

Opportunities for Canadian Language Schools

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panies interested in exporting is also on the rise.

The French are studying English in growing numbers. According to Ministry of Education figures, 70 per cent of students enrolled in language programs are studying English. Currently, young people aged 14 to 28 are the target market for language schools, vacation camps, universities, and for programs that incorporate language training.

Canada's assets

In addition to the internationally recognized expertise of Canadian second-language schools and teachers, Canada offers French clients considerable advantages:

- Canada is a bilingual country where learning English and French is a cultural tradition.
- It has a positive image in France. According to a recent survey by the Canadian Tourism Commission, when asked which country most captured their imagination, one in three French respondents answered "Canada."
- Although North American, Canada has an international ambience.
- We have state-of-the-art equipment and technology, proven methodologies, and qualified, experienced teachers.
- Canada is six hours away by plane and has easy telephone and electronic communications with France.
- Canada is a safe, secure, friendly place where visitors can learn English surrounded by nature.

- Canada offers competitive prices and numerous study options.
- Canadian host families are friendly and hospitable.

Trade fairs

Trade fairs are important market promotion tools. In France, there are two major trade fairs in the sector: *Expolangues* and the *Salon de l'Éducation*.

EXPOLANGUES — February 23-27, 2000 — The 18th annual *Salon des Langues, des Cultures et des Échanges Internationaux* (Language, Culture and International Exchange Fair) will be held at the *Grande Halle de la Villette* in Paris. The show attracted 318 exhibitors and 27,589 visitors in 1999, including 8,000 trade representatives and nearly 20,000 members of the general public. For information on Canadian participation, contact DP Expos Services Inc. in Montreal, tel.: (514) 871-3838; or in Paris, tel./fax: (011-33-1) 39 73 95 27, e-mail: dpexpos@easynet.fr

SALON DE L'ÉDUCATION — November 2000 — This major exhibition comprises three shows: language and education; academic publishing and multimedia; and education partners and services. The event is usually held at Paris EXPO, *Porte de Versailles*. For more information, visit www.salon-education.com

Know the law in France

Under French law, only travel agencies or associations may sell holiday

packages (defined as including transportation, lodging and activities). Organizations must have a licence or certification number which proves they are qualified and have financial guarantees and the required insurance in case of problems.

Language schools that sell only courses (without travel or lodging) are not subject to these requirements. The Canadian Tourism Commission provides companies with a list of French travel agencies and associations that offer language study trips to Canada.

For more information on the French market for language study abroad, contact Gisele Aubut, commercial officer at the Canadian Embassy in Paris, tel: (011-33-1) 44 43 23 82, fax: (011-33-1) 44 43 29 98, or e-mail: gisele.aubut@dfait-maeci.gc.ca or visit the Internet site at www.amb-canada.fr. You can also contact Danielle Cordisco, officer responsible for relations with the tourism industry at the Canadian Tourism Commission in Paris, tel: (011-33-1) 44 43 25 02, fax: (011-33-1) 44 43 29 94, or e-mail: dcordisco@cct-paris.com or visit the Internet site at www.amb-canada.fr

