

After the wheat industry, Education is the second most important commercial activity in the international marketplace. This industry is in constant evolution in Canada as well as elsewhere in the world. It has made it possible for Canadians to develop important expertise with regard to educational products and services. What began in response to geographical constraints and to make learning accessible, was transformed into both the public and private sectors initiated off-site educational programs tailored to regional needs. We then, developed a world-recognised expertise in the fields of language teaching (English and French), management training, public administration, engineering, telecommunication, etc.

Today, we must unceasingly renew our marketing strategy in order to meet and surpass competition from the USA, Europe, Germany, UK and Australia. As a representative of Canada abroad, you must understand your mission and promote Canada's education expertise. It is generally recognised that for the developing countries education is a means to acquiring their independence and the level of democratisation necessary for their unfettered development. Canada stands to reap sizeable economic and other benefits its leading position in the world.

To answer your questions on the subject and underline the strengths of this industry, we are going to provide you with a list of arguments on marketing of the product. Throughout your involvement, you will do your share in assuring the competitive position of Canada.