
Summary of Findings

- There is surging demand for international education services in Asia Pacific. Even with no concerted marketing efforts, the Asia Pacific region is still the largest source of international students for Canada as well as for each competitor country. About 3 percent of the international students from this region go to Canada to study.
- Canada has many good educational institutions offering quality services and products. Canada invests more in its educational programs than do competitor countries.
- While some Canadian institutions are doing well in marketing their services, many stakeholders think we could be doing better in terms of attracting more quality student applications and making our educational presence better known in the region.
- In relation to competitor countries, our educational marketing efforts have been fragmented, uncoordinated, fitful and inconsistent. No one organization in Canada speaks with authority on behalf of all educational institutions.
- Diplomatic missions in Asia Pacific are facing staff reductions and budgetary cutbacks that hinder our ability to capitalize on the growing educational marketing opportunities in the region.
- Canada's international student market share could be lost to competitor countries if a more cohesive marketing strategy is not adopted. We need to get our educational marketing act together.
- Improved marketing would enhance awareness of the Canadian option in Asia Pacific and contribute to short- and long-term economic growth and increased job creation in Canada.
- The growth rate in the number of international post-secondary students in Canada has not kept pace with the rate in competitor countries or with the growth in the international student population globally.
- While the numbers of students coming to Canada from other countries have generally increased over the past 10 years, 1992 statistics showed a slight decline. The proportion of international students to the total student population, however, has not changed significantly over this period. International students, over the past decade, have continued to account for only 4 percent of the post-secondary student population in Canada.
- The demand for international education in many Asia Pacific countries is shifting from traditional undergraduate university education to graduate-level courses and to specialized training offered by international business schools, community colleges, and public and private language schools.