

## Smart Marketing Pays Off ... in Education Too

The Canadian Embassy in Caracas is participating in a creative, low-cost partnership with the Asociacion Venezolana-Americana de Amistad (AVAA) that is opening the door to opportunities for Canadian education institutions in Venezuela.

### A joint venture that pays off

The AVAA is a non-profit Venezuelan-American friendship association designed to encourage friendship between the United States and Venezuela through educational exchange. Under the new arrangement, begun in the summer of 1996 and thought to be the first of its kind in this field, Canada will be promoting its education in Venezuela jointly with the Americans.

Deputy Director for International Education Marketing at the Department of Foreign Affairs and International Trade, David Lysne, explains that the impetus for the partnership came from a concern, shared by the AVAA and Embassy staff alike, that the AVAA was unable to respond to a constant demand for formal and accurate information about Canadian universities.

The Embassy offered to provide the organization with up-to-date information about Canadian education institutions, as well as with volunteer counsellors, and to help with the fund-raising the AVAA depends on for its operational expenses.

### First results

The partnership has already born fruit. Through the AVAA, the Canadian Embassy welcomed, earlier this year, a Canadian education marketing delegation from Brandon

University (Manitoba), Columbia College (near Hamilton, Ontario), and Algonquin College (Ottawa).

The AVAA and the Canadian Embassy partnership also helped to promote over 20 representatives from Canadian universities at an international education fair held in Caracas in February, in an effort to attract to Canadian education institutions up to 100 Venezuelan post-graduate scholars who are the recipients of World Bank scholarships.

The partnership has produced bottom-line results: in 1996, the Canadian Embassy issued 561 student

visas, up from 434 the year before.

The costs to the Canadian government for this partnership are negligible — about the same price as a return business class air fare from Canada to Venezuela, according to Lysne. "This is quite a return on investment — one that will continue to pay handsome dividends."

**For more information** on educational opportunities in Venezuela, or elsewhere in the world, contact David Lysne, Deputy Director, International Academic Relations Division (ACE), DFAIT, Tel: (613) 996-2041, Fax: (613) 992-5965.

## Business Delegation in Brazil

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in Canada's favour — and cumulative Canadian investment in excess of \$3 billion.

As an added bonus, Canadian participants at the Forum will get a chance to pursue business deals in this attractive market right in Belo Horizonte, the dynamic capital of the resource-rich state of Minas Gerais.

### Business assistance

Trade officials at the Department of Foreign Affairs and International Trade (DFAIT) in Ottawa, and at

the Canadian Consulate General in São Paulo, can assist in arranging business agendas and providing business matching services for mission participants wanting to capitalize on evolving business opportunities.

**For further information** on participating at the Americas Business Forum, or for details on trade opportunities in Brazil, contact John Gartke, at DFAIT's South America and Inter-American Division, Tel.: (613) 996-5548, Fax: (613) 944-0479.