

CONTENTS

Introduction	1
Vision 2020 action	1
Why market your educational offerings and related products in Bangladesh?	1
Canadian opportunities	2
• Recruiting Students	
➤ Marketing	
➤ Impact of marketing	
➤ Student visa issues	
➤ Opportunities and challenges	
➤ Frequently asked questions by students	
• Institutional linkages	
• IT Education/ services	
About Bangladesh	9
• Government policies/ recent trends	
• Education system	
• The Education Structure	
• General information	
➤ Political overview	
➤ Economic overview	
➤ Cultural overview	
➤ The people	
Competitors Activities	18
Canadian High Commission - Academics Section	20
Annex:	24
Annex 1.0 Examples of existing cooperation with Bangladesh	
Annex 1.1 Public and private universities in Bangladesh	
Annex 2.0 Education Agent Form	
Annex 2.1 Some hotels in Dhaka	