

Elements of these approaches have been formally adopted by Canada in the Asia Pacific and Latin American markets. Within these regions, the Government of Canada and the Asia Pacific Foundation have established a network of Canadian Education Centres (CECs) to promote Canadian education and training services actively in an increasingly competitive marketplace. The CECs are mandated to gather market intelligence, identify corporate and group training opportunities, and negotiate contracts. They have been instrumental in raising Canada's profile world wide. CECs have been established in Taiwan, Republic of Korea, Malaysia, Indonesia, Thailand, Hong Kong, Singapore, India, Mexico, China, Australia, Brazil, Argentina and Chile. Outside the CEC Network, Canadian resource and marketing centres have been established in Greece, the United Arab Emirates and Venezuela.

Characteristics of Education and Training Services

The Education And Training Services (ETS) industry is a heterogeneous sector comprising many specialised Small And Medium-Sized Enterprises (SMEs), training arms of companies in other sectors (such as equipment suppliers and consulting engineering firms), and training supplied by public colleges and universities on a contractual basis. It has developed historically to respond to the supplementary skills training needs of businesses and individuals.

Very little comparable data exist on this sector, particularly on private ETS suppliers. Since more than 55 percent of known firms have been established since 1984, the industry is still considered young. A 1992 Industry, Science and Technology Canada profile indicates that among the 3 000 or more ETS suppliers, almost two-thirds have five or fewer employees. Most of the private suppliers have headquarters in Ontario, British Colombia or Quebec. Because of the sector's focus on job-related training and skills upgrading, its services are highly marketable both at home and abroad. The main areas of expertise include executive and management development training, computer related training, and supervisory, communications, sales and marketing and professional technical training. There are no reliable estimates of overall industry revenues, but it appears that almost half the private suppliers export their services (46 percent), mainly to the United States and Europe.

Although the sector has world-class expertise in training delivery and product development, the many small firms predominating in the industry often lack sufficient