



Join Us in Lisbon for a Study in Canada Fair

Date: November 10 - 11, 2014 from 10:00 am to 6:00 pm

Target Audience: K-12, Post-Secondary Institutions and Language Schools

Location: Portuguese Chamber of Commerce (<http://www.ccip.pt/>), Rua das Portas de Santo Antão 89, Lisbon

Cost: FREE

Registration Deadline: September 12, 2014

Registration Contact: Embassy of Canada to Portugal, Eurico Nobre:

eurico.nobre@international.gc.ca and cc: isabel.inacio@international.gc.ca

TO REGISTER – Please send an email to the registration contacts

The Embassy of Canada to Portugal is organizing a Study in Canada Fair in Lisbon on November 10-11, 2014.

November 10: open to local education agents, guidance counselors, professionals in international education, Portuguese secondary schools, post-secondary institutions, students associations and public education agencies.

November 11: OPEN DAY (K-12 and postsecondary students, parents, professionals).

This event is being intentionally scheduled after ICEF in Berlin (November 2-4, 2014) and the Study in Canada Fair in Rome (November 6-7), in order to allow Canadian institutions who may be considering travelling to Europe to best leverage their presence here and gain additional access to market opportunities.

The Fair will run on both days at the Portuguese Chamber of Commerce (<http://www.ccip.pt/>), an exclusive venue located in downtown Lisbon, close to main transportation services.

A large room (250 m²) has been reserved for Canadian institutions to display their items and meet with Portuguese clients; another room (seating capacity of 70) has been reserved for presentations. Canadian institutions will be offered a 15 minute time-slot for presentations, assigned on a first-come first-served

basis. There will be free wi-fi on the entire floor. Refreshments and snacks will be available throughout the first day and a vin d'honneur will be served on the 11th during the Canadian Ambassador's welcoming

Participation is FREE for Canadian institutions.

Canadian institutions will be responsible for arranging shipment of display items to the fair venue, as well as any costs associated with coming to Lisbon for the event.

Visitors will be invited to meet with Canadian schools and listen to ongoing presentations on Canada as a destination of excellence for study and research abroad.

Portuguese young professionals, university and high-school students make up a significant potential client base for secondary, languages and post-secondary studies in Canada. We anticipate leveraging our resources through collaboration with the Portuguese Chamber of Commerce, Santander Bank's social responsibility project - Universia, and other public institutions, and reinforcing our collaboration within the Portuguese academic sector and the Portuguese Ministry of Education, in order to reach out to a wide audience of selected university and high-school students highly interested in pursuing their studies in Canada.

The Canadian Embassy is actively working on this project to ensure its success. This will be the premiere "Study in Canada Fair" in Portugal and the feedback we have been receiving from Portuguese stakeholders is positive and motivating. This recruitment fair (including B2B meetings with local agents) might only take place this year; we do not foresee this initiative being an annual event.

Demand for studying abroad is expected to continue to grow due to the following factors:

- Portuguese are attaching growing importance to international study and there is wider recognition by both the Portuguese Government and businesses of overseas study experience.
- Although Portugal is still recovering from a financial crisis, we feel this actually presents an opportunity for students looking beyond the EU. Parents, in particular, are willing to invest in their children's education to ensure them a brighter future overseas.
- Portugal, and in particular Lisbon, is an important recruitment hub for students from other Portuguese speaking countries.
- Exchange programs between Portuguese and foreign schools (K12 and post-secondary) continue to be popular and foster student mobility.
- The employment market in Portugal is highly competitive and Portuguese students recognize the need to enhance their skills in order to improve their chances of securing a professional employment.
- Knowledge of the English and/or French languages is regarded as a key requirement in finding a job.

- Canada is growing in popularity amongst the students and it continues to be perceived as a safe and friendly country by their parents.

As a result of these factors, Portuguese youth and young professionals are looking to study and spend time abroad particularly given the current economic crisis in Portugal and Europe. Prospective Portuguese students are seeking study opportunities abroad to leverage their experience and curriculum to compete in the domestic labour market. Moreover, Portuguese people are predisposed to Canada given historic people-to-people links. It is estimated that more than 18,000 Canadians live in Portugal (including the Azores and Madeira islands) and 500,000 Portuguese live in Canada.

The Canada Fair is therefore a great opportunity for promoting Canada's winning combination of quality education and a high standard of living, as well as the chance to showcase Canada as an alternative destination to our typical "competitors" – namely, the US and the UK.

Space is limited, therefore we encourage you to register early. Any remaining spaces after the September 12th deadline will be allocated at the discretion of the Embassy.

Edu-Canada market reports are available at [Edu-Canada PRO](#) . A market report is not yet available for Portugal. However, we invite you to sign up for the "Italy and Portugal" market webinar, hosted by Edu-Canada, on Monday, May 12 " 12:30pm EST. To confirm your interest, please write to Edu-Canada@international.gc.ca .

Further to the Brand Use Eligibility Policy jointly established by Foreign Affairs, Trade and Development Canada (DFATD) and the Council of Ministers of Education, Canada (CMEC), **K-12 schools, post-secondary education institutions and language schools** are invited to consult the provincial lists of eligible institutions on the Brand extranet at <http://www.imagine.cmec.ca/en/zone/> . If the institution is on the list, it is eligible to participate in the event. If it is not on the list, it is not eligible to participate unless there is clear and written consent of the province/territory where the institution is located.

In order to avoid processing delays, Canadian brand eligible institutions are requested to register for education promotion events using their business/legal name, as it appears on the respective provincial/territorial brand eligibility list.

Private schools authorized to use the curriculum of a province/territory outside of Canada are eligible to participate in the event as sponsors but will be positioned separately (in a non-branded area).

Banks, airlines and insurance companies offering services to students may participate as sponsors and will be situated in the non-branded area.

Education or immigration agents are not eligible to participate in the event, with the sole exception of agents designated by an eligible institution. In that case, agents are responsible to the institution that engaged their services and must adhere to all event guidelines and agent policy.