

Canadian provinces where similar co-ordinating mechanisms are being planned, for example, by Alberta's Advisory Committee on Educational Technology (ACET).

4.6 CANADIAN PRODUCTS AND SERVICES

4.6.1 Future Opportunities

Future opportunities lie in niche marketing. Distance education, technology-based training, second language training and public service management training are some of the main areas in which Canadian firms can develop and expand sales.

With the rapid expansion of information and communication technologies, a significant niche market is evolving in related products and services. The potential for forming strategic alliances between and among what have become known as "learn ware" companies and trainers is enormous, as educators and trainers attempt to migrate from our traditional learning delivery systems to those involving the electronic Information Highway. Vicom's (Alberta) alliances in the construction safety area, or CCH's (Ontario) arrangements with accounting professionals, as well as Learnsoft (Ontario) in the technology area are examples of such alliances.

Implementation of the Information Highway will break down barriers to delivery of learning material, and the fast paced development of the Internet is reinforcing this trend. If the Canadian NMLM industry is not aggressive, it will risk losing market share as potential clients satisfy their training requirements from foreign sources.

In addition to supplying second language training — both English and French as a second language — for corporate and international student markets world wide, Canadian firms can market language training as part of a larger training program in partnership with other sectors. There are opportunities to package second language training with tourism to enhance marketing strategies designed to attract tourists to Canada.

To be competitive in marketing training in overseas markets, the Canadian government will need to partner with the private suppliers who have acquired specialised marketing and project management expertise. The strength of the public sector lies in its sectoral and institutional expertise, and its ability to open doors in countries that prefer government to government dealings. Marketing Canadian government expertise will