

-
- Many international students and their families choose Canada as a destination for its quality of education as well as its “safe” environment.
 - However, large numbers of international students do not consider Canada as a destination for study because of the lack of information about our educational institutions.
 - Many students do not apply to Canadian education institutions because of a shortage of scholarships and the length of the time it takes for visa processing.
 - Canada offers one of the most affordable university educations in the international education marketplace. In fact, differential fees for international students which do not generally reflect full cost-recovery, may be too low.

Recommendations

- Vigorously pursue establishing Canadian Education Centres in key Asia Pacific markets along the lines of those established in Taipei and Seoul. These offices should, to the extent possible, be established on a cost-recovery basis. They would:
 - 1) actively market Canadian educational institutions and programs and enhance awareness of Canada as a destination for study by counselling prospective students, conducting regular information seminars, producing a news bulletin in the local language and organizing education fairs;
 - 2) provide regular marketing intelligence and analysis to Canadian educational exporters and track market trends and developments; and
 - 3) facilitate in the identification and development of educational partnerships and linkages between Canadian and Asian academic institutions.
- Develop specific marketing strategies for target countries to match student needs to available Canadian programs.
- Provide regular market analysis to Canadian institutions.
- Encourage Canadian institutions to develop a mechanism that would enable them to easily quantify the spaces available for international students in all programs.