

Minister Marchi Announces New Developments in Marketing Canadian Education

The \$100-billion education industry is big business, and good business, and the Government is committed to opening more doors for Canadian educational organizations in world markets. That was the message delivered by International Trade Minister Sergio Marchi at the second annual Canadian Education Industry Summit in Toronto, October 7, as he announced the establishment of a new Education Marketing Advisory Board and the revamped and refurbished Canadian Education Marketing Web site.

To a gathering of representatives from the public and private education sectors, as well as members of the financial and investment community, Minister Marchi pointed out that international students alone contributed \$2.7 billion to the Canadian economy in 1996 — the equivalent of creating and sustaining almost 30,000 jobs.

He outlined example after example of how public and private education organizations have succeeded in various international markets.

Building on success

In order to build on these success stories, the Minister stressed the "need to bring [to this industry] the same discipline and approaches that we have to more traditional industries. We need to identify our 'markets,' develop and promote our 'products,' differentiate them from those of our 'competition,' and create 'business plans' to bring all of these elements together."

The Minister detailed several innovative steps taken by the Department of Foreign Affairs and International Trade to improve Canada's position in the expanding international education sector.

Giving education community a voice

At the top of the list was the announcement of the new Education Marketing Advisory Board. Chaired by Sheridan College president Sheldon Levy, the Board will provide Minister Marchi with comprehensive advice on education marketing issues, as well as represent the

views of the education marketing community to the federal government.

"Virtual" resources

The Minister also announced the launch of the redesigned Canadian Education Marketing Web site (<http://www.dfait-maeci.gc.ca/culture/educationmarketing/menu-e.htm>), which provides one-stop shopping for

information on government programs, market intelligence and upcoming trade shows.

In addition, the second edition of the "Study in Canada!" CD-ROM has been co-produced — by EDGE Interactive Publishing and the Canadian Education Centre Network — to provide comprehensive information on studying in Canada, including a virtual tour of 166 educational institutions.

Among other initiatives noted by the Minister is the establishment of a

special DFAIT unit devoted exclusively to helping Canadians sell and market their educational products and services abroad.

For more information on the special unit and international marketing of Canadian education, visit the Web site at <http://www.dfait-maeci.gc.ca/culture/educationmarketing/menu-e.htm> or e-mail to darren.smith@extott23.x400.gc.ca



Minister Marchi accepts a plaque in recognition of DFAIT's contribution to the production of the "Study in Canada!" CD-ROM.

From left to right: David Lysne, Deputy Director and Education Marketing Co-ordinator, DFAIT; Charles Ivey, Chairman, Canadian Education Industry Summit; Minister Marchi; and Christopher Wilkins, President and CEO, Michael Andich, Director of Sales and Marketing, and Kathleen Heithorn-Althoff, Production Manager, EDGE Interactive Publishing.