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- Establish a mechanism for in-Canada co-ordination (an education marketing body) to address issues of information dissemination, standards and quality control, streamlined application procedures and deadlines, credential evaluation, program capacities, etc. Work in conjunction with the Council of Ministers of Education Canada (CMEC), the Association of Universities and Colleges of Canada (AUCC), the Association of Canadian Community Colleges (ACCC) and the Canadian Bureau for International Education (CBIE).
 - Develop an in-Canada communications strategy to develop awareness of education market opportunities in Asia Pacific and the benefits to Canada of educational exchange. Develop a guide to education marketing in Asia Pacific for education exporters.
 - Develop promotional materials—videos, slides, guides to study in Canada, interactive computer programs—to assist international students in their selection.
 - Establish a federal/provincial scholarship plan to attract top-calibre students from target countries.
 - Ensure Canadian education fairs in the region are regular and co-ordinated.
 - Continue to streamline student visa application procedures with immigration sections at Canadian embassies. Prepare new information kits on how to apply.
 - Encourage the establishment of more “twinning” linkages and educational exchanges between Canadian and Asian educational institutions.
 - Encourage more co-op placement programs and business-sector involvement in the education process.