

create considerable opportunities for more effective partnerships between the public and private sectors within Canada.

More domestic government procurement of Canadian technology based training would enhance the international profile and credibility of the education and training services industry. CIDA's encouragement of private sector university partnership through its contracting system is expected to yield greater co-operation among these types of suppliers.

The ability to secure CIDA training funds has led to important strategic advantages in various host countries. For example, prior to bidding on the contract for the boiler island package of the El-Kureimat Power Plant in Egypt, Babcock and Wilcox (B&W) secured funding under the CIDA Industrial Co-operation Program to carry out on the job training of local fabrication personnel (in quality assurance and manufacturing processes). After winning the contract, B&W was able to extend this training activity both on site and in Canada to include several groups of Egyptian Electricity Authority personnel. In addition, B&W was thereafter able to secure a joint venture with this local company, resulting in the first in kind privatised holding company in this sector.

The Canadian Education Centres (CECs) established by the Government of Canada and the Asia Pacific Foundation will help companies capitalise on opportunities in foreign markets. The CECs are open to recognised Canadian educational and training institutions interested in strengthening foreign linkages and recruiting international students. They have been instrumental in raising Canada's profile in some regions. The CECs are mandated to gather market intelligence, identify corporate and group training opportunities, and negotiate contracts. This latter direction is more in keeping with the needs of private training suppliers. As the market shifts from the more traditional university and college programs to corporate training and upgrading, the CECs will need to put more emphasis on attracting corporate clients. In particular, private training suppliers are seeking more solid market leads and greater assistance in negotiating contracts on a fee for service basis rather than through payment of annual fixed subscription fees.