

# Imagine

STUDYING IN CANADA  
ÉTUDIER AU CANADA

Trade Commissioner Service  
October 2012, Beijing

Canada



## Trade Commissioner Service



- Preferred access to local businesses and contacts
- 10+ locations in China
- Assessing market potential, finding qualified contacts, problems solving
- Help you succeed and lower your costs and the risks of doing business in China
- **[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)**

# Footprint in China

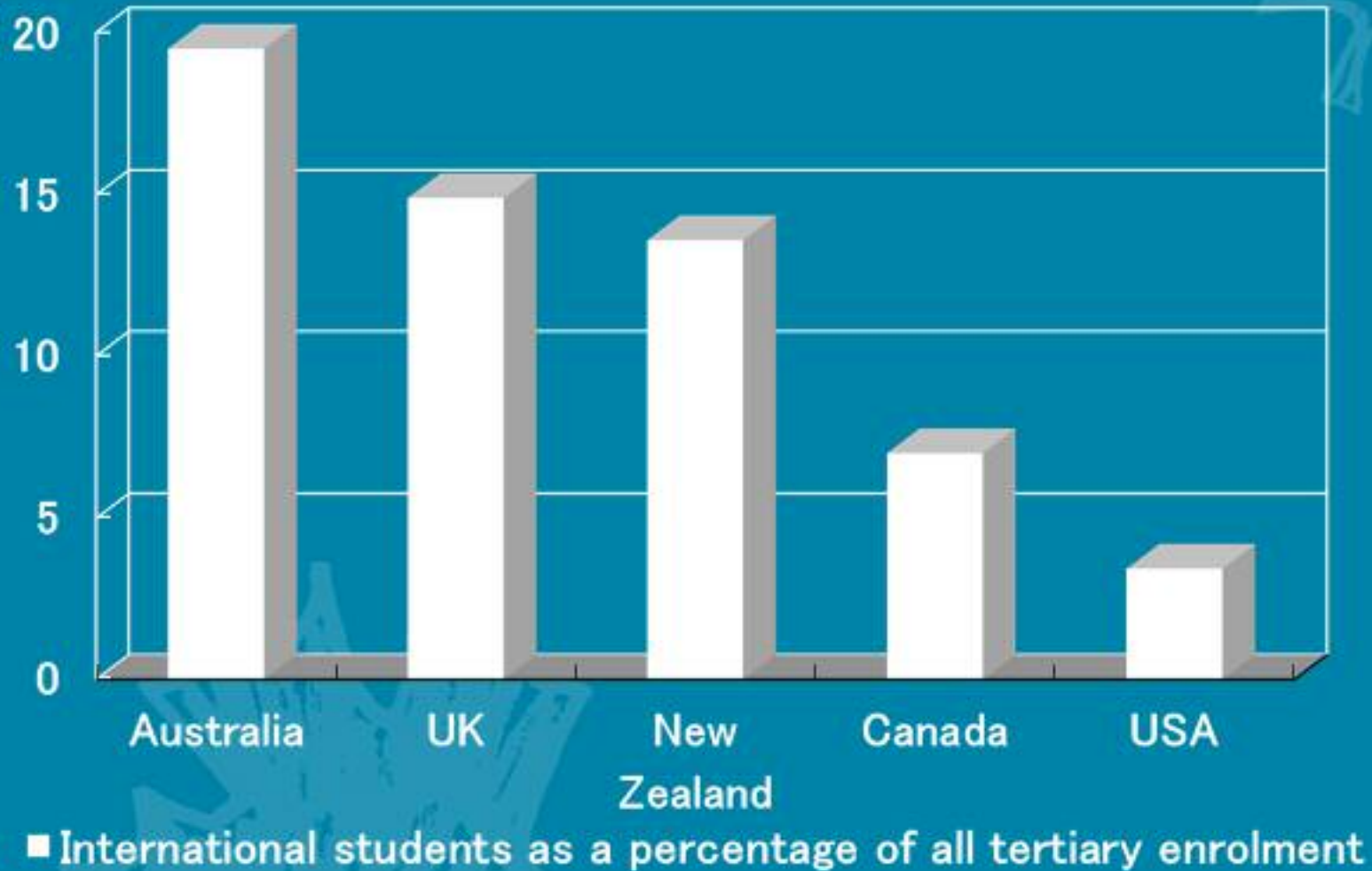


# Canadian Interests and Activities in China

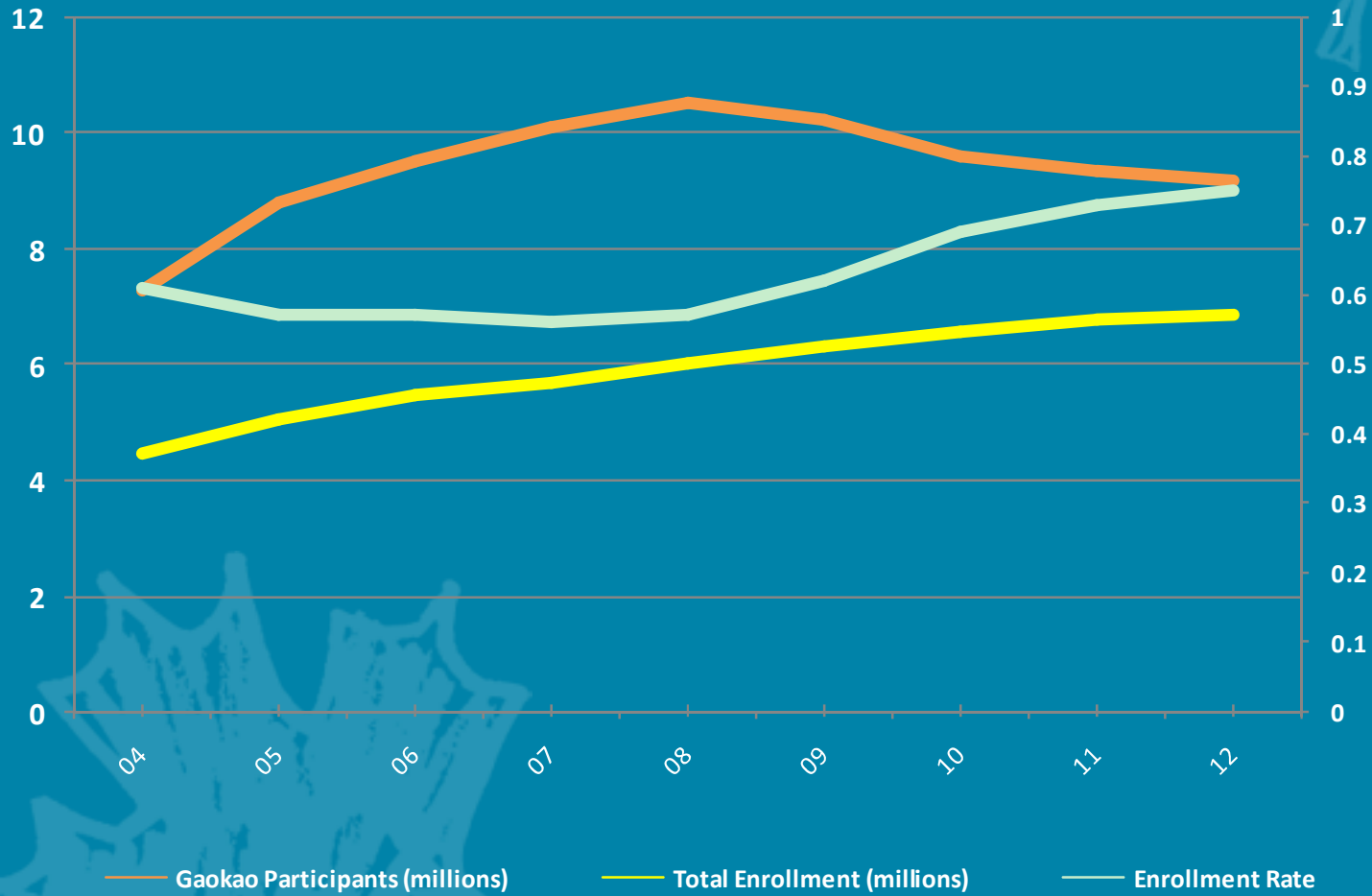


- Education services-green and largest service export
  - High level visits
  - International Education Advisory Panel report
  - Increasing number of new market entrants/players
  - Canada Pavilion at China Education Expo
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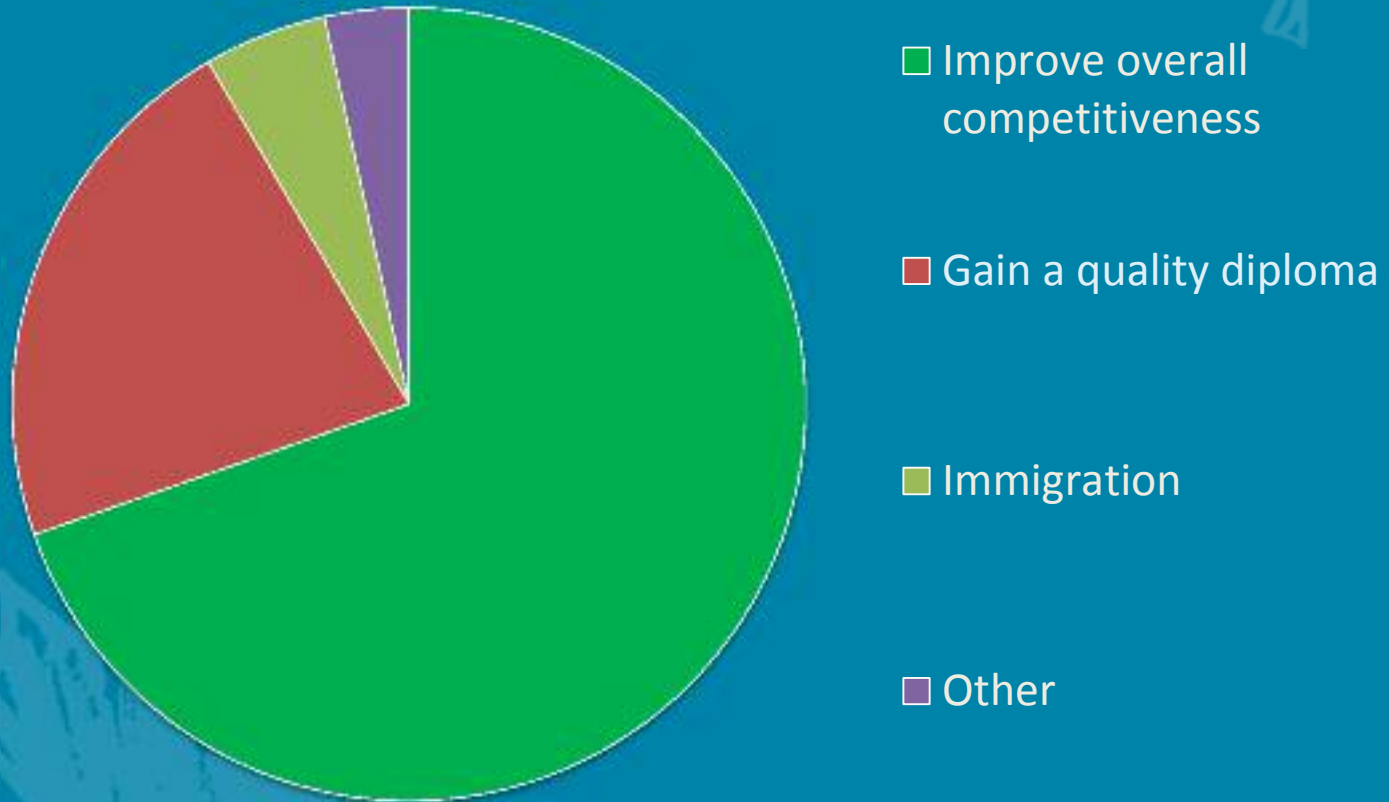
## Room to grow Canadian capacity



# Local Market Trend



## Main purpose for studying abroad



## Our projection


- Local demand will continue to be strong
  - The demand for a premium quality education can not be met domestically
  - Increasingly affordable (favorable exchange rates, families get richer)
  - International experience – an asset for competing in China's job market

## More drivers for Canada's future growth

- 960K Chinese have net worth over 10 million rmb (\$1.5 million)
- Strong presence and rapid growth of Canadian curriculum schools in China
- Canada's generous policy to foreign students in terms of work and immigration
- Dramatic Growth in bilateral trade and investment
- Positive public diplomacy strategy and government advocacy on behalf of the education sector

## Strategies to Consider



- Competition is not with other Canadian schools
  - The Canadian brand is key
  - Strong value proposition: open society; transparent study permit process; work options; pathway to PR (some PNP)
  - Banding together lends strength and credibility to the whole group
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## Strategies to Consider: K-12

- Emphasize transparent and competitive fee structure
- Stress well-funded, accepting and high quality education system
- Underline the welcoming multicultural environment
- Highlight small classes and caring teaching method
- Cater to younger student groups
- Promote short-term study, pathway programs with tertiary institutions, both in Canada and the US
- Provide information in Chinese to target parents

## Strategies to Consider : Colleges

- Highlight great job and immigration prospects (esp. PNP for some)
- Underscore value of graduate diplomas
- Use SPP as a marketing tool
- Make Chinese students feel proud of studying in a college
- Build your brand in China with joint-programs and collaboration with Chinese vocational training companies

## Strategies to Consider : Universities

- Take time to research and understand the market
- Find flexible and creative solutions for admission requirement
- Build relationship with local feeder schools
- Facilitate mobility between institutions
- Use SDS if possible to streamline visa/study permits
- Target both students and parents

绝图网 PCPOP.COM

# Second-tier City Strategy



# Social Media Strategy

Canadian embassy microblog in Chinese:  
Currently 250K+ followers  
[Weibo.com/canadaweibo](http://Weibo.com/canadaweibo)



## Coming up...

- Canada Pavilion at China Education Expo, Oct 20-Nov 3, 2012
- China PhD Workshop, November 24-25, 2012
- Canadian Education Fair in Qingdao, March 2013
- China International Education Exhibition Tour, March 2013

*Many other mini-fair opportunities depending on sector and location. Contact us!*



[www.educationau-incanada.ca](http://www.educationau-incanada.ca)

[www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)

[Beijing.educationcanadachina@international.gc.ca](mailto:Beijing.educationcanadachina@international.gc.ca)

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