

Cooperative Security Dialogue and various roundtables. Outputs were targeted principally to the academic and government communities, and early feedback has been positive.

International Education Fund Recipients (\$316,000 and \$523,000 respectively in 1992/93 and 1993/94). Efforts to increase awareness of Canadian educational institutions within the AP region have been successful although modest. Projects supported cover a wide spectrum from "Technical Education for Remote Areas Workshop"; supporting the sole Canadian entry in the Sunstang Solar Race Car Rally in Australia, to the printing of brochures describing Canada's education system and culture, joint marketing ventures, and designing of joint programmes and curricula. All recipients identified marketing as an essential component to international education programmes and predicted a major increase in enrolment from the AP in the next 5 years. From participants, advantages and challenges related to this significant increase in foreign students were observed.

In addition to grants to educational institutions, DFAIT has supported major education fairs and conferences, as well as the Taipei Education office at the Canadian Trade Office in Taipei. In 1993, a prototype education office opened in Seoul to market Canadian educational services on a cost-share basis with universities and colleges across Canada. Although this activity is new (1993 was the first year of operation), results to date have been encouraging and discussions about outsourcing its delivery and expanding it to include a 'national cooperative placement program' are under way.

Measurable Impacts. Much of the increase in enrollment in Asian languages courses may be directly attributed to the Language and Awareness Program. Available statistics (see Appendix 3) indicate that enrollments in Asian language courses have risen significantly:

- post-secondary enrollment in Asian language classes has risen from a low of 500 in 1988/89 school year to 6,928 in 1992/93;
- the total number of Canadian (BC, Alberta, Manitoba, Saskatchewan, and Ontario) high school students studying Japanese and Chinese rose from 1463 and 1498 respectively in 1989/90 to 5081 and 4055 in 1992/93;
- enrollment in heritage language classes has also risen.

4.3.3 Language and Awareness: Lessons learned

- ▶ While some Canadian universities have increased their interest in the Asia Pacific region as a result of conferences, the involvement of outside communities has not been achieved through this avenue. Academics have a tendency to design conferences for peers that do not reach important partners in non-academic sectors.