



For Immediate Release

BC'S REPUTATION AS AN INTERNATIONAL EDUCATION HOT SPOT ADDS \$1.8 BILLION TO ECONOMY

VANCOUVER, BC – June 24, 2012

Throughout the school year, international students across all education levels come from Korea, China, Japan, Saudi Arabia, Brazil, USA, Germany, among many other countries worldwide, to study in British Columbia. In 2010, their direct contribution represented \$1.2 billion in provincial GDP and was responsible for approximately 22,000 jobs in our province. They contributed 1.8 billion to BC's economy, making international education BC's fifth largest export industry.

In response, the British Columbia Council for International Education (BCCIE) launched a website today that will host and encourage peer-to-peer conversations with current and potential students about all study opportunities in BC—public and private accredited K-12, post-secondary and language schools.

StudyinBC.com features student bloggers, photographers and videographers who will document their study in BC experience and share it with others considering the same path. Topics will include everything from education quality and options to culture shock, making a realistic student budget, and understanding the process of how to get a student visa.

“To do an experience like this, you learn a lot about yourself, about people in general because you meet people from around the world. You especially learn a lot about yourself because you do this experience on your own, it's really good. You grow up a lot!” says Claire Delefortrie, a student from France, who shares her unique study experience via a video on StudyinBC.com.

“It is impossible to ignore that international students make an important contribution to BC's economy, so it only makes sense to provide resources like StudyinBC.com to allow more students to make better and more informed decisions. Such a tool makes it easier for them to choose a BC school or institution for their international study experience,” says Randall Martin, Executive Director, BCCIE.

- more -



- 2 -

About Study in BC

StudyinBC.com is a destination resource for study options in British Columbia, and is the only directory covering all regions and types of institutions in the province. This interactive, student-focused website recognizes the exceptional and assured quality of BC's education system and provides a unique glimpse of what it means to study in BC. The site recognizes the importance of student voice and gives international students a platform on which to share their experiences. StudyinBC.com features content from student bloggers, photographers and videographers who will document their study in BC experience and share it with others considering the same path.

Reflecting BC's educational diversity, StudyinBC.com showcases institutional and destination content and highlights different regions and communities around the province, thus helping to increase institutional and regional visibility.

For further information, please visit www.studyinbc.com.

About the British Columbia Council for International Education (BCCIE)

The British Columbia Council for International Education (BCCIE) is committed to advancing the international education interests of the province of British Columbia. We are a leader in the successful development, promotion and maturation of international education in BC. Through consultation and liaison with the provincial government, the direction of the Board, and broad engagement with the diversity of sectors representing international education, we support our mission through four key strategic goals: leadership, market support, communication and service, and internationalization.

- 30 -

For more information:

Colin Doerr, Director, Communications and Programs
BC Council for International Education
cdoerr@bccie.bc.ca
1.604.637.6760