

4.5.1 Current and Anticipated Competitiveness Challenges

The success of Canada's education and training industry in both domestic and international markets is hindered by the following factors :

- need for a more cohesive, industry wide domestic marketing and promotion strategy to generate demand by educating industry on the value and significance of training, and on the benefits of investing in human capital ;
- lack of a national or umbrella association ;
- lack of a national accreditation process and quality standards on the supply side ;
- need for more partnering and consortium initiatives, including strategic alliances, joint ventures and hard business networks ;
- lack of technological sophistication of users competition from Canadian subsidiaries of foreign parents that purchase or are provided training developed by the parent company ;
- lack of good data and solid research insufficient international marketing skills poorly developed relationships with other industrial sectors, including manufacturing and consulting engineering, the learn ware sector, as well as the banking and financial communities limited partnering between public and private sector training providers ;
- lack of international experience and know how competition from subsidised government organisations or public institutions in the international market.

4.5.2 Generating Demand

While industry recognises the benefits of training in general, these benefits are seldom viewed in specific company terms, with the result that decisions to invest in human capital are generally put off as least important. Collective ETS industry efforts are required to mount aggressive marketing and promotional campaigns illustrating such benefits, using solid research, performance indicators and testimonials from respected user firms.

Canadian education and training suppliers must hone their marketing skills or find alternative ways to bring their learning products to the marketplace. Marketing practices and relationships that are key to services will be somewhat modified when selling training products such as NMLM. A marketing and distribution process will be required, as opposed to a strict service orientation. Such elements as channel management and logistics become very important to success.