

## **CANADIAN EDUCATION CENTRE NETWORK**

### **MISSION AND BACKGROUND**

The mission of the Canadian Education Centre Network (CECN) is to promote and market Canada as a destination for international students as well as a source for international corporate and group training.

Founded in April, 1995, the CEC Network is based in Vancouver and is a wholly-owned subsidiary of the Asia Pacific Foundation of Canada. It is run in partnership with DFAIT, CIDA and CIC. To date, 230 institutions - universities, community colleges, career colleges, private and public secondary schools, language schools and training associations - are clients of the CEC Network. These institutions pay a yearly fee for services provided by the CECN.

### **IN OUR REGION....**

The CECN only recently expanded its activities to our hemisphere. PM Chrétien officially inaugurated the CEC in Mexico City in January 1998 during Team Canada's visit to this country. Minister Marchi and Secretary of State Kilgour inaugurated CECs in Sao Paulo and Buenos Aires during this mission. An education marketing centre was also inaugurated in Santiago, although not formally part of the CECN.

The Canadian education sector is also actively promoted in Caracas through a partnership with a NGO that also promotes American providers of education services. The CECN is also planning the opening of a centre in Bogota, to be co-located in the new Chancery.

The L-Bureau has been supportive of these centres, funding the fit-up costs of these centres and some of their operation costs (CEC lease in BAIRS, FTE in STAGO). While initial comments have been favourable, a number of legal, administrative and policy issues need to be addressed. ACE has given a mandate to Consulting and Audit Canada to assist DFAIT in dealing with these issues. A draft report has been submitted and the final version is expected shortly.

Discussions in Calgary could evolve around the following themes :

- What synergy could be developed between CECs and embassies?  
(identification of best practices)
- How do we measure performance?  
(although funding CECs activities, L-Branch has yet to receive reports on results)
- Do CECs have to be located in Embassies? Is co-location the right model?  
(CEC is not co-located in BAIRS and working well)