

CANADA'S COMPETITIVE ADVANTAGE

- CANADA OFFERS HIGH-QUALITY EDUCATIONAL OPPORTUNITIES IN ALL DISCIPLINES AND AT ALL LEVELS OF STUDY
- CANADA IS A WORLD LEADER IN SECOND-LANGUAGE EDUCATION METHODS AND CURRICULUM DEVELOPMENT
- CANADA OFFERS HIGHER EDUCATION IN TWO MAIN INTERNATIONAL LANGUAGES
- THE CANADIAN ENGLISH ACCENT IS CONSIDERED A "PREFERRED" ACCENT
- CANADA HAS FIRST-CLASS HEALTH CARE AT AFFORDABLE RATES
- CANADA IS AFFORDABLE—TUITION, TRAVEL AND LIVING COSTS ARE CHEAPER THAN THOSE OF KEY COMPETITORS
- CANADA IS CONSIDERED TO BE A STABLE, SAFE, CLEAN AND FUN LIVING ENVIRONMENT
- CANADA IS MULTICULTURAL. THERE ARE OVER 850 000 CANADIANS OF ASIAN ORIGIN LIVING IN CANADA

Canada's competitive advantage in international education marketing is summarized in Table 3.13. Canada has much to offer as an experienced, reputable and innovative provider of high-quality educational services in all disciplines and at all levels of study. With its multicultural population, Canada has developed world-renowned curricula and teaching methods in English and French as a second language. Canadian English has been identified as a preferred accent by many international students.

3.2 Pricing Issues

Even with the establishment of differential fees for international students in the early 1980s, Canada still offers one of the most affordable university educations in the international education marketplace (Chart 3.21).

Seven out of 10 Canadian provinces impose differential tuition fees at universities, which range from two to six times the domestic fees. (Newfoundland, Saskatchewan, and Manitoba do not charge differential fees.) Ontario, which has the highest differential fees at the undergraduate level in the country, also has the highest enrolment of international students. Differential fee policies in Canada appear to have had minimal effect on the overall number of students coming to study.