

ISSUE 3 | FALL 2015

COMPASS

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

Market snapshot of Japan by Michiko Aoshima	5
Interview with the Consul General of Japan in Vancouver	10
Kakehashi Project: The bridge for tomorrow	12



BCCIE SUMMER SEMINAR 2016

June 19-22

Fairmont Empress Hotel
Victoria, BC

Join over **300** International Education professionals for **Western Canada's largest International Education conference.**

Find out more at
bccie.bc.ca/events/summer-seminar/

4 WELCOME

by Alan Schroeder

JAPAN

5 INTERNATIONAL EDUCATION TRENDS IN JAPAN

market snapshot of Japan

by Michiko Aoshima

8 A SNAPSHOT OF INTERNATIONAL
EDUCATION BETWEEN BC AND JAPAN

overview of recent memorandum of
understanding (mou) signing

by Colin Doerr

10 INTERVIEW WITH VANCOUVER'S CONSUL
GENERAL OF JAPAN MR. SEIJI OKADA

by Chantal Moore

12 KAKEHASHI PROJECT

the bridge for tomorrow

by Chantal Moore

14 STUDY IN CANADA FAIRS IN JAPAN

by Alan Schroeder

15 BCCIE'S PRESENCE AT THE 18TH ANNUAL
TEOCHEW CONVENTION IN VANCOUVER

by Chantal Moore

16 BUILDING TIES

short-term study abroad programs in china for BC
students

by Tom Wang

18 BCCIE SUMMER SEMINAR 2015

conference re-cap

by Chantal Moore

20 BCCIE FALL MISSIONS

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.



Photo by RageZ on Flickr | CC BY-NC-ND 2.0

Welcome to Compass

Japan is a natural focus for BCCIE's Fall 2015 edition of Compass. Recently, Michiko Aoshima joined the BC Trade Office in Tokyo as the new Education Marketing Manager, responsible for promoting BC's world class education system in our third largest market for international students. In this issue, we will hear from Michiko on international student mobility trends in Japan.

BCCIE is also embarking on another Team BC Mission to Japan this Fall, November 6 – 8. This is a follow up to the groundwork laid earlier in the year by Minister Peter Fassbender during his Spring trade mission to Asia. In this month's feature story, BCCIE's Colin Doerr reviews outcomes and accomplishments of recent education missions to Japan.

Finally, since last year marked the 125th anniversary of the Consulate General of Japan in Vancouver, in this issue we are pleased to share with you an interview with the Consul General himself, Mr. Seiji Okada.



Alan Schroeder

*Associate Director, External Relations
BC Council for International Education*



Market Snapshot of Japan

By: MICHIKO AOSHIMA
EDUCATION MARKETING MANAGER | JAPAN



Michiko Aoshima
Education Marketing
Manager, Japan

In 2012, the number of Japanese students studying abroad finally returned to positive growth after seven consecutive years of decline.

The Japanese Economy has been recovering since Mr. Shinzo Abe returned as Prime Minister in December 2012 and announced the “Japan Revitalization Strategy” in 2013, which included university reforms and measures to support study abroad. Globalization is a key word. The Ministry of Education, Culture, Sports, Science and Technology (MEXT) is striving to globalize universities and high schools across Japan. Japanese companies are making efforts to hire and develop global human resources to promote further global expansion. The Japanese government wants to develop youth who can contribute to Japan’s global success and competitiveness.

New national goals and initiatives

In 2013, the Japanese Government called for doubling the number of students studying abroad (university students to 120,000; high school students to 60,000) by the year 2020, the year that Tokyo hosts the Olympic and Paralympic games. The Japanese Government allocated 15.3 billion yen (approx. C\$153 million) in the 2014 fiscal budget to fund study abroad scholarships, aiming to raise the number post-secondary level scholarship recipients to 32,500 students from 10,200 in the previous year, and high school scholarship recipients to 3,600 from 300.

MEXT has also provided funding this year of 7.7 billion yen (approx. C\$77 million) for the Top Global University Project that started in 2014, and 800 million yen (approx. C\$8 million) to encourage globalization in 110 schools as part of the Super Global High School Program.

Tobitate Ryugaku Japan is a campaign to promote studying abroad launched by MEXT in 2013. Collecting donations from more than 100 private sector businesses, MEXT has created a new scholarship program under this campaign called the “Public/Private Study Abroad Support System.”

“The Japanese Economy is recovering since Mr. Shinzo Abe returned as the Prime Minister in December 2012. Globalization is a key word.

– Michiko Aoshima

More and more Japanese post-secondary students are studying abroad under university exchange agreements. In 2012, there were over 20,000 exchange agreements between Japanese and overseas post-secondary institutions. This is 900 more than the previous year. The number of partnership agreements between Canadian and Japanese post-secondary institutions has increased to 560 agreements, up 36 from the previous year. (Graph 1)

Partnership agreements at the secondary school level are increasing as well. In 2014, 2,102 Japanese high schools have overseas agreements, up from 1,909 in 2012.

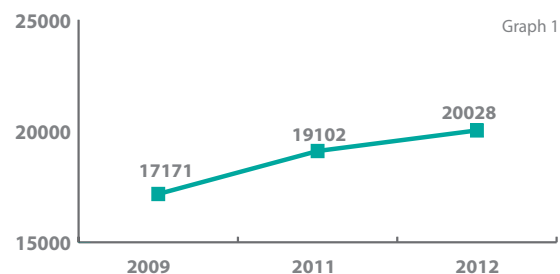
The number of high school students studying abroad for more than three months increased 20% in two years (from 3,257 students in 2011 to 3,897 students in 2013). For Canadian destinations, they increased almost 30% from 495 to 642 in two years. (Graph 2)

The number of high school students studying abroad for less than three months increased 30% in two years (29,953 students in 2011 to 38,152 students in 2013). For Canadian destinations, they increased 24% from 3,157 to 3,914 in two years. (Graph 3)

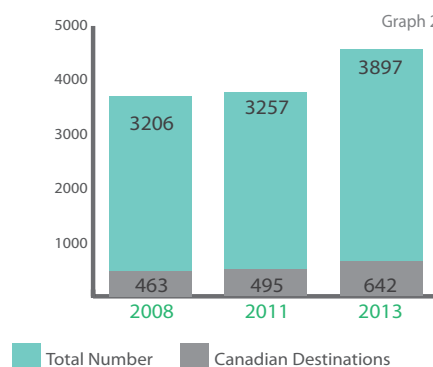
Languages Canada reports that 52,823 students enrolled in member programs in BC in 2013, with Japan being the top source country with 9,876 students.

Japanese student mobility trends 2008 – 2013

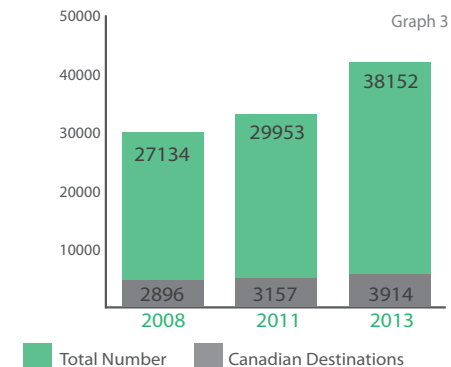
Number of agreements for post-secondary schools



Number of students studying abroad for **more than 3 months**



Number of students studying abroad for **less than 3 months**



International Education events in Japan

- The Ministry of Education and the Ministry of Advanced Education in British Columbia, Canada and MEXT (or Ministry of Education, Culture, Sports, Science and Technology) signed an memorandum of cooperation agreement in June 2015. It was the first partnership agreement between MEXT and a sub-national level of government.
- The first BC offshore school in Japan, Bunka Suginami Canadian International School (Tokyo), opened in April 2015. The opening ceremony was held in June 2015 during the visit to Japan by former Minister of Education Peter Fassbender with about 100 people in attendance, including representatives of the Tokyo Metropolitan Government and MEXT.
- Following the agreement between BCCIE and the Hiroshima Prefectural Board of Education signed in the fall of 2014, agreements have been completed between the Hiroshima BOE and Langley and Richmond School Districts, and teacher training programs have been created at Langara College and Simon Fraser University.
- The Study in Canada Fair organized by the Embassy of Canada to Japan, held each spring and fall, is the largest study abroad event in Japan. At this event, Canadian institutions can reach out directly to potential Japanese students and their parents, as well as local institutional representatives and agents. Last fall, almost 1,900 visitors came and more than 600 meetings took place between Canadian and Japanese institutions and agents at the professional workshop in Tokyo.
- The BC Trade and Investment Office in Tokyo is active throughout the year visiting educational institutions across Japan to meet with educators and students and give presentations on education in BC.
- The BC Trade Office in Tokyo is also pleased to make introductions for BC institutions to Japanese universities, secondary schools, and agencies. Please let us know of your upcoming trips to Japan. We would be pleased to help support your visits.

In summary

Japan's study abroad market now has the potential to grow in each of the main education sectors: K-12, post-secondary, and languages. I believe that demand by Japanese institutions for partnerships and teacher training will continue to grow offering BC educational institutions opportunity in these areas.

The BC Trade Office in Tokyo is happy to help BC institutions in their work with Japanese institutions. We can arrange small agent workshops, roundtables, or meetings at our office in central Tokyo. We also recommend participating in education fairs to strengthen partnerships with agents, and using the fairs as a platform for “matchmaking,” establishing and maintaining partnerships with Japanese institutions. 🌸

Useful resources:

- [Ministry of Education, Sports, Culture, Science and Technology \(EN\)](#)
- [Ministry of Education, Sports, Culture, Science and Technology \(JP\)](#)
- [Languages Canada](#)



A Snapshot of International Education between BC and Japan

BY: COLIN DOERR

DIRECTOR, COMMUNICATIONS AND PROGRAMS | BCCIE

The first formal ties between the governments of Japan and Canada began here in British Columbia, with the establishment of the Japanese Consulate in Vancouver on June 22, 1889, the first Japanese government mission in Canada. It was located where the Metropolitan Hotel stands today in the 600 block of Howe Street.

126 years later, BC and Japan relations are fully matured, where BC and Japan are both good friends and major trading partners. Japan is BC's **third-largest export market**, accounting for **18% of BC's exports**. If we frame education as an export, it accounts for approximately **3%** of all BC exports to Japan, comparable to BC's trade with Japan of exported wood in the rough.

Though education is a major economic activity, it is unlike other sectors we engage in. Distinct from trade in commodities, the building of comprehensive international educational relationships relies on complex and nuanced **inter-cultural understanding** and ultimately effective **people-to-people communications**. These interactions are built and maintained over time by individuals and institutions at work in our sector at all levels, from the students and teachers in a classroom, to the highest levels of leadership and government; players at all levels work to ensure that BC and our international partners maintain a vibrant and shared commitment to excellence in education.

Japan is BC's third-largest export market, accounting for 18% of BC's exports.



To this end, bilateral visits play a vital role in both establishing and maintaining government-to-government commitment that the International Education sector and the wider communities can benefit from. BC again demonstrated that commitment this spring when we participated in Ministerial missions to Asia, including those to both China and Japan.

The missions promoted BC's quality and diversity of education programs and services, reinforcing the Province's commitment to International Education and strengthening relationships with governments and education partners in both countries. Underpinned by [BC's International Education Strategy](#), the missions also encouraged a two-way flow of students between important trading and cultural partners, as well as the social, cultural and economic benefits and opportunities of an International Education experience, as evidenced by the announcement of [student mobility scholarships](#).

In addition, these recent missions were a backdrop for the signing of a number of Memoranda of Understandings (MOUs) at both the national and sub-national levels. These bilateral MOUs play an important role in establishing a foundation and shared context for the work of districts and institutions. Recent examples include:

- the agreement signed between BCCIE and the Hiroshima Prefectural Board of Education in November 2014 and;
- the Statement of Intent between Richmond School District and Hiroshima Board of Education signed on the heels of Former BC Education Minister Peter Fassbender's recent mission to Japan;
- continued support for [Shugaku Ryoko](#) development.

These MOUs create a platform for greater reach and success and they demonstrate that people-to-people communication and commitment at all levels are valued and remain an integral aspect of building our International Education sector. 🌐

Interview with Vancouver's Japanese Consul General Okada

BY: CHANTAL MOORE
MANAGER, COMMUNICATIONS | BCCIE

Mr. Seiji Okada, Consul General of Japan in Vancouver (left) meets with Mr. Alan Schroeder, Associate Director, External Relations, BCCIE (right)



BCCIE recently had the pleasure of visiting Mr. Seiji Okada, Consul General of Japan in Vancouver, at his Downtown Vancouver office. We wanted to discuss the nature of his role as Consul General and hear his views on the importance of connecting our two nations, especially from an International Education standpoint.

Japan and BC enjoy strong bilateral relations based on mutual understanding, commercial ties, and an appreciation for each other's cultures. BC was the first site of settlement for Japanese immigrants

to Canada. Last year marked the 125th anniversary of the Japanese Consulate in Vancouver, the first Japanese government mission in Canada.

Summary of the Consul General's Mission

Mr. Okada is a gracious, accomplished individual who began his career as a Foreign Service Officer in 1981. He has had many overseas postings, including to Bahrain, Kenya, the US, South Korea, Afghanistan and three postings to Canada. He has been in his present post for over two and a half years.

Mr. Okada first visited Canada in 1982 and stayed with a Japanese family in Toronto, where he learned about their difficult lives in Canada during World War II. Mr. Okada had the desire to tell stories just like theirs and preserve the voices of all Japanese Canadians.

The population of Japanese residents in BC remains modest, but today Japan is Canada's fourth largest trading partner and third largest source country for our tourism industry. The current Japanese Canadian population is estimated at over 100,000 and nearly half of these reside in BC.¹

Speaking to his mission's goals, Mr. Okada mentions three pillars: Politics, Economy, and Culture. Education, he said, is a major component of culture.



Educational ties between Japan and BC

International Education is a priority under Prime Minister Shinzo Abe's government. The goal is to double the number of Japanese students studying abroad and the intake of international students into Japan by 2020 – in time for the Tokyo Olympics.

The last two decades of recession have slowed Japan's economy and positioned the country to be "inward looking." However, now that Mr. Abe is back in office, this is expected to change. "Japan has to be ready for globalization...[and] education is key for younger generations," said Mr. Okada.

As the global economy shifts, more Japanese companies depend on foreign investment and place value on young employees with cross-cultural competencies and language skills.

The Japan Exchange and Teaching (JET) Program, launched by the Japanese Government in 1986 to promote Japanese English education, is a testament to the increased value Japan is placing on foreign languages, notably English.

Under this program, teachers from Canada, the US the UK and others, are posted in Japan to teach English to Japanese students. This program has

been a resounding success; not only do the Japanese students learn English from native speakers; the English-speaking teachers return to their host countries as intercultural ambassadors of Japan.

The Consul General plays an important role advocating for the JET program, which now boasts over 8,500 Canadian alumni.

Encouraging two-way student mobility

As the result of Japan's increasingly global focus, more Japanese students are studying overseas. Canada, and in particular BC, is one of their top destinations of choice.

Safety is a key reason for this. Close proximity is another factor with the many direct flights between Vancouver and Japan. Finally, Japanese students may choose BC – and specifically Vancouver – because of our tolerant nature.

BC is very multicultural. "[British Columbians] are patient and kind to those learning how to speak a new language," said Mr. Okada.

BC is also looking at ways to send more Canadian youth to Japan. Short-term study exchanges such as the Kakehashi Project: The Bridge for Tomorrow help unite Japanese and Canadian students from a young age.

To further promote Japan to the BC population, the Consulate General hosts various [cultural activities and events](#) throughout the year such as tea ceremonies and Shamisen concerts. These are open to the public.

Finally, Mr. Okada shares his passion for Japanese-Canadian history with the wider community. Last year he launched a six-part seminar series called "Parallel Paths" that examined pre- and post-war ways of life for the Japanese in BC. He plans on writing a book to leave a legacy for Japanese youth to learn more about their origins.

"Is there anything else you would like to mention?" we asked Mr. Okada before we concluded. He smiled and spoke at length of his love of the BC lifestyle – skiing, canoeing, and spending time in his vegetable garden.

Likely some of the same reasons international students are drawn here as well. 🌸

¹ Source: [Asia Pacific Foundation](#)



Kakehashi Project – The Bridge for Tomorrow

*The 2015 cohort
of the Kakedashi
Exchange Program
in Vancouver, BC.*

BY: CHANTAL MOORE
MANAGER, COMMUNICATIONS | BCCIE

Approximately 45 students from Shimodate Daiichi High School in Ibaraki Prefecture, north of Tokyo, were welcomed last month at the official residence of the Consul General of Japan in Vancouver, Mr. Seiji Okada. The students were visiting Canada – many of them for the first time – for one week from August 16 – 23, 2015 to participate in cultural and historical excursions and English language classes.

The Exchange was run through the **Kakehashi Project** — an initiative promoted by the Japanese Ministry of Foreign Affairs — and the Asia Pacific Foundation of Canada with support from the Consulate General.

History of the program

Kakehashi means “bridge” in Japanese, a symbol for how the Kakehashi Project connects students

through mutual understanding. By providing first-hand experiences, students learn they have a “home” in each other’s countries. Language differences are minimized and similarities strengthened.

Canada hosted the first group of Japanese students participating in the Project in 2013, when 25 people from Hagoromo Gakuen High School in Osaka spent 10 days in Metro Vancouver, Victoria and Whistler.

In June 2014, Shimodate Daiichi officially entered into a sister-school relationship with Seaquam High School in Delta, BC. A group of students from Seaquam visited Japan in November 2013 and, four months later, Shimodate students reciprocated with a visit to Metro Vancouver. BCCIE staff attended the reception for the 2015 intake of Shimodate students, many of whom were in awe of the “beautiful nature”

Kakehashi means “bridge” in Japanese, a symbol for how the Kakehashi Project connects students through mutual understanding.

- Chantal Moore



in Vancouver and the kindness of Canadians. The students were also fascinated with elements of BC culture, from dreamcatchers to California rolls. “We don’t actually have California rolls in Japan,” one student laughed.

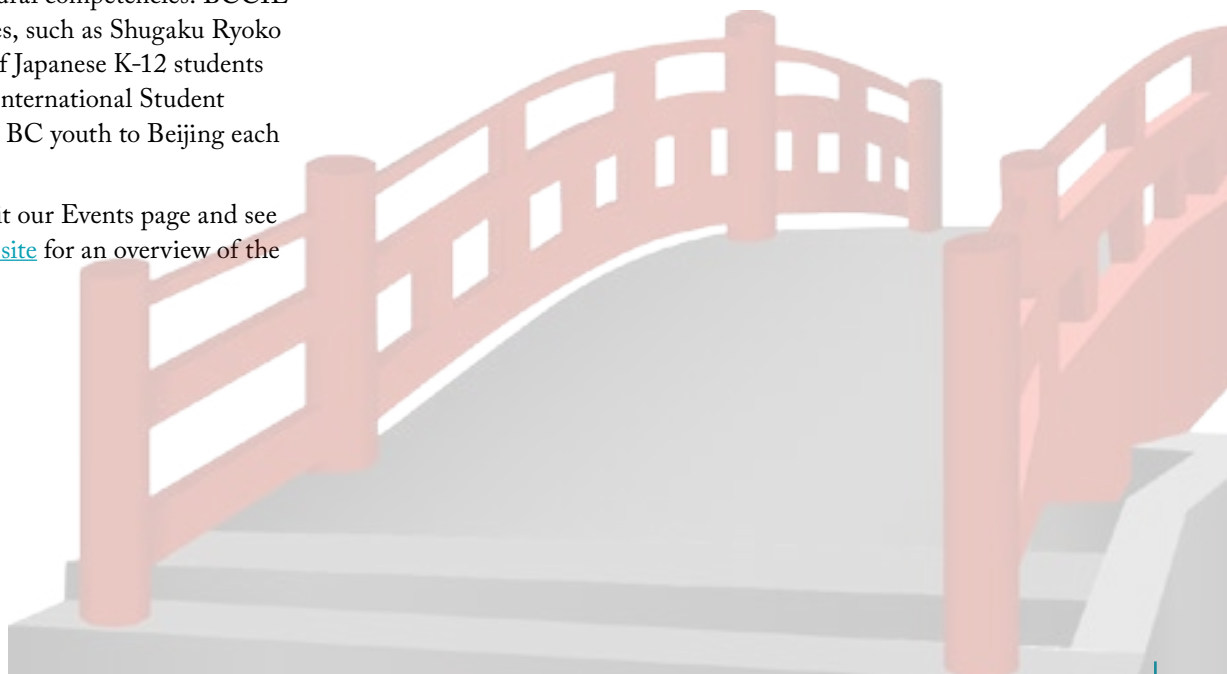
Similar undertakings for the K-12 sector

The Kakehashi Project is just one example of a well-organized youth exchange that teaches high school students cross-cultural competencies. BCCIE promotes similar initiatives, such as Shugaku Ryoko – short-term study tours of Japanese K-12 students into BC – and the BIEE International Student Summer Camp that sends BC youth to Beijing each year.

For more information, visit our Events page and see the [Japan Foundation website](#) for an overview of the Kakehashi Project. 🦉

“We don’t actually have California rolls in Japan.”

- Student, Shimodate Daichii High School





Study in Canada Fairs in Japan

BY: ALAN SCHROEDER
ASSOCIATE DIRECTOR, EXTERNAL RELATIONS | BCCIE



“It’s the best study abroad fair in Japan” is how the **Study in Canada Fair in Tokyo** is described by so many in the Japanese International Education industry. Around 2000 students, parents, educators and agents enjoy visiting the fairs held in Tokyo each spring and fall to meet directly with a broad range of participating Canadian institutions.

Participating in the **Study in Canada Fairs in Tokyo and Osaka** is a great opportunity to connect with the Japanese market. Visitors to the fair come with a balance of interests – some in post-secondary, some in K-12, and others in language school programs. In addition to the public recruitment fair, the Embassy of Canada to Japan organizes a high quality workshop that attracts not only education agents, but also universities and high schools that are interested in exploring partnership and education opportunities as well as maintaining existing relationships. Having participated in both the Asia Pacific Association of International Education (APAIE) and NAFSA: Association of International Educators conferences earlier this year, the embassy hopes to attract new and greater interest in the workshop this fall.

Over the last few years, Japan’s public and private sectors have been actively advancing initiatives aimed at developing youth with foreign language and cultural savvy needed to secure Japan’s position in the competitive global economy. The latest data from the Japanese Ministry of Education shows an uptick in the number of Japanese students studying abroad at both the post-secondary and K-12 levels, and Languages Canada recently reported a solid 11% increase in Japanese students at member schools in 2014. Of interest to universities and colleges is the significant growth in university students studying overseas under partnership agreements (up 84% to more than 45,000 over the past five years). In recent years, work/volunteer opportunities and site visits to local organizations have become popular elements in post-secondary study abroad programs and institutions that offer such value-added programs are particularly popular. Many Japanese initiatives are expected to continue through the 2020 Tokyo Olympics, so the timing is great to engage with the Japanese market. 🇯🇵

TIPS

When you participate in the Study in Canada fairs in Japan

- School brochures and collateral should be offered in Japanese. The best translations are those done by a native speaker with industry knowledge and machine translations should be avoided.
- You have the option of requesting a booth interpreter at the Japan event; however you may find that hiring a former student could resonate better given the strength of word of mouth in the country.
- Meeting requests at the workshop go both ways; do not just wait for an agent or school to reach out to you. Proactively reach out to them while keeping in mind that some wait until the last minute to register.

BCCIE'S PRESENCE AT THE 18TH ANNUAL TEOCHEW CONVENTION IN VANCOUVER

潮州

BY: CHANTAL MOORE
MANAGER, COMMUNICATIONS | BCCIE

The Teochew people are native to the Chaoshan region of eastern Guangdong province. They are a large and successful diaspora and today most Teochew people live outside China in Southeast Asia, especially in Singapore, Malaysia, Thailand, Cambodia, Vietnam and Indonesia, as well as in North America, Australia and France.

Approximately 3000 Teochew people comprised of over 200 associations worldwide gathered last month at the Vancouver Convention Centre to promote the exchange of culture, trade and social ties.

The occasion was the **18th Annual Teochew Convention**, a three-day event from August 19 – 21 that occurs every second year in major cities around the world. Vancouver, BC was fortunate to be the host of the 2015 Convention, which unites and celebrates Teochew people and offers business networking sessions, trade and education fairs, and cultural exhibits.

BCCIE attended the event as part of the Education Fair. BC's Education System is highly desirable to people of the Guangdong province in China. BC is known abroad for its high quality education system, especially among Chinese students; China remains the top source country of international students to BC with a total of **28,700 students** in BC in 2013/14.

A strong forum to showcase the BC education system

The **MLA for Burnaby North Richard T. Lee** attended the Education Fair and described it as an “opportunity to showcase our advantages” to the Teochew Community. Some Chinese families want their children to have an international education. The Teochew Convention was an excellent venue to provide information to parents on BC institutions across all sectors – K-12, Post-secondary and Languages.

A total of 21 institutions from BC attended the Education Fair to promote their programs.

The Teochew Convention falls on the heels of the [20th anniversary of the sister province relationship](#) between BC and Guangdong Province.

For more information on the Convention, visit the [Convention website](#). 🐼

Two women view the art exhibit at the convention.



Short-term study abroad programs in China for BC students: building ties

By: TOM WANG
MANAGER, COUNTRY STRATEGIES AND PROGRAMS | BCCIE



"The Beijing summer camp was a wonderful journey of cross cultural experiences. Being able to talk with other teachers from around the world and discuss what programs are working with them and how their education system works, was both interesting and eye opening ... truly amazing!"

- 2015 participant

In the 2013–14 year, there were 114,600 international students who studied in British Columbia. This number accounted for 26% of Canada's total international student population in that year and a 20% increase in BC's international students from 2010. While our province is branded as a top destination for overseas study, we are making every effort to explore opportunities and encourage our students and educators to experience, study and work overseas. Sending more BC students abroad is part of BC's International Education Strategy released in 2012: "International Education is the global two-way flow of students, faculty, staffs and ideas."

Overview of recent offerings in China for BC domestic students

The JESIE cultural exchange

In collaboration with the BC Government, BCCIE is working together with a BC public school district on the **Youth Leader Cultural Immersion**

“

The **trip** was **fantastic** for my daughter. She has **travelled** to many **countries** as a family, but said this was one of the greatest **experiences** of her life.

Program in China, which is organized by Jiangsu Education Services for International Exchange (JESIE). JESIE is an international unit operating under the Provincial Department of Education of Jiangsu Province and has about 30 years experience hosting study tours. The program aims to welcome 20 high school students from BC to a 10-day program in Fall 2015, and to provide participants with opportunities to learn Chinese culture and language, meet and make friends with Chinese teenagers and visit well-known landmarks in East China. This initiative was generated by the recent mission to China by Minister Andrew



Wilkinson in May 2015. A memorandum of understanding (MOU) was signed between BC and Jiangsu during the Mission to advance collaboration in the education sector and encourage student and teacher flows between two provinces.

Beijing International Students Summer Camp

This past July, a group of BC participants, comprised of forty students and five chaperones from across the province, returned from a similar program in China – the **5th Beijing International Students Summer Camp**, which was hosted by BCCIE's partner - [Beijing International Education Exchange Centre \(BIEE\)](#).

This was the fifth consecutive year for BC to send students and teachers to attend the BIEE Summer Camp. Over 200 BC students and teachers have benefitted from the initiative. Many students and teachers consider this program as an eye-opening and life-changing educational experience.

Here is a testimonial from a student that returned from the Beijing International

Students Summer Camp 2015:

"This past summer I was able to undergo one of the most amazing experiences of my life. I traveled to Beijing for just under two weeks to attend an international student summer camp. I was able to attend due to the generosity of BIEE. The International Student Summer Camp provided me with new insights on different cultures, and a truly fascinating view on modern and old China. I learned a plethora of new things, spent countless hours engaging in wonderful cultural activities, as well as sporting events, and made so many new lifelong friends all while having the time of my life. I cannot describe the camp with words, as it is something you really have to experience yourself. If you are interested in this camp please do not hesitate to join; it is without a doubt a once in a lifetime experience you do not want to miss."

For updates on BCCIE-led events, including youth exchanges, visit our [Events page](#). 

“

I had the **best time** of my life during the Beijing **International Student Summer Camp 2015**. I made **great friends** with people all over the **world** and made friendships that I will **never forget**. We traveled to amazing **historical landmarks** such as the Great Wall of China and Tiananmen Square. This is easily the culture **experience** of my entire **life**.

BCCIE Summer Seminar 2015: A re-cap

BY: CHANTAL MOORE
MANAGER, COMMUNICATIONS | BCCIE

For practitioners who are new to the International Education sector in BC, [Summer Seminar](#) is a must-attend event. It is a four-day conference filled with networking, workshops and seminars from thought leaders in the sector. What are the trends in international student recruitment and mobility? Are our efforts to globalize the BC education system sustainable? These are just some of the questions explored at Summer Seminar, an event that each year attracts over 300 delegates from Canada and abroad.

2015 marked the **6th Annual Summer Seminar** and one of our most exciting ones yet. The theme, *Global Responsibility and Institutional Mandate: Opportunity for Innovation*, explored ways to make International Education more accessible to everyone, as well as how to balance our responsibilities as educators with those of our institutions, mandates and governments.

Key emerging themes

Clear trends emerged from the conference. There was agreement that education is essential for creating global leaders; International Education is an ever more crucial component for preparing today's youth to live and thrive in an evolving workforce.

"Education is the route to the future," said **Closing Speaker Wade Davis**, professor of anthropology and BC leadership chair in cultures and ecosystems at risk at the University of British Columbia. Dr. Davis stressed the significance of travel: "I can no longer imagine my life without having those [international] experiences, without having been exposed to the wonders of culture. It would be like trying to imagine a life without oxygen."

Plenary speaker Dr. Jenifer Cushman echoed these sentiments and stressed that study abroad could be made more accessible. Students from all backgrounds,

such as first-generation students and non-traditional students, could benefit from increased funding and scholarships to pursue overseas study.

Then there was discussion on student retention and support. Efforts to grow student numbers on campuses need to be balanced with the need to create strong social supports within schools and communities.


BC is on track to achieve these goals. We are looking at ways to ensure all students who arrive in our province have the academic and personal support they need to succeed.

Finally, **Keynote Speaker Stephen Lewis**, co-founder of AIDS-Free World in the U.S. and former UN special envoy on HIV-AIDS, reminded us of the importance of International Education in tackling major world issues – climate change, gender disparity, health crises such as Ebola and HIV. If courses were taught everywhere on International Education, Mr. Lewis said, students would develop the global leadership skills so desperately needed right now.

See you next year in 2016

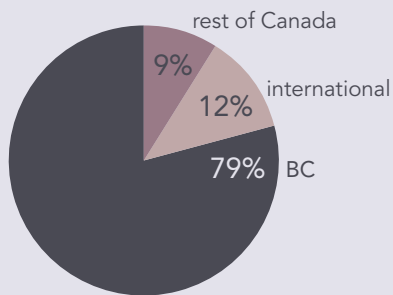
If you did not have the chance to attend Summer Seminar, please join us next year in Victoria, BC.

You can register for the full conference or the one-day only option. If your institution is interested in being a conference sponsor, you can read about our [sponsorship opportunities here](#).

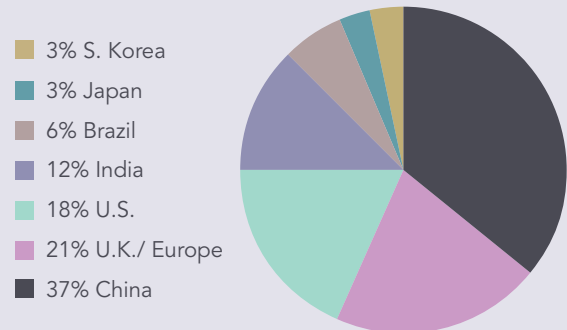
For questions, feel free to contact seminar@bccie.bc.ca or visit the [Summer Seminar page](#). 

Who attends Summer Seminar?

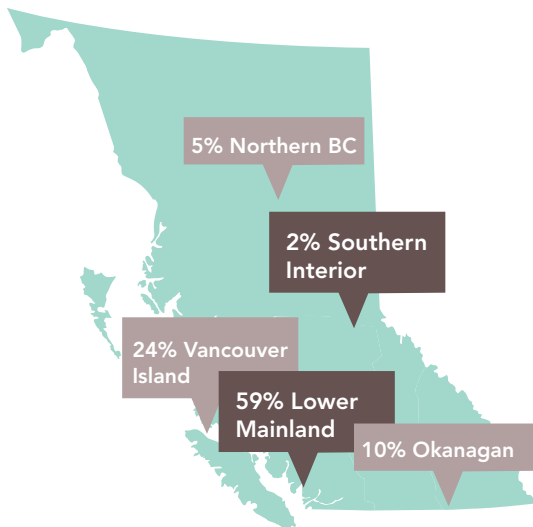
Where are our delegates from?



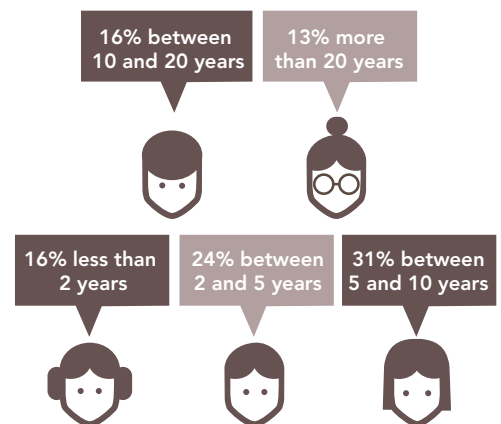
Top countries of origin of international delegates



Where are BC delegates from?



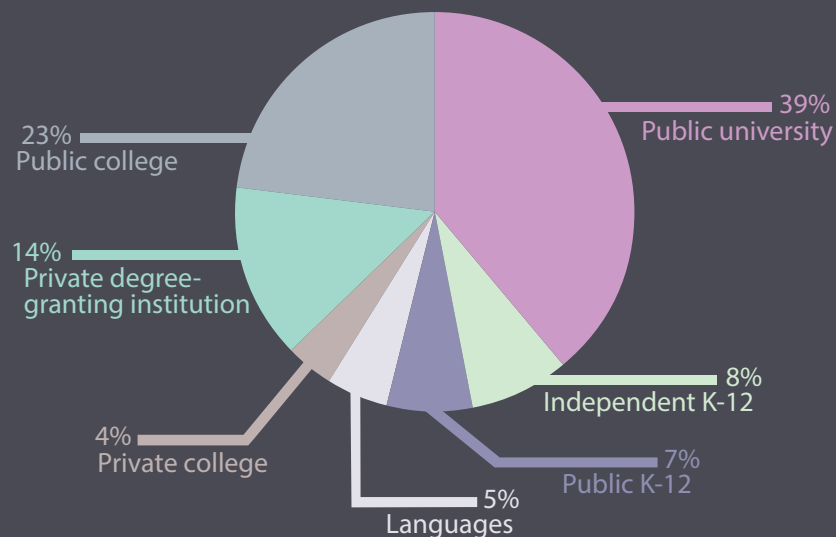
Years of experience in the sector



Summer Seminar 2015

Delegate Demographics
(Total of 300+ delegates)

Delegates by sector



BCCIE Fall Missions

TEAM BC SOUTHEAST ASIA MISSION (PHASE 1) OCTOBER 7–19

In support of BC's International Education sector, BCCIE is pleased to announce a coordinated Team BC SE Asia Mission this October 7 – 19, 2015. This initiative follows a successful feasibility mission undertaken earlier this year where relationships were established and strategic linkages pursued with education agents and networks, schools, universities, institutions, and both state and federal agencies. Canadian Embassy and Consular offices were engaged at every stop and are encouraging and supportive of this BC initiative in target markets.

BCCIE will be working closely with the Canadian Embassy and Trade Commissioners in different cities to offer exceptional recruitment, partnership building and networking events for all educational sectors participating in the Team BC SE Asia Mission.

Note: A follow up Phase II mission is planned for early 2016.

JAKARTA, INDONESIA
SURABAYA, INDONESIA
HANOI, VIETNAM
HO CHI MINH CITY, VIETNAM

[More Information >](#)

TEAM BC CHINA MISSION

Exhibit with Team BC at the China Education Expo (CEE) 2015 from October 24 – November 1, 2015. This year, the Canadian Trade Commissioner Service (TCS) will host Canada Pavilions in four CEE cities, which will help elevate institutional and district profiles in first- and importantly key second-tier cities in China. The TCS continues to emphasize the importance of a sustained Canadian education presence in second-tier cities and this year's Canada Pavilion expansion demonstrates that commitment.

With support from the Provincial Government and the BC Ministry of International Trade, BCCIE will be coordinating a major branded BC presence in the Canada Pavilions and in value-added events for BC exhibitors around the Fairs.

OCTOBER 24– NOVEMBER 1

BEIJING
CHENGDU
GUANGZHOU
HARBIN
SHANGHAI

[More Information >](#)

TEAM BC JAPAN MISSION

Exhibit with Team BC at the Study in Canada Fairs and Workshop from November 6–8, 2015 in Japan. This year, the Canadian Trade Commissioner Service (TCS) will host recruitment fairs in Tokyo and Osaka and a matchmaking workshop in Tokyo.

With support from the Provincial Government and the BC Ministry of International Trade, BCCIE will be coordinating a branded BC presence in Tokyo and Osaka and value-added events for BC exhibitors in the margins of the Fairs.

NOVEMBER 6–8

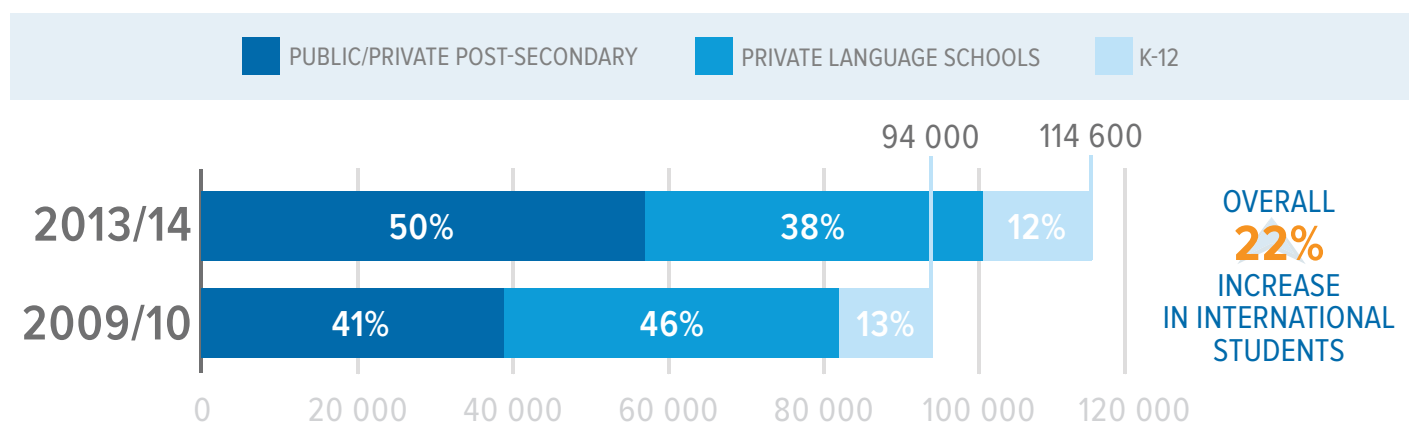
TOKYO
OSAKA

[More Information >](#)

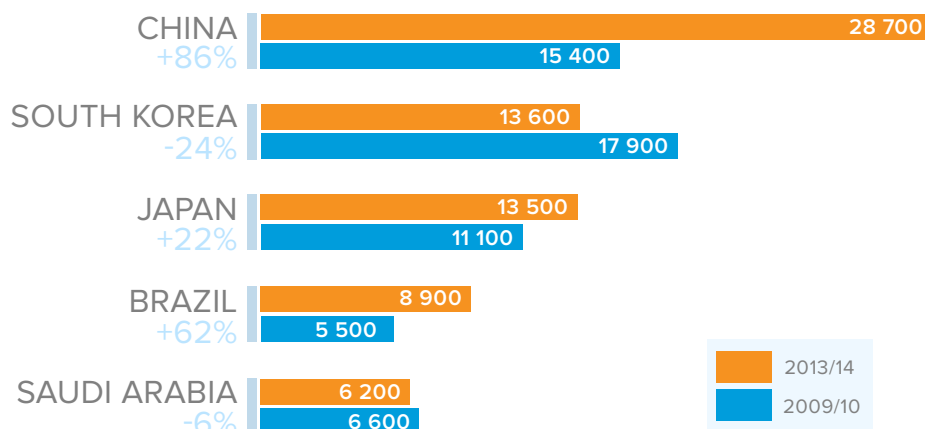
Quick Statistics

New BC International Education numbers: 2009/10 versus 2013/14

NUMBER OF INTERNATIONAL STUDENTS STUDYING IN BC (PER SECTOR)



TOP 5 SOURCE COUNTRIES FOR INTERNATIONAL STUDENTS IN BC^{1, 2}



Summary:

There were **114 600 international students studying in BC in 2013/14**: **57 000** from the private and public post-secondary sector, **43 500** from the private language school and **14 100** from the K-12.

International Education is a key sector of the BC Jobs Plan and is a driver of a strong, diverse and growing economy. In 2012-13, international students in B.C. spent \$2.3 billion in the province, which supported almost 25,500 jobs.

¹ The Economic Impact of International Education report commissioned by BCCIE from Roslyn Kunin & Associates (for 2009/2010).

² BC Government News. [International students continue to choose B.C. as a study destination](#), 2015 (for 2013/2014).

Upcoming Events

From BC's education markets around the world

More Events >

at bccie.bc.ca/events/

NORTH AMERICA

2015 NACAC Annual Conference

San Diego, USA

Oct 1 – 3

National Association for College Admission Counseling (NACAC) is an organization of more than 12,000 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education. More than 5,500 college admission counselling professionals attend the national conference and the conference hosts approximately 200 exhibits each year. Visit nacacnet.org for more information.

Study and Go Abroad Fair - Vancouver

Vancouver, Canada

Oct 6

Meet with top-ranked universities from around the world to find out more about studying abroad for an undergraduate or postgraduate degree, certificate or diploma. Free admission and free seminars held throughout the day. Check out studyandgoabroad.com for more information.

2015 NAFSA Region 1 Conference

Boise, Idaho, USA

Oct 20 – 23

Did you know that British Columbia is part of NAFSA Region 1, along with Alaska, Idaho, Oregon, and Washington? The conference will take place in Boise, Idaho from October 20 – 23, 2015. The theme is “*Exploring the Hidden Gems in International Education*” and at the heart of this exploration is the sharing of new ideas and best practices.

ICEF Miami

Miami Beach, Florida, U.S.

Dec 7 – 9

Open to Educators from the US and Canada and international student recruitment agents focussed on North America. In 2014 a total of 1 052 attendees made this workshop the largest of its kind in North America.

For more information or to apply, visit the [event homepage](#).

LATIN AMERICA

Recruitment Tour - 2015 Latin America Regional

Education Tour - Ecuador

Guayaquil and Quito, Ecuador

Sept 30 – Oct 1

The Department of Foreign Affairs, Trade and Development Canada is pleased to invite provincial governments and eligible Canadian institutions to participate in the next edition of the 2015 Latin America Regional Education Tour. This tour is designed to allow Canadian representatives to reach out to potential students and parents, as well as educational agents and institutional representatives, throughout the region.

For more information visit the [Trade Commissioner Service](#).

Edu-Canada Education Fair in Mexico

Various cities

Oct 4 – Nov 29

For more information on the fairs, visit the links below:

[October 4 – 11](#)

[November 22 – 29](#)

EUROPE

IEFT Fall 2015 - Education in Canada Village

Izmir, Ankara, Istanbul,

Eskisehir and Adana, Turkey

Oct 11 – 19

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 the [Trade Commissioner Service](#).

EAST ASIA

Study in Canada Fair 2015 - Hong Kong

Hong Kong

Oct 10 – 11

Following the success of last year's event with over 1,800 visitors, the upcoming Study in Canada Fair offers a superb opportunity for Canadian institutions to market themselves to local parents and students.

For more information visit the [Event page](#).

Canada Pavilion at China Education Expo 2015

Beijing, Chengdu,

Guangzhou and Shanghai, China

Oct 24 – Nov 1

Following the success of last year's event with over 1,800 visitors, the upcoming Study in Canada Fair offers a superb opportunity for Canadian institutions to market themselves to local parents and students.

For more information visit the [Event page](#).

Canada Education Fair 2015 in Seoul

Seoul, Korea

Nov 13 – 14

The Embassy of Canada in Seoul will organize a Canada Education Fair (CEF) in Seoul, targeting all sectors, including K-12, post-secondary and language training. This stand-alone, Canada-only fair is designed to cover many different angles of the market, and allow Canadian institutional representatives to reach out to potential students and parents, as well as educational agents and institutional representatives. The CEF 2014 showcased 69 Canadian institutions and successfully attracted 2,400 visitors during the two-day fair in which it was open to the public.

For more information visit canadaedu.or.kr/

For fair registration visit [Edu-Canada](#).

JAPAN

Edu-Canada Education Fair in Tokyo and Osaka

Tokyo and Osaka, Japan

Nov 6 – 8

The Embassy of Canada in Tokyo will host Study in Canada Fairs in Tokyo and Osaka, and a professional workshop with business meetings in Tokyo. Targeting all educational sectors including post-secondary, K-12, and language schools, this event will allow Canadian institutions to reach out directly to potential Japanese students and their parents, as well as to local institutional representatives and agents. This provides an excellent opportunity to attract the attention of the Japanese public, many of whom are looking for language programs and next year's programs.

For more information go to the [Event page](#).

SOUTHEAST ASIA

Recruitment Tour - ASEAN Education Tour - Malaysia

Kuala Lumpur, Malaysia

Sept 28 – 30

More information at the [Trade Commissioner Service](#).

Recruitment Tour - ASEAN Education Tour - Singapore

Singapore

Oct 1 – 2

More information at [Trade Commissioner Service](#).

Team BC Mission to Southeast Asia (Phase 1)

Hanoi and Ho Chi Minh City, Vietnam

Jakarta and Surabaya, Indonesia

Oct 9 – 19

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 the [Event page](#).



www.bccie.bc.ca
bccie@bccie.bc.ca

Join our online community!

