

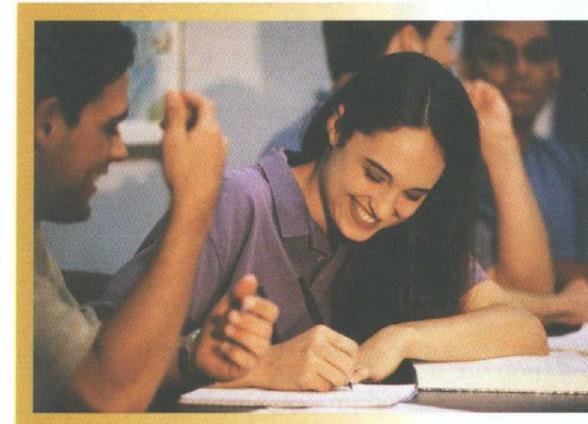
Canada has initiated several marketing channels that provide on-the-ground assistance to Canadian education exporters to promote their programs, services and products in international markets. The Canadian Education Centre Network (CECN), through 10 offices in Asia Pacific (Bangkok, Hong Kong, Jakarta, Kuala Lumpur, New Delhi, Singapore, Seoul, Taipei, Beijing and Canberra) and five in Latin America (Mexico City, Buenos Aires, Bogotá, São Paulo and Santiago), promotes and markets Canada as a destination for international students as well as a source of international corporate and group training.

In Europe and the Middle East, three Education Resource Centres, based in the Canadian embassies in Athens (Greece), Abu Dhabi (United Arab Emirates) and Ankara (Turkey), help Canadian education

exporters access these markets. The Canadian government has also established partnerships with non-governmental organizations in countries like Germany, Finland and Venezuela to promote Canadian education.

Since Canada is a large country, distance education allows Canadians in remote areas to pursue their studies by correspondence. Many Canadian educational institutions are actively involved in distance education, and several offer such studies overseas. In many cases, Canadian information and communication technology suppliers and educational institutions work with foreign ministries of education or economic development to make distance learning possible from cities around the world.

In January 1999, Canada announced the opening of the first of a new generation of marketing centres in Kyiv, Ukraine. The Canadian Learning Centre (CLC) is a high-tech office designed to promote Canadian capacity in educational services and products. Unlike a Canadian Education Centre or an Education Resource Centre, the primary focus of a CLC is not the recruitment of students to Canada. In contrast, CLCs bring Canadian educational capacity, particularly new learning technologies and distance education courses, directly to the target country. Through partnerships with private industry, public education institutions and government, CLCs are models of distance- and technology-mediated learning overseas, permitting students to receive education from Canadian institutions while remaining in their home countries.



Canada, already with an excellent education system, talented human resource pool and world-class technological infrastructure, is quickly developing into a leader in the new field of multimedia. Highly interactive, multimedia combines content (text, pictures, sound, music, graphics, data, animation, full-motion video) to create a new world of communication products. Largely delivered on CD-ROM or through the Internet, multimedia presentations have become an innovative and effective way to inform and educate.

There are more than 500 multimedia producers in Canada — with total revenues of about \$350 million in 1998 — which employ some 3800 people. Experiencing tremendous growth, the sector was expected to add another 3000 jobs in the year 2000 and increase revenues to around \$690 million. Courses such as the Multimedia Professional Studies program at Sheridan College in Toronto will help ensure that Canada has a steady supply of new talent and expertise in this exciting new area.

