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## **1. HOW COMPETITIVE IS CANADA IN THE INTERNATIONAL EDUCATION MARKETPLACE?**

The remainder of this paper will examine Canada's competitiveness in the international education marketplace. Section 1 will review intake patterns of international students, Section 2 will highlight the key issues of supply and demand and will identify factors influencing the intake of students. Section 3 will look at the Canadian international education "product"—including issues of quality, availability and pricing. Section 4 will examine the competitors' international education "product" and promotional activities. Lastly, Section 5 will examine the demand for international education in the 10 target countries.

### **1.1 Canadian International Education in the Global Context**

In 1990-91 there were approximately 1.5 million post-secondary students studying outside their country of origin. Canada received approximately 3 percent of the world's share that year, and ranked sixth among host countries.

In 1991, the top destinations for international students were:

- 1) the United States
- 2) France
- 3) Germany
- 4) the United Kingdom
- 5) the Union of Soviet Socialist Republics
- 6) Canada
- 7) Belgium
- 8) Australia
- 9) Japan
- 10) Switzerland

(Note: New Zealand ranked 36th)

Between 1975 and 1990 the number of international post-secondary students studying in Canada increased by 56 percent. In the same period, however, the United Kingdom experienced a growth rate of 78 percent, the numbers in the United States increased by 127 percent, and Australia's intake increased by 247 percent (Chart I.11). As a point of reference, the global international student population increased by approximately 110 percent during this period. The Canadian Bureau for International Education (CBIE) has suggested that the trend toward increased international student mobility will continue in the 1990s.