

# COMPASS



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

Welcome to  
COMPASS 3

Spotlight on India 8

Reflections on the  
China Education Expo (CEE) 2014 14

Magical morning river ride down the Ganges  
Photo by C.K. Tse on Flickr

# Table of Contents

Welcome to COMPASS .....	3
FAQs .....	4
The history of BC's Education Marketing Managers (EMMs) .....	5
Meet BC's EMMs .....	6
Indian higher education sector: Overview .....	8
Student mobility trends in India's higher education sector .....	11
What does this mean for BC? .....	12
2014 Trade Mission to India: Strengthening partnerships .....	12
Reflections on China Education Expo (CEE) 2014 .....	14
Upcoming events .....	16



# Welcome to **COMPASS**

International student mobility numbers have never been higher. It is projected that in year 2014 there will have been over **4.6 million students** enrolled in tertiary education outside their home countries. We live in a global community with instantaneous communications and porous borders, and as goods and services are freely traded across borders, so are ideas. Travel is more accessible to the middle class and education continues to be highly sought after. It is logical that the International Education (IE) sector is thriving.

Canada – and especially British Columbia – has always been a leader in this field. Current estimates suggest there are **over 112,000 international students** in the province alone. Key source markets include China, South Korea, India, Saudi Arabia and Japan; however, large increases are being seen from emerging markets such as Brazil.

**The BC Council for International Education is launching our new newsletter, COMPASS, in order to keep stakeholders informed about the exciting and ever-shifting landscape of International Education.**

COMPASS includes contributions from BC's Education Marketing Managers (EMMs), who are employed by the Provincial Government and are stationed in priority markets around the globe, and it is a unique and dynamic newsletter dedicated to support BC's IE sector.

We aim to provide the latest IE news from the market as it happens. COMPASS represents an aggregate of opportunities, updates and events that influence and impact IE in BC. It is an excellent vehicle to highlight the market intelligence that our EMMs provide.

COMPASS will be published three times a year. Each edition will feature one EMM and their region. Leaders from government and IE will also be profiled. In this issue, Agnel Worth, EMM in Bangalore, India will provide a market update. India is one of the world's fastest growing economies, and there are many strong partnerships forming between BC and Indian educational institutions, especially in light of the Premier's recent trade mission in October.

We hope you enjoy this publication and look forward to providing a new way to connect with an already fascinating industry.



**Best regards,**

**Randall Martin**  
**Executive Director**  
**BC Council for**  
**International Education**



# FAQ

QUICK ANSWERS  
ABOUT COMPASS

## What is COMPASS?

COMPASS is a publication designed to support the marketing and recruitment needs of the International Education sector in BC.

In each issue, one Education Marketing Manager (EMM) and their region is profiled. Readers gain an understanding of local news 'on the street' in BC's mature education markets and can stay informed of the latest trends affecting the International Education sector.

## How often is it published?

The magazine will be published three times per year.

## Who is the target audience?

Readers will come from many different backgrounds, but will share a strong tie to BC's International Education sector. They could be agents, marketing and recruitment officers, policy makers, thought leaders, academics, service providers and even students.

## Can I read it on my tablet or smartphone?

Yes. The magazine has a responsive design so it will fit the dimensions of your tablet or smartphone.

## How can I be a writer for COMPASS?

BCCIE is always looking for fresh perspectives. If you are an International Education subject matter expert, please share your expertise. Email [Chantal Moore](#), Manager, Communications, with your submission. If selected, your story will be published and promoted on social media channels, reaching hundreds of viewers.

## Edition

## Deadline

Spring issue 2015	16 March 2015
Fall issue 2015	17 August 2015
Winter issue 2015	16 October 2015

## How can I sign up a friend for this publication?

Forward them BCCIE's [consent to receive email communications form](#) and they will be added to our mailing list.



*The early days:  
The first cohort of  
Education Marketing  
Managers to be  
hired by the Province  
of BC attend  
an International  
Education  
Roundtable in 2013.*

## The History of BC's Education Marketing Managers

In 2012-13, the Government of British Columbia hired six dedicated Education Marketing Managers (EMMs) to help advance British Columbia's international education interests in key markets including China, India, Korea, and Japan. The hiring of EMMs was a commitment under British Columbia's International Education Strategy.

### Roles and responsibilities

The EMMs have been placed in BC's Trade and Investment Offices with a mandate to support International Education through the following activities:

- Promote BC as an International Education destination at international trade shows, and leverage BC provincial government marketing materials and online social media platforms.
- Leverage BC's trade offices and other resources to advance overseas marketing.
- Develop relationships with alumni and related networks overseas, using BC-educated students working overseas to help better promote business opportunities in and for BC including:
  - Extending invitations to appropriate government and industry networking events.
- Support BC education institutions at the K-12 and post-secondary level and work with BCCIE in their inbound missions to market.

# Meet British Columbia's Education Marketing Managers

BC's EMMs will be attending the 2015 Summer Seminar in Whistler, BC, and will be available for interviews and one-on-one meetings. This is an exciting opportunity to meet our colleagues face-to-face and to gain an understanding of the important work EMMs do to promote BC abroad.

Further questions on the EMM initiative can be directed to [Salima Jethani](#), Manager, International Education, BC Ministry of International Trade, who is the official BC-based liaison for the EMMs.

For background, please refer to [British Columbia's International Education Strategy](#), which is supported by the Ministry of Advanced Education in collaboration with the Ministry of Education. You can also contact [Kelly McConnan](#), Director, International Education, Ministry of Advanced Education or [Brenda Neufeld](#), Director, International Branch, Ministry of Education for follow up.



Marta  
Solorzano

London, UK

Marta is the Director of Operations in the BC Trade and Investment Office based in London. One of her key areas of responsibility is the education sector where she focuses on fostering education partnerships between British Columbia and European institutions.

Marta's past experience is in trade and investment and she has worked for London & Partners and UK Trade and Investment. Marta is fluent in English, Spanish and French.

Marta's position is diverse and is not dedicated entirely to education.

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Satyesh  
Askulkar

Mumbai,  
India

Satyesh has 12 years of work experience in International Education and a further 8 in media and market research.

He started his career at The Indian Express Group managing marketing projects, then worked at marketing research firms including TNS International and IMRB. During his tenure, he successfully completed more than 500 qualitative and quantitative projects and built expertise in group discussions and central location testing. Satyesh has robust knowledge of education systems across various countries.

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Agnel  
Worth

Bangalore,  
India

Agnel has worked in the BC Trade and Investment Office since 2012. He has 10 years of management experience within the education sector and has worked extensively with universities and colleges across the globe in sales, business development and student recruitment.

Agnel holds an Engineering degree in Paper Technology, along with a Masters in Economics and a Masters in Marketing Management. He is multilingual with proficiency in seven languages and a strong natural ability to connect with people.

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Yun Ju Jung

Seoul, South Korea

Yun Ju joined the BC Trade and Investment Office in Korea as of September 2012 with 15 years' experience working in the International Education field in South Korea. She was previously a Market Development Manager for Education New Zealand at the New Zealand Embassy in Seoul. She works closely with the Embassy of Canada, Seoul, local agents and Korean institutions to promote BC as a study destination in the market. She also supports British Columbia's institutional needs in the market.

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## BC Trade and Investment Representative offices

The Americas

[BC Trade and Investment office in the Americas](#)

Hong Kong

[BC Trade and Investment office in Hong Kong](#)

Tokyo, Japan

The position of EMM in Japan is currently vacant.



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.

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

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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 of 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 network. She bridges BC schools with local schools and helps them achieve partnership. Jessie also has law school background and holds P.R.C. bar certificate.

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BY: AGNEL WORTH  
EDUCATION MARKETING MANAGER | BANGALORE, INDIA

# Indian higher education sector: Overview

India has the world's largest student population in the age bracket of **5–24** at around **450 million students**. It also has one of the largest higher education systems in the world comprising **700+ universities, 35,000+ colleges** and numerous stand-alone technical/professional institutions. There are currently in excess of **25 million students** enrolled in higher education, though the new government is looking to boost the Gross Enrolment Ratio (GER) quickly.

As the economy and education system continue to grow, more students are interested in pursuing undergraduate and graduate studies outside India due to increased opportunities and growing competition for limited seats.

**85,000 Indian students** went abroad in 2005. That number shot up to **290,000** in 2013.

Countries such as Canada, Singapore, Germany, Norway, Malaysia, France and China are emerging as popular destinations for Indian students.



*Agnel Worth at  
BCCIE's 2014  
Summer Seminar.*

## Indian students are driven by practicality

Indian students make careful decisions on where to study abroad. Factors affecting student choice include:

- Fees and living expenses;
- Global exposure;
- Cultural experiences; and
- Internship and placement opportunities.

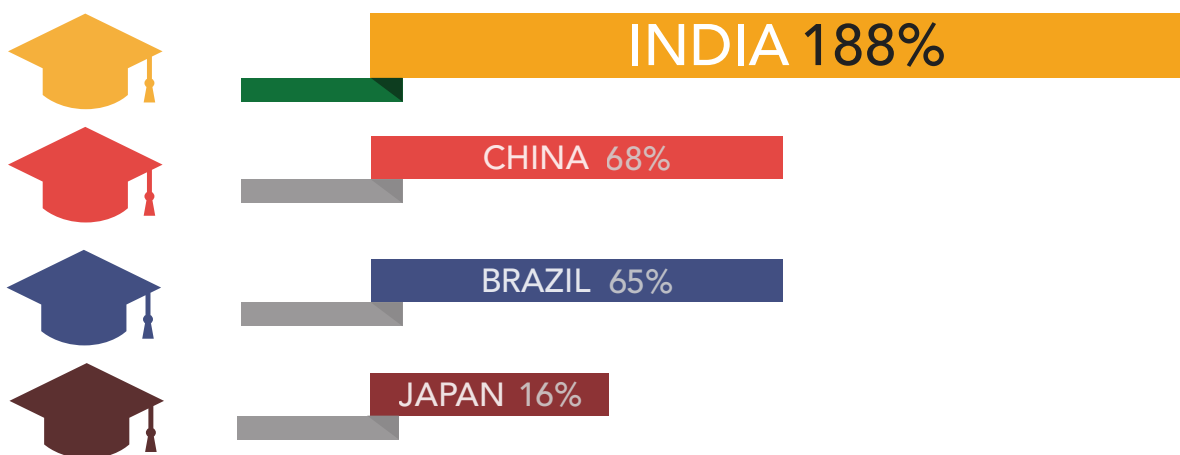
In particular, Indian students are looking at countries where tuition is more affordable and jobs are easier to secure. Visa issues and other statutory regulations remain challenges for Indian students studying abroad.

## BC engagement and opportunities with India

Student mobility from India to BC has seen an **increase of 188%** from 2009/10 to 2012/13. There were **4600 students** travelling to BC in 2013 versus **1600 students** in 2010. The majority of potential lies in the public and private post-secondary and graduate segment, though there is growing interest in BC K-12 curriculum delivered at offshore schools.

For  
upcoming  
events in  
India, see  
page 16

### 2009/10 TO 2012/13: Post-Secondary Education in BC



Source  
Country  
Growth Rate

India had the  
highest growth  
rate of all source  
countries.

Source: BC Provincial Government 2014

### 2012/13: Post-Secondary Education

4,600 INDIAN STUDENTS FROM  
INDIA STUDYING IN BC



Source: BC Provincial Government 2014

## Top reasons Indian students are choosing to study abroad in BC

Higher economic optimism has driven outbound mobility in general, and Indian students increasingly recognize the BC brand. These students are choosing BC for many reasons, including the following:

- **Specialized faculty:** Indians interested in higher level research may seek out distinguished faculty in BC. Many of their home institutions are underfunded, and professor wages low, deterring top talent. Reports estimate that 30-40% of faculty positions in India are unfilled. For context, only 4,500 PhDs in Science and Engineering are awarded each year in India compared to 30,000 in China and 25,000 in the United States
- **Post-graduate employment rates:** There is a low employability among graduates in India and studies have shown that fewer than 10% of new graduates are employable in their industry. This is expected to change, though for now these statistics may drive some students abroad.
- **Quality of academic programs:** While the situation in India is changing – especially in light of Narendra Modi's recent win as Prime Minister – there is currently no unifying body to maintain higher education accreditations in the country. BC institutions are listed in global rankings, an important consideration for Indian students. BC is also the only province with an **Education Quality Assurance (EQA) designation** for its post-secondary students. The EQA designation identifies institutions that have either met or exceed government quality standards and provides consumer protection. BC should continue to leverage the EQA designation in outreach to prospective Indian students.
- **Partnership agreements:** BC and India also have long-established partnerships and are well aware of their mutual educational goals. These partnerships were furthered at the 2014 India Trade Mission led by Premier Christy Clark. India has a vested interest in our education system, student exchanges and research initiatives.
- **Increasing value placed on internationalization:** Finally, there is a growing recognition among Indian students and their post-secondary institutions of the value of international study. Access to international research and immersion in another culture and language are seen to increase competitiveness in the global job market.



BY: ELIZABETH BRIN  
INITIATIVES & PROGRAMS MANAGER | BCCIE



# Student mobility trends in India's higher education sector

Higher education in India faces several challenges: The school-age population far exceeds the number of available spaces at institutions, and post-graduation employment rates are dismal. In 2013 the Gross Enrolment Ratio (GER) for higher education was a staggering **19.4%**; this means only 19.4% of students who were of post-secondary education (PSE) age actually enrolled. By contrast, the average global GER is **26%**.



## Indian Education Sector

*The population of students in India's education system is greater than the population of the United States and Japan combined.*

*The Indian K-12 system is the largest in the world with 253 million students enrolled*

Source: BC Trade and Investment Office, Bangalore, India, 2014

While there have been no major national education policy reforms or changes since 1986, this will soon change. Newly elected Indian **Prime Minister Modi** is rethinking the current education system. And as the economy improves, so too will outbound mobility. These changes present new opportunities for BC to engage with India.

The Ministry of Human Resources, led by newly appointed **Minister Smitri Irani**, announced that the Government is going to make state, regional and country-wide changes to the Indian education system. In an effort to improve the lives of Indians, the Government of India has promised to provide funding to accelerate development, improve the maintenance of quality vocational training courses, and support the movement towards teaching employable skills to the youth in India. In addition, as a result of the Foreign Education Providers Bill in 2010, there will soon be a new process for the operations and entry of foreign universities in India. Accreditation is now mandatory for institutions, where it was previously voluntary. India also hopes to achieve a **GER of 30%** by 2020.

These changes will be difficult but will help pave the way to deepening and expanding BC's academic and educational relationships with India through partnerships, joint research, exchanges, offshore program delivery in trades, technical and vocational programs, and other such engagement.



### What does this mean for BC?

With respect to the recruitment of Indian students, BC faces its own challenges. The number of Indian nationals studying in BC is growing rapidly but is still dwarfed by the student populations of much less populous nations studying in BC. Many BC institutions currently experience high visa rejection rates for students from India: in 2013, there was only a 56% approval rate for visa applications to Delhi, and 47% to Chandigarh. Indians lack knowledge and awareness of educational institutions and opportunities in Canada not to mention BC. However, there are signs of optimism and strengthening partnerships.

**President Andrew Petter** (left), of Simon Fraser University (SFU), with **Director General Satish Mehta** (right), of the India Council for Cultural Relations (ICCR).



## 2014 Trade Mission to India: Strengthening partnerships

To deepen ties, continue the upward trend of two-way student mobility, foster old partnerships and to imagine new ones, over 30 BC education delegates recently participated in Premier Clark's Trade Mission to India, visiting four cities: Chandigarh, Delhi, Bangalore and Mumbai. BC's Ministry of Advanced Education was represented by Minister Amrik Virk and Deputy Minister Sandra Carroll. The Ministry worked with the BC Council for International Education (BCCIE) and BC's two dedicated Education Marketing Managers in India, Agnel Worth (Bangalore) and Satyesh Askulkar (Mumbai), to create education programming and sdfsdfevents in each of these cities.

With over 60 partnership agreements between BC and India, there are a number of successful collaborations between the two jurisdictions to build upon. The diversity and number of relationships is growing, for example:

- For the past seven years, the University of the Fraser Valley (UFV) has offered a successful business degree (BBA) program in Chandigarh where students have the option to take courses and complete their program in India or BC; this has expanded into a formal offshore UFV campus at Sanatan Dharma (SD) College.
- The British Columbia Institute of Technology (BCIT), the Public Health Foundation of India (PHFI), and the Canada India Network Society (CINS) have a strong and successful collaboration working on a national Allied Health training program.
- Kwantlen Polytechnic University (KPU) runs a field school that provides BC students with the opportunity to co-learn with Indian students in Banga, Punjab, and also implement projects to improve Global Health.
- The University of Victoria (UVic) and Simon Fraser University (SFU) both have active field school programs in India.
- Royals Roads University (RRU) and the University of British Columbia (UBC) both have full-time dedicated staff based in India.
- Langara College places its nursing students into internships in the Punjab.

During the Trade Mission, roundtable discussions focused on diverse themes such as health, innovation, the skills gap, and the emergence of new opportunities under Modi, and the networking events were great opportunities for one-on-one meetings with new and existing partners.

The Mission created opportunities for meetings and for momentum; these will now be pursued by both BC and Indian institutions looking for new initiatives and partnerships. India does have challenges with the education system, however, the immediate potential for growth and opportunity between BC and India has never been better.



**President Andrew Petter (left) and Director General Satish Mehta (right) with Minister Amrik Virk (center) from BC's Ministry of Advanced Education.**



BY: COLIN DOERR  
DIRECTOR, COMMUNICATIONS & PROGRAMS | BCCIE

# Reflections on China Education Expo (CEE) 2014

## Background

China is often referred to as an ‘economic miracle,’ and for good reason. Since the onset of market reforms in 1978 by Deng Xiao Ping, personal and corporate entrepreneurship have been unharnessed and continue abetted by the state with no apparent end in sight. On the humanitarian side, often overlooked in light of China’s rapid development, China’s economic growth also opened a vital pathway for 500 million Chinese citizens to lift themselves out of poverty—the biggest reduction of poverty in human history. In doing so, China has reached the benchmarks addressing poverty alleviation as articulated in the UNDP’s Millennium Development Goals (MDGs).

These economic changes, coupled with a deeply held respect and understanding of the value of education, have also been responsible for the meteoric growth of International Education (IE) in China.

For these reasons, I remain in awe of China and how its narrative continues to unfold in deeply impressive, complex, contradictory, sometimes challenging but always surprising ways. Working in the education sector, I am no less amazed by the importance, impact and opportunity that China presents to the IE sector, both globally and here at home in BC. Today, China is BC’s single largest source of international students at over 25,000. In this light, we can begin to understand the importance of China for BC’s IE sector and the larger benefits flowing from IE into our classrooms and communities.

Left to right: **Guy Saint-Jacques**, Ambassador of Canada to China, **Tom Wang**, Manager, Country Strategies and Programs of BCCIE and **Colin Doerr** at CEE 2014

## Mission

With support from the provincial government and the Ministry of International Trade, BCCIE led a **Team BC Mission to China** this past October. Twenty schools and institutions from K-12, post-secondary and the language sector joined the Mission to advance their respective IE interests and in support of BC’s International Education Strategy. Activities and topics covered over the 10-day Mission included:

- student recruitment;
- partnership development;
- joint programs and faculty mobility discussions;
- market intelligence sessions;
- student mobility initiatives;
- summer and winter camps;
- vocational education and training;
- executive education; and
- BC alumni engagement.

BCCIE coordinated the Team BC Mission to dovetail with the China Education Expo (CEE)—one of the leading student recruitment events held annually in China, boasting participation of over 600 overseas schools from 40 countries and regions. The Expo attracts over 60,000 visitors across China in the four participating cities of Beijing, Guangzhou, Chengdu and Shanghai.

Canada is well represented at CEE through the good work of the Canadian Trade Commissioner Service (TCS), which has hosted Canada Pavilions at CEE since 2008. Canada has had the largest presence at CEE over the past several years. Participation in these Fairs contributed to Canada's success in attracting close to 30,000 Chinese students to study in Canada in 2013. Eligible attending schools and institutions benefit from the federal *Imagine: Education au/in Canada* branding. BC schools are additionally branded with *Study in BC* messaging, logos and collateral as coordinated through BCCIE.

BC's student alumni base in China continues to grow both in numbers and importance. For this reason, BCCIE held *BC Alumni and Friends* events in both Beijing and Shanghai. Representatives participated from the Embassy in Beijing and the Consulate

General in Shanghai. We were also honored to welcome Ben Stewart, BC's Special Representative in Asia, who offered BC Alumni and Friends opening remarks and commented on the key roles and value of building and supporting Alumni in China.

*“ In mobile telephony, gaming, social media, environmental industries, high speed trains... China has “leap frogged” the West. What would it mean to us if China leap frogged the West in education? ”*

– Kim Morrison, Grok Global Services

BCCIE in collaboration with Grok Global Services hosted an education roundtable in Beijing facilitated by Kim Morrison and James Aldridge. Attendees learned how recruiting institutions are becoming increasingly savvy about their markets selecting secondary and tertiary recruitment markets over primary ones. Chinese students are also adapting a more complex diversity of needs and dreams that must be addressed by the receiving schools. Grok discussed how some schools are now offering integrated post-graduation services to students. Employment outcomes for students may become a new form of an institution's 'ranking.'

with attendance of 60 principals and school administrators for the province. Discussion of partnership, summer camps and recruitment were all covered.

BC's Education Marketing Managers (EMMs) through BC's Trade and Investment Offices provided invaluable support throughout the Team BC Mission in China, from agent introductions, logistical support and strategically connecting our BC stakeholder to national and subnational networks to advance their market objectives. Their work was highly appreciated by the BC stakeholders and BCCIE alike.



### The substantive work for any Mission is in the follow-up

Our BCCIE team and the EMMs therefore remain engaged with our key partners in China as we continue to maintain, sustain and grow our network to help ensure BC's China engagement is strategically positioned now and in the future.

# Upcoming Events

From BC's emerging education markets around the world

## INDIA

India offers high quality students, and BC institutions are gearing up toward more activities in this education market. The fact that a Consulate Office and visa processing centre opened in Bangalore shows the growth potential in this region. There is a considerable demand for overseas undergraduate and graduate/post graduate courses.

Tier II and III cities are the next big markets with the largest potential for student recruitment. Growing cities like Mysore, Davangere, Hubli, Coimbatore, Trivandrum, Vijaywada and Panaji (Goa) are taking interest in International Education. The BC Trade and Investment Office is responding with a series of promotional events in these cities to promote the BC brand.

**Dates still to be confirmed.**

### IIT-B Techfest

*Bombay, India*

Jan 2 – 4

The Indian Institute of Technology - Bombay (IIT-B)'s Techfest is the largest science and technology festival in Asia, providing a platform to reach out to bright young students from India, many of whom consider further education overseas. IIT-B is one of the most highly reputed public engineering institutions in India, and is consistently ranked among the top engineering colleges in India. For more information, visit [techfest.org](http://techfest.org).

### Edu-Canada Tour of India and Bangladesh

Jan 27 – Feb 2

*Guwahati, Shillog, Kolkata (India) and Dhaka (Bangladesh)*

The Undergraduate Education Outreach 2015 is a joint initiative of the Government of Canada Trade Commissioner Service/Edu-Canada and the Indo-Canadian Business Chamber (ICBC), focussed on promoting Canada as an education destination for undergraduates.

## NORTH AMERICA

### The Study and Go Abroad Fair -

**Vancouver**

Feb 25

*Vancouver, Canada*

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](http://studyandgoabroad.com) for more information.

## LATIN AMERICA

### Edu-Canada Education Fair

*Mexico City, Monterrey, León &*

*Puebla, Mexico*

Feb 21 – Mar 3

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 Edu-Canada Education Fair. This fair 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: [Canada Trade Commissioner Service](http://CanadaTradeCommissionerService).

### Alphe Brazil

Mar 11 – Mar 13

*São Paulo, Brazil*

Language travel agents and educational consultants meet face-to-face with language providers, high schools, universities, vocational and further education colleges from all over the world.

[Link to Alphe Workshop Brazil.](#)

## EUROPE

**L'Étudiant Study Abroad Fair (Partir Etudier à L'Étranger)** Jan 31 – Feb 1  
*Paris, France*

DFATD France will have a Canada stand at the show.

**Open House: "Study in Canada" The Canadian Cultural Centre** Feb 2  
*Paris, France*

Organized by DFATD in Paris to promote studying in Canada.

**Edu-Canada Tour of Southeast Europe** Mar 4 – 11  
*Serbia, Croatia, Macedonia & Kosovo*

The tour will allow Canadian institution representatives the opportunity to interact with education stakeholders from Southeast Europe. Depending on interest, there is also the possibility of extending the tour to Turkey. Activities will include market briefings, networking receptions and information sessions for visitors on study and research opportunities in Canada and study permit application procedures.

[Click here to register](#)

## EAST ASIA

**Study in Canada Fair** Mar 20 – 21  
*Tokyo, Japan*

Organized by Embassy of Canada, Study in Canada Fairs are the largest promotion/recruitment events in Japan for Canadian institutions.

**China International Education Exhibition Tour (Spring)** Mar 21 – 29  
*Beijing, Shanghai, Hangzhou & Guangzhou, China*

China International Education Exhibition Tour (CIEET) is the largest education fair in China. Since started at 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 the fair during the past 16 years. The exhibition grows every edition on reputation, size and exhibitor number, and now CIEET is being supported by most of the foreign embassies or governmental sectors and all relevant media channels.

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

For more information go to [cieet.com](http://cieet.com)

**APAIE Conference and Exhibition 2015** Mar 23 – 26  
*Beijing, China*

For more information go to [apaie.org](http://apaie.org)

**Korea Study Abroad Fair**  
*BEXCO in Busan* Mar 27  
*COEX in Seoul* Mar 28 – 29

The Korea Study Abroad Fairs are the largest education fair in Korea organized by [Korea Trade Fairs Ltd.](#), specifically focusing on studying abroad. It is expected that there will be around 400 exhibitors from 23 countries.

**Canadian Education Exhibition** Feb 1  
*Seoul, Korea*

CEE will be held at the Seoul Plaza. CEE is organized by E-leaders (FSS Korea) which is held twice a year in the market.

For more information go to [canadastudyfair.com](http://canadastudyfair.com)

**Canada Mini Agent Fair** (TBC)  
*Seoul, Korea*

The Embassy of Canada, Seoul is planning to have another Canada Mini Agent Fair at the end of January 2015 working together with BC TIR Korea Office. More details will be released later this year.

## SOUTHEAST ASIA

**ASEAN Education Tour 2015**  
*Kuala Lumpur, Malaysia* Jan 17 – 21  
*Singapore* Jan 23 – 25  
*Brunei* Jan 26 – 27  
*Surabaya & Jakarta, Indonesia* Jan 30 – Feb 2  
*Manila and Cebu, Philippines* Feb 5 – 7

DFATD Canada is pleased to invite provincial governments and eligible Canadian institutions to participate in this tour.

Activities for each of the fairs will vary, but will include a fair open to the public, market briefings, networking opportunities and school visits.

Institutions can register at [en.edufindme.com/expos/asean](http://en.edufindme.com/expos/asean).

**More Events >**

at [bccie.bc.ca/news-events/upcoming-events](http://bccie.bc.ca/news-events/upcoming-events)

**BCCIE**

BC COUNCIL FOR INTERNATIONAL EDUCATION



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