

economies, Asian countries must increase their supply of professional, technical and management work forces. All levels of education are needed, from graduate level degrees to short term technical training and English as a second language, delivered both in Asia and abroad. Considerable opportunities exist for training suppliers who can deliver custom designed training programs, as well as for institutional twinning and credit transfer programs. However, they must establish a strong and sustained local presence if they wish to capture a significant share of this market.

Opportunities for Canadian trainers also exist in Malaysia's "Vision 2020." This plan, which aims for the country to be a fully industrialised nation in every aspect by the year 2020, includes education as one of its top priorities. Education represents the third largest area of development expenditure, after transport and defence. Nevertheless, the current supply of education cannot meet the huge demand.

Other geographic areas with good market potential, particularly over the longer term, include the Middle East and Latin America. For example, in Saudi Arabia, higher education and labour force training continue to have a high priority. Each year, a growing number of young Saudis (currently around 100 000 per year) enter the job market, needing additional training to complement their education. There is clearly a market for training suppliers who are prepared to be innovative and flexible in program design to provide the necessary expertise and who have the resources necessary for a sustained marketing effort. Latin America represents another emerging market, and offers good opportunities in areas such as English as a second language, French as a foreign language, curriculum development for vocational and technical programs, university studies, educational films and videos, and corporate in-house training programs.

#### **4.1.7 New Realities**

In 1990, 54 electronic networks were involved in educational programming via satellite throughout North America, offering courses in medicine, law, banking, insurance, law enforcement, auto repairs and others. In 1993, there were an estimated 93 institutions or networks offering courses in 20 different countries via computer-mediated communications.

According to the Canadian Labour Market Productivity Centre, students leaving school today will need to be retrained at least five times in their working life, and nearly half the