

Phoenix, Arizona; a new office will open shortly in Australia. In addition, First Class Systems, JOT, Knowledge 3000, and other small courseware development/training companies are delivering online courses from NB.

4.5 CURRENT CANADIAN INDUSTRY STRENGTHS AND WEAKNESSES

Canadian firms have the ability to offer a wide variety of flexible quality training services and the expertise to develop new services as the market changes. As they are mainly small companies, flexibility has been the key to their survival; most offer the option of tailored programs and training in the workplace, often after normal working hours. In some cases, these services are offered in more than just the two Canadian official languages.

Canada has achieved international recognition for its capabilities in distance education and technology based training. It is recognised world wide for the quality of its public service, and has delivered public sector management training in overseas markets. Canadian trainers have developed competencies in many fields, including executive and management development training, computer related training, supervisory, communications, sales and marketing, and professional technical training. Canada is also an international leader in research into second language acquisition, and Canadian trainers have developed considerable expertise in providing second language training — both English and French as a second language — for corporate and international student markets world wide.

Canadians are already finding a strong market in English and French as a second language training. For example, estimates by the Canadian Embassy in Seoul, Republic of Korea (cited in the Financial Post, July 25, 1996, p. 16) indicate that in 1996 some 89 Canadians trained in English as a second language instruction had been hired in the Republic of Korea, with a further 1 500 Canadians finding work as English language teachers in that country's private institutes and cram schools. The potential exists to "package" this language training expertise with other businesses, like tourism, to develop new markets. To take full advantage of these strengths, however, Canadian companies will need to meet at least some of the challenges noted in the following section.