

### Exercise one



## CANADIAN EXPERTISE AND ITS MARKETING VALUE

1. Take note of pages 40-48 of this document before the meeting.
2. Group discussion → goals to achieve
  - Identify and seek ETS opportunities and your pointing.
  - Share your observations with other colleagues from different embassies.
  - How can you use this information in your work ? (Canadian Expertise and its Marketing Value).
  - Which points can you use for marketing ?



### Exercise two



## PRODUCTS AND SERVICES

1. Take note of pages 49-53 of this document before the meeting.
2. Group discussion → goals to achieve
  - Bring out all education products and services which can be included within the main four components ;
  - According to your experience, which product and service can be used immediately in marketing ?

