cic.gc.ca/cec
- The Federal Skilled Worker Program
www.cic.gc.ca/english/imm/immigratefed.html
- The Provincial Nominee Program
www.cic.gc.ca/english/immigrate/provincial





New EduCanada Brand identity



EduCanadaTM_{MC}

A world of possibilities

Un monde de possibilités

- Revealed in February 2016
- Co-managed with the Provinces and Territories

What's in the Works for 2017-18

- Deployment of Brand look worldwide
- Use of the Brand logo by institutions and NGOs
- Integrated marketing campaign
- Digital strategy

If you have never signed a sub-licence, please contact Amir Tayieb, CMEC analyst to register for the next brand training at:

a.taiyeb@cmecc.ca



**EduCanada Brand Extranet
(where brand-eligible
institutions can download
the brand tools)**

www.extranet-educanada.ca

The screenshot shows the EduCanada Brand Extranet Download Zone website. At the top, there is the EduCanada logo and navigation links for ACCUEIL - FRANÇAIS, CONTACT, and ASSETS. A search bar is located below the navigation. The main heading reads "EduCanada Brand Extranet Download Zone". Below this, there is a grid of nine categories, each with a red icon and a label:

- Print Advertising (icon: document with leaves)
- Online Advertising (icon: globe with mouse cursor)
- Photos (icon: camera)
- Exhibition Materials (icon: document with leaves and maple leaf)
- Promotional Items (icon: t-shirt with pen)
- Logos (icon: maple leaf)
- Information Documents (icon: document with leaves)
- Presentation Materials (icon: computer monitor with leaves)
- Videos (icon: play button)
- Brand Guidelines (icon: document with leaves and maple leaf)

Each category label is in all caps and positioned below its respective icon.



Everywhere you do business
**The Canadian Trade
Commissioner Service**

We have over
120 YEARS
of experience
and we're here to
help you in over
160 CITIES
worldwide



With the TCS,
Canadian
companies access
36% more
markets

With the TCS,
Canadian
companies export
18% more
goods and services

3. Languages Canada and the TCS

GET THE TCS ADVANTAGE

The Canadian Trade Commissioner Service (TCS) can help you...

Our Services

We help Canadian educational organizations succeed globally – to make better, timelier and more cost-effective decisions in order to achieve your goals abroad.

- 1. Preparation for international markets**
- 2. Market-potential assessment**
- 3. Qualified contacts**
- 4. Problem solving**

Finding Opportunities

- Attend the next session “How to be successful in Latin America” and sign up for B2Bs
- Visit our website
 - Market Profiles
 - Network of TCs
 - Events

The screenshot shows the website's navigation bar with 'The Canadian Trade Commissioner Service' and a search box. The main content area features a large image of students and a red maple leaf graphic. The 'Education' section is highlighted in yellow, with the text: 'Learn more about the Trade Commissioner Service, events, market intelligence, scholarships and research opportunities.' Below this are three columns: 'Market Profiles' (describing education officers and trade commissioners abroad), 'Get Support' (describing the network of trade commissioners), and 'Events' (describing recruitment and partnership events). A section titled 'International Education Professionals in Canada' includes a sign-up link. The footer contains logos for EduCanada, cmc, and Canada, along with a '#CanadaIES' social media banner and a blue banner for 'INTERNATIONAL SCHOLARSHIPS'.

www.tradecommissioner.gc.ca/education

Global Opportunities for Associations

The Global Opportunities for Associations (GOA) Program supports certain national associations undertaking new or expanded international business development activities

2015-16: GOA

**supported 7 education
associations with \$572,838
in funding**

2016-17: GOA

**supported 5 education
associations* with \$421,425
in funding**

*Languages Canada, CICan, CAPS-I, AUFC, CAIS

Everywhere you do business

The Canadian Trade Commissioner Service

Global Affairs Canada at Languages Canada:

Jane Rooney, Trade Commissioner, Sector Liaison

**Jaque Aguilar, Regional Education Trade
Commissioner for the Americas and Caribbean**

**France-Carole Duchesneau, Regional Education
Trade Commissioner for Europe and North Africa**

**Laura Garza, Education Trade Commissioner,
Mexico**

Michael Bailey, Counsellor, Public Affairs, Mexico

**Michael Redenbach, Senior Trade Commissioner,
Panama**

**Magali Boffet, Education Trade Commissioner,
Colombia**

**Stuart Palmer, Senior Trade Policy Analyst, Services
Trade Policy Division**



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Un monde de possibilités

Connect with the TCS

tradecommissioner.gc.ca



1-855-464-6009



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CanadExport.gc.ca



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