

# COMPASS

A publication highlighting BC's priority and emerging education markets abroad

Spring education mission to  
China a win for students 6

---

Snapshot: South China market 8

---

China's goal of hosting  
500,000 international students 13



# BCCIE 2015 SUMMER SEMINAR

GLOBAL RESPONSIBILITY AND  
INSTITUTIONAL MANDATE:  
OPPORTUNITY FOR INNOVATION



**June 21–24, 2015**

The Fairmont Chateau Whistler Hotel  
Whistler, BC

FEATURING KEYNOTE SPEAKER: **STEPHEN LEWIS**

Online registration closes **June 7**

Find out more at  
[bccie.bc.ca/events/summer-seminar](http://bccie.bc.ca/events/summer-seminar)



Cover Photo by Harvey Barrison on Flickr

- 
- 4 WELCOME TO THE SPRING EDITION OF COMPASS  
*by Colin Doerr*

## SOUTH CHINA

---

- 6 SPRING EDUCATION MISSION TO CHINA A WIN FOR STUDENTS  
recap of the recent mission  
*by Chantal Moore*
- 8 SNAPSHOT: SOUTH CHINA MARKET  
overview of the South China International Education market  
*by Galahad Gao*
- 12 BC TRADE AND INVESTMENT OFFICES AND EDUCATION MARKETING MANAGERS IN CHINA
- 13 CHINA'S GOAL OF HOSTING 500,000 INTERNATIONAL STUDENTS  
International Education goals of China  
*by Tom Wang*
- 16 BEIJING INTERNATIONAL STUDENT SUMMER CAMP  
an experience of a lifetime for BC youth  
*by Chantal Moore*
- 
- 18 SPOTLIGHT ON SHUGAKU RYOKO: SHORT-TERM INTERNATIONAL STUDY TOURS  
an overview of the Shugaku Ryoko seminar in Tokyo, Japan  
*by Colin Doerr*
- 20 EMERGING MARKETS FOR THE BC INTERNATIONAL EDUCATION SECTOR: WHY ASEAN IS IN THE LIMELIGHT  
looking ahead at the upcoming mission to Southeast Asia  
*by Randall Martin*
- 22 UPCOMING EVENTS

Do you have a story to share about International Education in BC? If you are involved in the sector and would like to contribute to COMPASS, please share it with us!

Contact [Chantal Moore](#), Manager, Communications.



# Welcome to the Spring Edition of **COMPASS**

The launch of COMPASS in December 2014 was a great success, with the first issue receiving hundreds of hits at publication time. Stakeholders access our online publication to learn more about BC's engagement in International Education and the numerous platforms and initiatives that BC stakeholders and our international colleagues can integrate into their practices and institutional strategies.

## Innovations

It is apt that we name our publication COMPASS, given the invention of the compass can be attributed to the Chinese during the Han Dynasty around 200 BC and that our second edition of COMPASS highlights BC's relationships with China, in particular, Southern China. This year, BC recognizes its 20-year sister province relationship with China's southern and most populous province of Guangdong.

The early Chinese compass was not used for navigation to new lands but rather toward ensuring a better life at home by way of its application in divination, geomancy and the principles of feng shui. The Chinese compass was originally used to help orientate and support harmony of structures and in turn the prosperity of families and communities.

In many ways, today's COMPASS has more to do with the ancient Chinese concept of the compass, an instrument that can both reflect our aspirations of harmony while guiding our thoughts towards stronger communities at home and around the world.



## In this edition

### **Sister provinces**

The Spring 2015 edition of COMPASS highlights several facets of BC's relationship and work with China. In particular, we recognize BC's 20-year sister province relationship with Guangdong. BC's relationship with China first came out of Southern China. Early Chinese settlers came from Guangdong in the middle of the 19th Century. This was a result of agricultural and political pressures at home and labour needs in BC. The growth, development and success of BC is inextricably tied to our long relationship with Southern China, one which is worthy of the highest recognition and celebration.

### **Education Marketing Manager updates**

Highlighted in this edition is the work of BC's Trade and Investment Office and BC's Education Marketing Manager (EMM) in Guangzhou. The article features BC's key initiatives and future opportunities in Southern China for the benefit of the education sector in BC.

### **Minister Wilkinson's Mission to China**

Covered also is BC's Minister of Advanced Education Andrew Wilkinson's Mission to China. The outcomes include institutional partnership development, strategic Memoranda of Understanding (MOUs) announcements, and joint scholarship provisions in support of BC and Chinese student mobility.

### **Shugaku Ryoko (Short-term study tours)**

We also profile our increased capacity to welcome more Japanese students to BC's K-12 sector through short-term programming. Collaboration between the Japanese Consulate General, BC Ministries, BC schools and districts, Japanese tour providers, and BCCIE are working to support new avenues of partnership and recruitment in Japan.

### **Emerging markets: Southeast Asia**

Finally, we set the stage for BCCIE's upcoming focus on the emerging education sectors of Southeast Asia, including Vietnam, Thailand, Indonesia and the Philippines. BCCIE is pleased to be supporting a Team BC Mission this **October 9-19** to the region.

**Colin Doerr**

*Director, Communications and Programs  
BC Council for International Education*



## Spring education mission to China a win for students

BY CHANTAL MOORE  
MANAGER, COMMUNICATIONS | BCCIE

*Dr. Randall Martin,  
Executive Director,  
BCCIE (left) meets  
with Tiangang Gu,  
Director General,  
Beijing International  
Education Exchange  
Centre (right)*

BCCIE recently accompanied BC's **Minister of Advanced Education Andrew Wilkinson** on his [Education Mission to China](#) to promote education relationships, support BC's important education partners and encourage an increase in the two-way flow of students. The Mission, Wilkinson's first as Minister of Advanced Education, was deemed a great success, facilitating exchange opportunities and unveiling over 300 scholarships worth nearly \$1.4 million for students from BC and China.

BCCIE's Executive Director Dr. Randall Martin joined the Minister's delegation on the Mission and at several high-profile engagements with officials in Beijing, Hangzhou, Nanjing and Chongqing. Institutional participation included representatives from the British Columbia Institute of Technology (BCIT), Langara College, Simon Fraser University (SFU) and the University of British Columbia (UBC).

"It was important for Minister Wilkinson to engage in bilateral education ministry meetings, with great success, but it was equally important to see first hand and to support the great diversity and depth of the institutional partnerships BC has with China," suggests Martin. "Some of the key moments on the trip saw the Minister engaging with both Chinese and BC students involved in the various dual degree and pathway programs. They and their successors are the ultimate beneficiaries of this Mission and government support."

“ [Chinese and BC students] are the ultimate beneficiaries of this Mission and government support.

– Randall Martin, BCCIE



### Key outcomes emerging from the Mission included:

- A meeting between Zongshen Industry Group (ZIG) and BCIT to discuss furthering and deepening their partnerships. ZIG and BCIT signed a Memorandum of Understanding (MOU) during the 2013 Trade Mission led by Premier Christy Clark. Such MOUs help to formalize relationships and pave the way for future collaboration;
- An MOU between BC and the Zhejiang Provincial Department of Education;
- A refreshed MOU between BC and the Jiangsu Provincial Department of Education;
- Multiple signed agreements between educational institutions to encourage education collaboration in areas such as computing science, materials engineering, applied research, teacher training and pathways to post-secondary education; and
- The provision of \$130,000 in BC Government funding to BCIT, Langara College, SFU and UBC in support of scholarship programs with Chinese institutions. This funding will be matched by BC and Chinese educational partners, Mitacs and the Chongqing Municipal Education Commission totaling almost \$1.4 million in support for student mobility between Chinese partners and BC.

### Furthering BC's International Education Strategy

The 2015 Mission supports the Province's International Education Strategy and positions BC to benefit socially, culturally and economically from the increased two-way flow of students within and outside our borders. China is an important factor in BC's International Education equation, remaining the top source country for all international students in BC. As of 2012–13, **25,800** students from China were studying in BC, representing **23%** of the total 112,800 international students in the province. 🌟

# Snapshot

South China Market





A background image showing a modern building with a grid of windows on the left and a black lamp post with a white, curved top in the foreground. The scene is outdoors with greenery and a paved walkway.

# Overview of the South China International Education market

BY GALAHAD GAO

EDUCATION MARKETING MANAGER

BC TRADE AND INVESTMENT OFFICE  
SOUTH CHINA (GUANGZHOU)

The **South China education market** covers eight provinces and one municipality in China, including **Sichuan, Chongqing** and **Guangdong** which are the most rapidly developing regions in China. According to the Chinese official statistics report, in 2012 the GDP of provinces in South China amounted to **C\$3,194 billion**, which shared 36.9% of the whole country's GDP at a growth rate of 13%. The Premier of BC Christy Clark led a delegation to Sichuan and Chongqing in November 2013 to strengthen the relationship with Southwest region and explore the opportunity to cooperate in different sectors including the education sector.



---

## More than **one-third** of Chinese outbound students are **from South China**

---

Guangdong has been a top source of Chinese overseas students in BC for years. All the Chinese leading overseas study agents place their regional head offices in Guangzhou, the capital of Guangdong. More than one-third of Chinese outbound students are from South China, which has been enjoying an approximately 20% increase in the rate of outbound student for years, and this trend is expected to continue in the next few years. Local governments encourage education institutions

to develop more international cooperation and exchange with overseas counterparts. Most of the existing cooperation and potential opportunities include:

- Executive training
- Teacher/student short-term training programs and exchange programs
- Summer camps and
- Sister school relationships and articulation agreements.

Education cooperation is always a natural product of city twinning relationships and also a powerful and efficient tool to enhance the twinning relationships.

Active BC educational players in the Guangdong market are K-12 institutions such as Coquitlam, Surrey, Burnaby, Greater Victoria and Delta School Districts, and post-secondary institutions such as Douglas College, the British Columbia Institute of Technology (BCIT), the University of Victoria and



Thompson Rivers University. These are just a few of the many BC institutions that have established strong relationships with local leading agents, top schools and universities.

These schools schedule at least two to four visits to South China every year individually or by joining the BC Council for International Education's missions. The BC Trade and Investment Office in South China also hosts different education events, such as education cooperation roundtables and seminars, and invites BC education stakeholders to participate.

## Examples of major partnerships between BC and Guangdong education institutions

### Lower Mainland

- The University of British Columbia (UBC) Vancouver Summer Program successfully recruits students from South China Normal University, South China University of Technology, Guangdong University of Foreign Studies and the Guangdong University of Technology.
- The UBC Sauder School of Business provided the executive management training program for Guangdong provincial government officials from 2002 to 2005. An Memorandum of Understanding (MOU) with Guangdong provincial government was signed during the Premier's visit to Guangzhou in 2007 to provide Emergency Management Training to over 100 Guangdong senior government officials. UBC Sauder School also signed a five-year agreement with the Guangdong Government in 2012 to provide an executive training program for up to 125 directors or vice mayors.
- Capilano University signed an MOU with Huizhou University in October 2010 on faculties and student exchanges in the tourism management major. It has also started to partner with Jinan University in Guangzhou on faculty and student exchanges.
- CIBT opened a joint international college with Guangzhou University in 2011.
- School District No.43 (Coquitlam) partnered with South China Normal University for its Confucius School. It also set up sister school relationships with Chancheng District of Foshan City in 2013.
- Kwantlen Polytechnic University (KPU) signed an agreement with Guangdong University of Foreign Studies on a 2+2 joint program in 2008.
- Sprott Shaw College signed an agent agreement with the Affiliated High School of South China Normal University for student recruitment in November 2009.

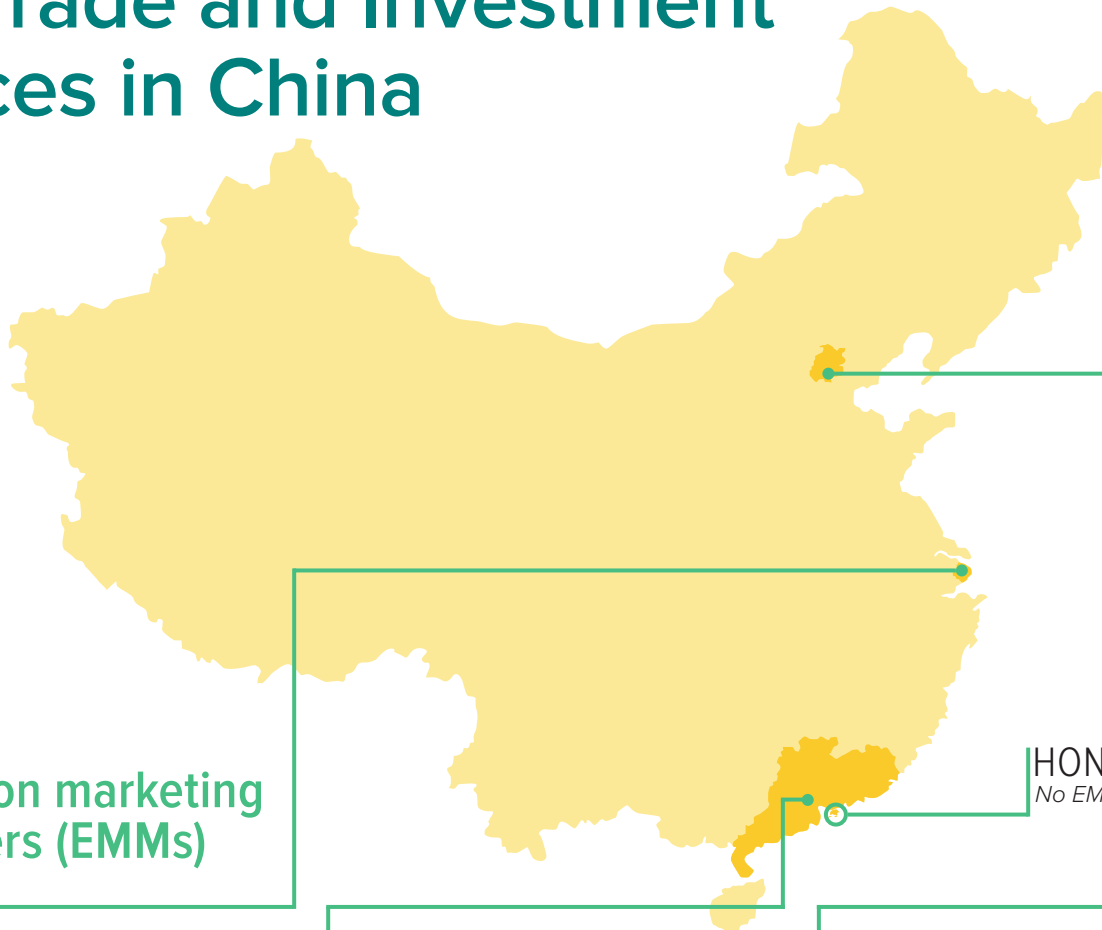
### Vancouver Island

- The University of Victoria established a 2+2 undergraduate program with Lingnan School of Sun Yat-Sen University.
- Royal Roads University set up a representative office in Guangzhou in 1999 and has delivered an MBA course to over 400 students.

### Northern BC

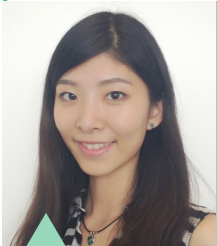
- The University of Northern British Columbia and Wuyi University signed an agreement for joint research and teacher and student exchanges. 🐞

# BC Trade and Investment Offices in China



## Education marketing managers (EMMs)

### SHANGHAI



**Jessie Jiang**

*Shanghai, China*

After studying at UBC, Jessie joined the BC Trade and Investment Office in East China in 2013. Her previous work experience includes working with post-secondary institutes in the United States and Mexico, and clerical work in district court and arbitration commission. Jessie initiates and manages education events to promote BC excellence and expand alumni networks. She bridges BC schools with local schools and helps them achieve partnership. Jessie also has a law school background and holds a PRC bar certificate.

✉ [jjiang@britishcolumbia.ca](mailto:jjiang@britishcolumbia.ca)

### GUANGZHOU



**Galahad Gao**

*Guangzhou, China*

Galahad joined the BC Trade and Investment Office in Guangzhou in March of 2012 and took on the responsibility of Education Marketing Manager in March 2014. Galahad supports the mandate to build the Province of British Columbia as the Best Place on Earth to Study and to help BC institutions identify and secure business opportunities with their counterparts in South China.

Galahad holds an MSc of Information and Intelligence Engineering and a Bachelor degree of Electronic and Communication Engineering from the University of Liverpool in United Kingdom.

✉ [ggao@britishcolumbia.ca](mailto:ggao@britishcolumbia.ca)

### BEIJING



**Vicky (Shuonan) Song**

*Beijing, China*

Vicky has been working in the field of International Education for over eight years. She has extensive experience in assisting global educational institutions to develop and market their partnerships in China. Prior to joining the BC Trade and Investment Office, Vicky worked for China Education International, from its early formation to its growth to over 100 employees. Vicky has a Bachelor in Advertisement and Marketing Communications and a Masters in Applied Finance via joint program offerings from the United Kingdom and Australia.

✉ [vsong@britishcolumbia.ca](mailto:vsong@britishcolumbia.ca)

**HONG KONG**  
*No EMM currently*

# China's goal of hosting 500,000 international students

BY TOM WANG  
MANAGER, COUNTRY STRATEGIES AND PROGRAMS | BCCIE

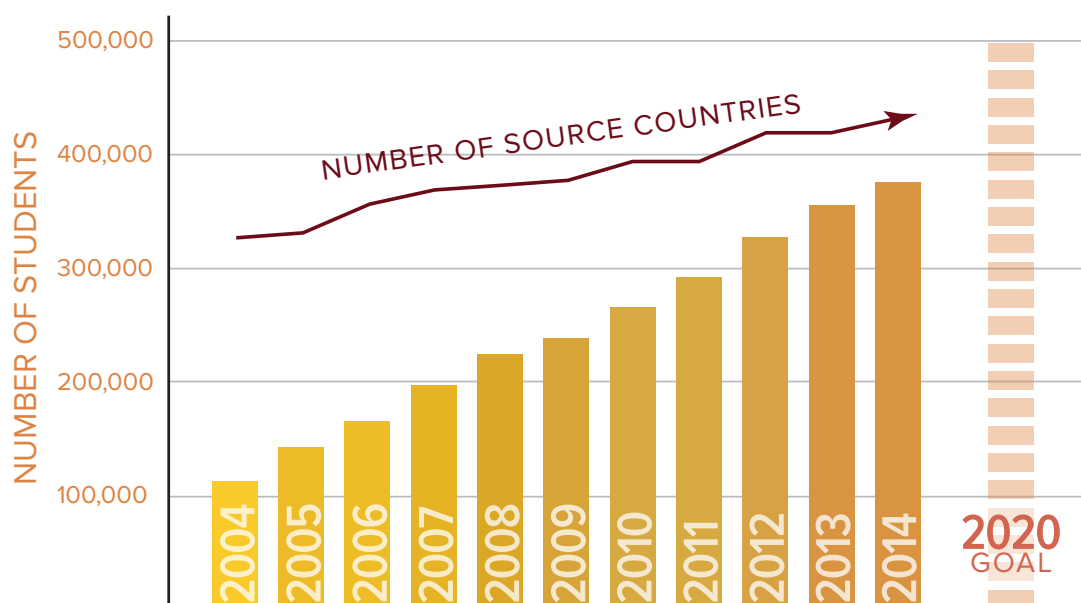
China has been the largest source country of international students to most of the top education destinations for years. According to the newly released statistics by the Ministry of Education of the People's Republic of China (PRC), **459,800** Chinese students studied abroad in 2014, and over 95% of these were self-funded. At the same time, the Chinese government is working toward positioning China as one of the most attractive education destinations.

In 2014, **203 countries** sent **377,054** students to China, an increase of 5.77% from 2013. Within this large group of students, 9.8% received funding

support from the Chinese Government and 90.2% were fee-paying students. They are currently studying at 775 post-secondary institutions in 31 provinces in China. Demographically, over 60% of international students in China are from Asian countries. The top source countries of international students to China are:

- South Korea
- United States
- Thailand
- Russia
- Japan

## 2004 – 2014: INTERNATIONAL STUDENTS IN CHINA



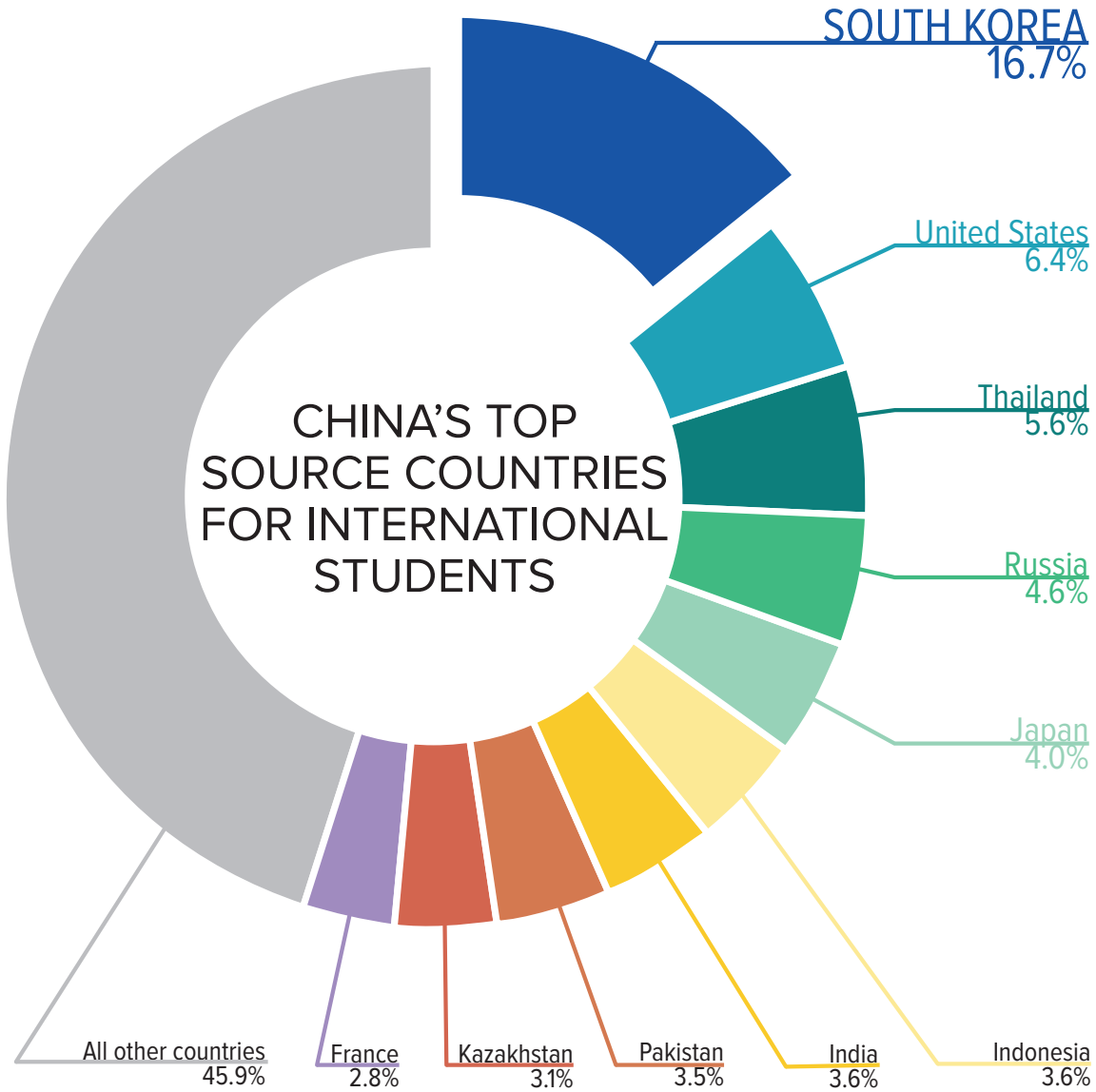
Sources: Ministry of Education of PRC  
China Association for International Education (CAISA)  
StudyinChina.org

The number of international student in China has risen about 60 times since 1988, 10 years after the country launched its reform and opening policies. Although facing strong competition from its

neighbour countries/regions, including Singapore, Japan, South Korea, and even Hong Kong and Taiwan, China has an ambitious plan **aiming to host over 500,000 foreign students by 2020.**

**Foreign students studying in China**

*Of the 377,054 foreign students studying in China in 2014, 16.7% of the students came from South Korea.*



Source: Ministry of Education of PRC



*2014 Study in China Fair*

---

## China is one of the least expensive among the popular study abroad destinations.

---

Unlike decades ago, when international students came to China only for language courses, in 2014 around 43.6% of students from other countries were studying toward degree programs (a 11.16% increase from 2013). Medicine, business, economics and management programs are also increasingly common areas of study. There has also been a rising number of international students enrolled in degree programs delivered in Chinese due to the expansion of Confucius schools/classrooms around the world.

China's booming economic development serves as one of the top reasons for foreign students choosing to study in China. At the end of 2014, China overtook the United States and became the largest economy globally. The United States lost its status as the top economy after 142 years – since it overtook Britain in 1872. In 2014, China's overseas investment accounted for US\$129 billion, mainly in sectors of mining, manufacturing, construction and wholesale and retail trades. Knowledge and experiences acquired during study in China are valued as great advantages for job hunting upon returning to home countries.

In late January 2015, China's Ministry of Finance and Ministry of Education announced that China would adjust its government scholarship sponsor system and increase the sponsor standard. The highest level of sponsorship is RMB99,800/year/

person (US\$16,000) for qualified foreign PhD students. China is one of the least expensive among the popular study abroad destinations. It costs on average US\$10,729 annually to study in China compared to US\$42,093 for Australia, which is the most expensive country for international study globally. As of July 2013, the Chinese government started allowing foreign students to work part-time. New incentives adopted by Chinese government play important roles in strengthening China's international student enrollment.

China's International Education sector benefits from its significant English programs offered by top universities, which have been featured in the QS World University Top 200 Rankings. Mutual recognition of higher education agreements with 59 countries boosts two-way student flow (for example, BC and China signed a mutual recognition agreement in 2006). Chinese universities' efforts in proactively forging academic collaborations with top ranking and highly reputable Western universities also enhance the quality of its academic programs and research.

International Education is more than the one-way flow of students, ideas and knowledge. China is taking a leading role in building up friendly and academic environments to welcome international students from around the world. 🌍

### Useful resources:

- [China Scholarship Council](#)
- [Chinese Service Centre for Scholarly Exchange](#)
- [Study in China](#)
- [Confucius Institute Scholarship](#)
- [International Scholarships](#)

# Beijing International Student Summer Camp



## An experience of a lifetime for BC youth

BY CHANTAL MOORE  
MANAGER, COMMUNICATIONS | BCCIE

This year from **July 14–23**, approximately 40 secondary school students from across the province will participate in the annual Beijing International Student Summer Camp. BCCIE has been partnering with the Beijing International Education Exchange (BIEE) since 2011 to coordinate this exciting international experience for youth.

The Summer Camp unites students from around the world who share a sense of global curiosity. These students engage in cultural tours, visit key landmarks such as the Great Wall and Tiananmen Square, try new cuisine, learn about history and current day life in Beijing, and test their – sometimes tenuous – Mandarin abilities.

The camp concludes with an International Friendship Carnival at the end of the Closing Ceremony, and each country is invited to put on a performance for the entire camp. Every country decorates a booth for the Carnival, and students exchange small gifts with students from all the other countries. It is a night of sharing and friendship, and everyone is excited and happy to be there – the perfect “grand finale.”





Brianne Bailey, a student who participated in the 2013 Summer Camp, shared how influential the Camp was on shaping her perspective of China:

*“The opportunity came for me and six other students from our School District in Nelson and Creston to go on a trip to Beijing with BCCIE. I was ecstatic; my neighbours heard me when I found out that I had been picked. So I packed my bags and went to see what I thought China was all about...”*

*I arrived after a very long trip and over the course of the next 12 days, I threw out all I had thought I knew about China and started over... When the trip was coming to an end, I had learned so much more about Chinese culture, many more stories about the Chinese people. I was torn to leave.”*

The trip proves to be a life-altering experience, fostering internationalism and cultural respect among students, who return home with cross-cultural communication skills that benefit them later in their careers and relationships. Studies suggest that employers value employees with international experience. 82% of those who hire recruits with international experience believe they are increasing their competitiveness.<sup>1</sup>

In addition to career benefits, research suggests that study abroad can actually help people adapt by making them more flexible. William Maddux, an associate professor of organizational behavior at INSEAD, [suggests](#) that people who have international experience are “better problem solvers and display more creativity.” Often the most creative entrepreneurs are inspired by ideas that come from beyond their borders.



*BC students have the chance to experience Chinese culture and to meet other students from all around the world.*

It will be interesting to gauge the impact of the Summer Camp on alumni 10 or 20 years from now. It is hard to predict which elements of the camp students will remember most, but it is certain the trip will influence their lives for years to come. 🌟

<sup>1</sup> Source: Universities Canada. [Media release on 2014 Internationalization Survey](#). November, 2014.

PHOTO TOP: LARA HARTMAN RIGHT: SHARAE AND KYLA NESS FACING PAGE: TYLER FAIRBROTHER



# Spotlight on *Shugaku Ryoko*:

## Developing short-term international study tours with BC's K-12 sector

BY COLIN DOERR  
DIRECTOR, COMMUNICATIONS AND PROGRAMS | BCCIE

### A young Japanese pioneer

North of Vancouver, rising two kilometres above sea level, is a peak on a barren stretch of BC's Coast Mountains range. Although it now appears remote, it was once close to a bustling centre where Japanese Canadians pioneered the province's commercial fishing industry.

The peak is named Mount Manzo Nagano (永野 万蔵), after an adventurous young man who arrived as a stowaway on a British steamship from Yokohama, Japan. He was BC's first visitor of Japanese ancestry and eventually a resident. He was only 22 years old when he arrived in New Westminster some 138 years ago.

### Japanese youth in BC

Japanese youth arriving in BC today may be just as adventurous as Manzo, but activities such as fishing for salmon on the Fraser or hauling old growth Douglas Fir have now been supplanted by activities reflective of a more grown-up and diversified province.

Attracting Japanese youth today is more likely BC's modern economy, exciting food and night life, world-class cities, open and diverse culture, endless recreational activities and exemplary education system, all situated in a province displaying much of the natural beauty and rugged landscape that Manzo must have witnessed.

Japanese youth continue to visit BC, encouraged by recent initiatives by Japan's education authorities who value providing groups of high school youth with early international experiences, helping them to embrace global citizenry at an early age.

In addition to Japanese students on study visas in BC – **12,900** in 2013, a 14% increase from the year previous – there have also been over 7000 Japanese students visiting Canada annually on short-term international study tours called *Shugaku Ryoko*. By way of comparison, Australia welcomed over 26,700 *Shugaku Ryoko* students and the United States over 29,000 in the same year.<sup>1</sup>

<sup>1</sup> *Japan Ministry of Education*, 2013.

## Increasing Japanese student engagement in BC's K-12 sector

Over the past year, BCCIE has been working with the Japanese Consulate General in Vancouver, the BC Ministry of International Trade, the BC Ministry of Jobs, Tourism and Skills Training, the BC Ministry of Education, Destination BC and the Japan/Canada Tourism Association (JACATA) to help increase the number and quality of BC's short-term international study tours for Japanese students.

As a result, BCCIE has identified 12 BC school districts and schools that are prepared to welcome *Shugaku Ryoko* students beginning in 2016. You can view the most up-to-date list of schools at [studyinbc.com/shugaku-ryoko](http://studyinbc.com/shugaku-ryoko).

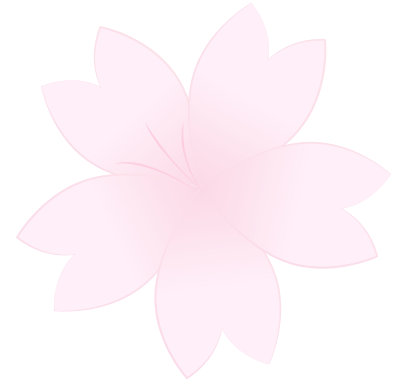
Benefits of *Shugaku Ryoko* include:

- helping Japanese students;
- increasing global competencies for schools and partners;
- introducing our own schools and students to groups of visiting Japanese;
- developing partnerships with the K-12 sector; and
- providing modest revenue streams for schools hosting students for a one-day program.

### *Shugaku Ryoko* seminar in Tokyo

BCCIE was invited to Tokyo this past March to deliver a presentation on positioning and promoting BC as a preferred destination for *Shugaku Ryoko* programs. In attendance were Japanese tour operators, Japanese high school principals, BC's Trade and Investment Office, representatives from Destination BC, and representatives from three BC school districts: Vancouver, Maple Ridge and Arrow Lakes.

The event was well attended and received, and it helped send a message to Japanese schools that BC is prepared to welcome more Japanese students to our K-12 sector. The seminar included a video welcome message from both Vancouver's Consul General for Japan, Seiji Okada and BC's **Minister for Education Peter Fassbender**. Minister Fassbender referenced the Japanese pioneer to BC, Manzo Nagano. Manzo remains a fundamental part of Japanese history in BC as well as a metaphor in building innovative partnerships, initiatives and legacies between Japan and BC. 🇯🇵



*Colin Doerr delivers a presentation in Japan on BC as a study destination during Study in Canada Fair 2015.*





Emerging markets for the BC international education sector:

# Why **ASEAN** is in the limelight

BY RANDALL MARTIN  
EXECUTIVE DIRECTOR | BCCIE

With a population exceeding 600 million, the Association of Southeast Asian Nations (ASEAN) represents approximately 9% of the global population. Its 10 nation state members are making a concerted effort to create a regional trading bloc that would create the world's third largest market (after China and India) and that has captured the attention of Canada amongst other trading nations.

Of great interest to the BC education sector are the growing ASEAN economies and middle classes – many aspiring to more and better than their indigenous education systems can yet provide – and the large and youthful markets of Vietnam (population 90 million; median age 27), Thailand (77 million; 33.7), Indonesia (250 million; 27.9) and the Philippines (96 million; 22.7). Each in its own way presents opportunity for increased and varied engagement with the BC education sector and for the measured and diverse growth of international student numbers to BC.

## Winter 2015 feasibility mission to Southeast Asia a win for BCCIE

As part of BCCIE's ongoing support for the education sector in mature and emerging markets, we have recently concluded a feasibility mission to Southeast Asia and this Fall we will support an additional Team BC mission to important ASEAN countries from **October 9–19, 2015**.

The feasibility mission undertook an in-depth assessment of emerging and mature markets in the region including:

- Vietnam
- Thailand
- Singapore
- Indonesia and
- the Philippines.

Existing market assessments and reports were consulted; agent, Edu-Canada and competitor fairs were observed and attended; meetings were held at various levels with Heads of Mission, Consuls-General, Canadian Education Trade Commissioners, institutions, private providers, former CEC heads, allied and competitor organizations, as well as K-12 and PSE participants from across Canada attending the fairs. There is great interest from federal and provincial governments as well as from the sector for a coordinated and supported entry into these markets. Vietnam is already paying dividends to those who have invested in the market for the last three years, and Indonesia appears to be following a similar trajectory. Thailand is a small but stable and growing K-12 market, and the Philippines, with recent changes to its K-12 graduation requirements (moving from a K-11 system) appears poised to become a major regional market.

Other nation states within ASEAN are also important to monitor: Singapore and Malaysia represent mature markets that were once strong for BC, and which remain important jurisdictions for partnership and research, but which may not represent unique and strong opportunities for student recruitment. Similarly, nation states such as Brunei, with its small size, or Myanmar, Laos and Cambodia, with rising but still relatively low GDP levels, do not yet represent jurisdictions prepared for coordinated BC recruitment, although individual institutions and districts should be drawn to the small number of generous scholarships given to its nationals by the government of Brunei, or to the quickly growing middle class in Myanmar.

BCCIE received strong support throughout from Canada's missions and Trade Commissioner Service, both of which are valuable assets for our education sector and we look forward to supporting with a Team BC presence, a number of upcoming Edu-Canada student fairs in the ASEAN region. More information on this will follow. 🇸🇬





# May – October Upcoming Events

From BC's emerging education markets around the world

## CHINA

### China International Education Exhibition Tour (Summer) Shenyang, Nanjing, Hefei and Guangzhou Jun 25 – Jul 2

China International Education Exhibition Tour (CIEET) is the largest education fair in China. Since its start in 1999, 19 editions of CIEET have been successfully held in over 30 major Chinese cities. More than 1300 unique institutions from 30 countries and regions have participated in the fair during the past 16 years. With every edition, the exhibition grows in reputation, size and number, and now CIEET is being supported by most of the foreign embassies or governmental sectors and all relevant media channels.

As usual, opportunities include: sister school relationships, partnership relation building, summer camps, articulations, exchange programs, executive training, BC offshore schools, including trade/investment leads.

For more information go to [summer.cieet.com/en/Exhibiten.aspx](http://summer.cieet.com/en/Exhibiten.aspx)

### 19th Hong Kong International Education Expo Hong Kong, China Jul 4 – 5

The Consulate General of Canada in Hong Kong will organize an Edu-Canada Pavilion at the 19th Hong Kong International Education Expo, and a briefing and agent match-making event prior to the Fair on July 3, 2015 (subject to the interest of the participants).

More information at [tradecommissioner.gc.ca/](http://tradecommissioner.gc.ca/)

## NORTH AMERICA

### ICEF's 2015 North America Workshop Montreal, Canada May 10 – 12

ICEF's 2015 North America Workshop will be held May 10–12, 2015 in Montreal, Canada.

This will be the largest ICEF Montreal yet, with over 300 educators from the US and Canada, meeting more than 300 ICEF-screened agents from 55 countries, representing the following regions:

- Europe 30%
- Asia 30%
- Latin America 20%
- Middle East and Africa 20%

Educators hold up to 38 pre-scheduled, one-to-one business appointments with the agents of their choice. Each appointment lasts 25 minutes, allowing you to meet new contacts and/or maintain relationships with existing partners. All agents are screened for their level of professionalism, ethics, industry knowledge, and their record for delivering students to the US and Canada. ICEF also requires agents to provide references from current North American partners – thoroughly checked by ICEF's team of 12 experienced screeners.

For more information visit [icef.com/workshops/north-america-montreal.html](http://icef.com/workshops/north-america-montreal.html)

### NAFSA: 2015 Annual Conference & Expo Boston, USA May 25 – 29

Join peers and experts at the largest gathering in the field of international education to explore the theme for the NAFSA 2015 Annual Conference, New Horizons in International Education.

More information available at [nafsa.org/Attend\\_Events/Annual\\_Conference/](http://nafsa.org/Attend_Events/Annual_Conference/)

## LATIN AMERICA

### Team BC Mission to Brazil

*Various locations throughout Brazil*

Sept 10 – 20

After a successful mission in 2014 to seven cities in Brazil with the participation of 20 different BC institutions, BCCIE would like to announce our second mission this Fall. More details will be confirmed soon.

For more information visit [bccie.bc.ca/event/brazil-mission-2015/](http://bccie.bc.ca/event/brazil-mission-2015/)

## EAST ASIA

### JASSO Study Abroad Fair

*Tokyo, Japan*

Jun 27

The Japan Student Services Organization (JASSO) will hold a study abroad fair for those who wish to study abroad. The Canadian Embassy will be participating.

For more information visit [ryugaku.jasso.go.jp/event/fair/fair\\_2015/001/](http://ryugaku.jasso.go.jp/event/fair/fair_2015/001/)

## EUROPE

### Taunton School North American University Fair

*Taunton, United Kingdom*

May 6

The 2014 fair saw well over 500 students and parents visit 60 stands from a wide range of institutions and support organisations. As an independent fair, they are happy to welcome any institution representatives: alumni, current students, faculty currently in the UK or agents are more than welcome to represent your institution.

For more information visit [tradecommissioner.gc.ca/](http://tradecommissioner.gc.ca/)

### Going Global 2015

*London, England*

Jun 1 – 2

The conference for leaders of International Education.

Going Global 2015 is a forum for education world leaders to debate international higher and further education issues and challenges, and to discuss collaborative solutions.

More information at [britishcouncil.org/going-global/](http://britishcouncil.org/going-global/)

### The 27th Annual EAIE Conference

*Glasgow, Scotland*

Sept 15 – 18

The European Association for International Education has an annual conference bringing together thought leaders and changemakers in the industry. The 2015 conference theme will be “A wealth of nations” with a focus on strengthening economies.

For more information please visit [eaie.org/home/conference/glasgow.html](http://eaie.org/home/conference/glasgow.html)

## SOUTHEAST ASIA

### Recruitment Fair - 2nd Canada PhD Workshops 2015

*Hanoi & Ho Chi Minh City, Vietnam*

May 7 – 9

The Consulate General of Canada in Ho Chi Minh City will organize the 2nd Canada PhD Workshops in Vietnam in May 2015. The objective of the events is to provide Canadian universities with access to Project 911 scholarship recipients and self-funded post-graduates candidates who are interested in pursuing PhD studies and associated research in Canada. Project 911 is a scholarship program managed by Vietnam Education International Development (VIED), Ministry of Education and Training (MOET). The program aims to provide funding that would see 10,000 Vietnamese PhD candidates study overseas by 2020 in an effort to improve Vietnamese faculties' quality. For 2015, up to 40 scholarships will be offered to Vietnamese PhD candidates interested in pursuing their studies in Canada.

More information at [tradecommissioner.gc.ca/](http://tradecommissioner.gc.ca/)

### Team BC Mission to Southeast Asia (Phase 1)

*Hanoi & Ho Chi Minh City, Vietnam*

Oct 9 – 19

*Jakarta & Surabaya, Indonesia*

BCCIE is planning a Team BC Mission to Southeast Asia in Fall 2015. We will be participating in the fairs and offering a number of value-added events in both Indonesia and Vietnam.

More information will be available at [bccie.bc.ca/event/team-bc-southeast-asia-mission/](http://bccie.bc.ca/event/team-bc-southeast-asia-mission/)

**More Events >**  
at [bccie.bc.ca/events/](http://bccie.bc.ca/events/)

**BCCIE**

BC COUNCIL FOR INTERNATIONAL EDUCATION



[www.bccie.bc.ca](http://www.bccie.bc.ca)

[bccie@bccie.bc.ca](mailto:bccie@bccie.bc.ca)

Join our online community!

