

# Canada Export

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## Opportunities in France

# A Market for Canadian Language Schools

The steady growth in the French market for language study abroad presents solid opportunities for Canadian language schools. Canadian schools, however, must be prepared to make the effort to gain the loyalty of clients who place considerable stock in reputation, reliability and quality service.

Language instruction is a cultural industry, and is related to both the education and tourism sectors.

Given that Canada has about 400,000 French visitors every year (it will probably be close to 500,000 in 2000),

### Potential of French market

It is estimated that every year 300,000 to 400,000 French nationals spend two to four weeks abroad studying foreign languages; English is by far the most popular, with 90 per cent of the market.

The United Kingdom gets the lion's share (60 per cent of English-language students), Ireland ranks second (15 per cent) and North America stands at about 10 per cent.

Looking more closely at North America, some 40,000 students study English in the United States, which attracts 800,000 French tourists annually.



Christmas displays by Studio Artefact of Montreal (see November 15 issue, p. 8).

we should expect to attract 15,000 to 20,000 language students. However, the actual number who do come to study English here is about 5,000. So, there are opportunities to expand our share of the French market for foreign language study.

### French clientele

The French have at least five weeks of paid vacation each year. In 1997, 20 per cent of the population travelled abroad, and there is every indication that this percentage will continue to grow. The importance of English in the business community and in com-

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## World PC EXPO 2000, Tokyo, Japan

For many years, the Japan Division in the Department of Foreign Affairs and International Trade (DFAIT), in close collaboration with the Japan External Trade Organization (JETRO), has worked to help Canadian software firms expand their exports to Japan, the world's second-largest software market, which is expected to grow

by 12-15 per cent each year through 2002.

With a degree of innovation and competitiveness that has been recognized by Japanese experts, Canada's software firms are certainly capable of claiming their fair share of this market, 50 per cent of which is supplied by imports.

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