

Another *side of* EXPORTS

Services exporters — traders of non-manufactured goods — represent another side of the exporting equation. On this Team Canada mission, educational and voluntary institutions further enhanced the diverse, fascinating scope of Canadian offerings to Latin American buyers.

Canada has a great deal to offer in areas such as education, health and social services. This highly exportable know-how was promoted by 56 educational, non-governmental and voluntary organization participants — the largest number ever represented on a Team Canada mission.

Education providers signed a record 68 business deals that will set up student, faculty and technology exchanges with Latin American colleges and universities and that will promote Canadian institutions to Latin American students. Foreign students pay up to \$20,000 a year to attend school in Canada, so Team Canada becomes a cost-effective way for Canadians to market their colleges and universities.

Government, too, was interested in promoting education resources. Industry Canada's SchoolNet program signed six agreements to promote the use of information and communication technologies in Latin American schools. In addition, Canadian Education Centres, designed to attract foreign students to Canada, were officially opened in each country.

For the first time, Team Canada 1998 included the Canadian Association for Community Living (CACL), a leading advocate of programs and services that integrate persons with disabilities into mainstream society.

According to CACL's executive vice-president Diane Richler, there is a big market for these services in Latin America. "Just as other companies are trying to market the uniqueness of their products and services, we're trying to market the uniqueness of the voluntary sector."

CACL signed agreements in all four countries to help people with disabilities become active members of Latin American society.



Dr. Eber Hampton of the Saskatchewan Indian Federated College signed agreements with Latin American universities to promote the creation of an international indigenous university, dubbed Indigenas 2000, through telecommunications and Internet linkages.

International Trade Minister Sergio Marchi opens the Canadian Education Centre in Mexico City. These centres (a partnership of the Department of Foreign Affairs and International Trade, Canadian International Development Agency, and Citizenship and Immigration Canada) were opened in all four countries.

