

Tunisia, Egypt, United Arab Emirates, and India

Student recruitment fairs bring the best to Canada

Traditionally, Arab students have looked to the United Kingdom and the United States for their post-secondary education. Since September 11, however, Canada has become more attractive for Arab students looking for a safe environment and a place that can offer an education that will permit them to compete in the labour force of the future.

Market Overview

The Middle East is a market of 280 million Arabs in 22 countries and is expected to grow to 400 million by 2020. Thirty-eight per cent are under the age of 14 and the region spends a greater percentage of GDP on education than other developing countries. However, the quality of education in the Middle East is poor and has not adapted to meet the needs of the labour market which is moving away from manufacturing to high-technology and knowledge-based industries.

It is in this market of immense opportunity that Canadian missions and the Canadian Education Centres Network (CECN) have made strategic investments to recruit Arab students in Tunis, Cairo, Dubai, Abu Dhabi, Mumbai and New Delhi.

TUNIS

From **October 16 to 18, 2002**, the Canadian Embassy in Tunis will host an education fair after a successful fair in 2001.

Tunisians have shown great interest in studying in Canada, due in part to Canada's international reputation for quality educational institutions, and the fact that Canada boasts a rich francophone heritage. Today, there are thousands of Tunisians studying in Canada, especially in Quebec.

For more information on how to participate in this education fair, contact André Potvin, Senior Trade

Commissioner, Canadian Embassy in Tunisia, tel.: **(011-216-1) 796-577, ext. 3351**, fax **(011-216-1) 796-371**, e-mail: **andre.potvin@dfait-maeci.gc.ca**.

CAIRO

From **October 12 to 14, 2002**, the Canadian Embassy in Egypt will host the first annual **Cairo Canadian Education Fair**.

Egypt, with its central position in the region and large population (68 million), offers an excellent opportunity for both English and French language Canadian universities that will be visiting the region at that particular period to attend one or both educational fairs in the Gulf and/or Tunisia. Despite the difficult international context, an increasing number of Egyptian students and educational institutions are showing a high interest in Canadian education.

Consult **www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=7883** to have a better idea of the opportunities available in the Egyptian Education sector.

For more information, contact Walid Khoury (student recruitment), e-mail: **walid.khoury@dfait-maeci.gc.ca**, Tarek Abdel Meguid, Commercial Officer, Canadian Embassy in Cairo, e-mail: **tarek.meguid@dfait-maeci.gc.ca**, or Jean-Philippe Tachdjian, e-mail: **jean-philippe.tachdjian@dfait-maeci.gc.ca**

UNITED ARAB EMIRATES

From **October 6 to 9, 2002**, the CECN will host education fairs in Dubai and Abu Dhabi. The UAE has strong potential for post-secondary recruitment, as a large percentage of approximately 8,000 non-national students graduating from secondary schools each year seek education overseas. There is student interest in university undergraduate and graduate studies, college studies with applied degrees, post-graduate diplomas, and other specialized programs, such as Technology and Tourism.

In the UAE, the number of students coming to Canada has been on the rise, making it an excellent time for Canadian institutions to enter this market. In 1998, there were 182 student authorizations granted, compared to 402 in 2000.

INDIA

The Canadian Embassy will hold education fairs in **New Delhi on September 29, 2002**, and **Mumbai on October 3, 2002**.

India is the world's 12th largest economy, and 4th ranked in terms of purchasing power parity. The Indian government is committed to continuous investment in its education system, pledging US\$ 1.4 billion to be spent over the next decade. Of the 10-15 million students seeking admission to Indian universities and colleges, only 6 million will find spaces.

India's inability to meet the demand for post-secondary education, and the large and growing number of affluent Indians, make India an attractive market for Canadian post-secondary institutions.

For more information on education fairs in India and the United Arab Emirates, contact Eugenia Ho, Assistant Director, CECN Events - Education Fairs, Canadian Education Centre Network, e-mail: **eugenia.ho@cec.apfnet.org** *

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natural gas resource and all three countries are looking for expertise from around the world, including Canada," said Knutson.

"There are opportunities in drilling and exploration, in servicing oil companies, whether it's engineering or providing machinery," explains Knutson. The range of opportunity is broader than the oil and gas sector.

"Tourism is another important sector," Knutson points out. "Having more people from these countries visit Canada can have benefits at the human and business levels." A large number of Canadian companies are already active and successful in the region, like Four Seasons and Fairmont Hotels which have recently expanded in Qatar and the UAE, and will soon open in Saudi Arabia.

The mission in October will open doors for Canadian companies and institutions in the telecommunications, oil and gas, architecture, engineering, education services, healthcare, water and sewage treatment, and agri-food industries.

Mission objectives

The Canadian mission will have an opportunity to meet with business and government leaders in Qatar, UAE, Oman and Kuwait. The Government of Canada together with the CABC — a business association whose objective is to strengthen bilateral trade and financial linkages between Canadian and Arab companies — hope to introduce a cross-section of Canadian business people to this lucrative market.

Knutson recently met with the newly appointed Ambassador to the UAE, David Hutton, to discuss the mission objectives. "We hope to take a mix of companies, some larger and willing to share their experience in the region, together with companies that are smaller and new to the market and ready to explore new market opportunities," explained Knutson. "We hope to expand Canada's economic relations

Mission to Arabian Peninsula

with the region which, in turn, will increase job opportunities in Canada."

Climate of openness

After Knutson's productive visit in March 2002, followed by the signing of Double Taxation Avoidance Treaties with Kuwait and the UAE, and an Air Agreement with the UAE, the Secretary of State is positive about the future of Canadian business in the region. "I get the strong message from the region about the high regard in which Canada is held. Both on a pure respect level, and on an emotional level, they like Canada." Canadians like the region as well. Currently, there are more than 10,000 Canadians living and working in the Arabian Peninsula.

When asked what effect the political situation will have on Canadian companies thinking of expanding there, Knutson responds: "Canada is perceived as a peace builder. They see us as a serious partner to access know-how and technology for their sustainable development."

Canada's positive image also extends to the neighbouring countries of the Middle East where Canadian products

and services have made significant inroads. Commodity exports alone exceeded \$1.1 billion in 2001, and Canada's 5 year old Free Trade Agreement with Israel has stimulated increased commerce and investment.

The path to success

With partners like the CABC, Export Development Canada, Investment Partnerships Canada, and provincial trade authorities, this mission will help Canada secure and expand a lasting presence in the Arabian Peninsula.

As Knutson notes: "The Arabian Peninsula has the potential to become very important. One of the reasons why my job was created was to address new opportunities and to raise Canada's profile in the region."

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Hong Kong eLearn Expo

HONG KONG — October 29-30, 2002 — The **eLearn Expo** is recognized as the leading e-learning show in Asia following its successful launch in 2001. The event will be held at the Hong Kong Convention and Exhibition Center and the exhibition will be complemented by a 2-day international conference. LMS vendors, total solution providers, content editors, publishing houses, schools, training companies, multimedia developers, instructional designers, conferencing and virtual classroom software companies, and e-learning service integration providers are potential exhibitors of the show. Speakers who are interested in presenting a paper should send a short abstract with a biography to Sally-Ann Moore of eLearnExpo. Priority will be given to sponsors and exhibitors.

For more information, contact Sally-Ann Moore, Managing Director, eLearnExpo, e-mail: **sally@elearnexpo.com**, Web site: **www.elearnexpo.com** or Kitty Ko, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7448**, fax: **(011-852) 2847-7441**, e-mail: **kitty.ko@dfait-maeci.gc.ca** *