

Many of these specific issues that leads to sentiments of frustration with the West are not new. What is new is that, according to numerous interlocutors, since September 11 the Western media has caricaturized the entire Arab world as “terrorist”. This has bred a resentment. On a more positive note, this resentment has instilled a desire for greater recognition by, and dialogue with, western countries such as Canada. There is a desire to be seen positively and to have the opportunity to discuss their views of current regional and international issues, rather than be “lectured” by Western countries on what they must do in the war against terrorism.

Interviews with opinion-influencers and policy influencers revealed significant concern about the treatment of regional nationals in the West. In some cases, families have withdrawn their children from post-secondary institutions in the United States and are now seeking alternative locations for over-seas education. In this respect, Canada is seen in a favourable light and current views of the West present significant opportunities for the marketing of Canadian educational services and products.