

COMPASS

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



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BCCIE 2016 SUMMER SEMINAR

an agent of change

The Fairmont Empress Hotel
Victoria, BC
June 19—22

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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 Compass

We launched our first issue of Compass one year ago. It was conceived as a new platform to inform and inspire BC's International Education sector. We have profiled the work and support afforded by BC's Education Marketing Managers in India, China, Japan and Korea; delivered market intelligence on priority regions; and reported on a number of high-profile missions and initiatives relevant to International Education stakeholders. Our field continues to evolve and expand and we are excited to continue our work to bring you news, intelligence and updates concerning BC's dynamic and ever-changing field of International Education.

This issue begins with an update on BC's increasing engagement with the Association of Southeast Asian Nations (ASEAN) as BCCIE looks forward to a sustained presence in the region. ASEAN is the world's 3rd largest economy and now the 8th largest source of international students to BC. As part of the Province's Asia trade strategy a new BC Trade and Investment Office will open this year in the Philippines providing further support to BC exports including education.

2016 marks BCCIE's 25th Anniversary! Our Executive Director invites us to reflect on the sector's early days while sharing how we have evolved with and for the disparate players that have come to define and refine our sector. Note how Nirvana, Miles Davis and Lech Walesa played their part as well.

Unfolding before us is one of the world's largest refugee crises, as BC continues to welcome refugee families and students into our communities and schools. Chantal Moore, BCCIE Manager of Communications, spent an afternoon in the Surrey School District in a Social Justice classroom learning from students and teachers how they are preparing to welcome Syrian refugees. Read how student understanding and application of diversity and compassion can respond to global adversity.

Twenty students from Bulkley Valley School District in Smithers, BC spent 10 days in Jiangsu, Province, China this past November. This was a new initiative that brought 20 students from BC's north to the very heart of China's economic and cultural heartland for an intense and exciting learning program.

Finally, Alan Schroeder, our Associate Director, External Relations, introduces us to recent developments in the Mexico education market. BCCIE looks forward to supporting our sector's engagement throughout this region in the near future.

Thank you for reading and sharing our publication as we hope this new year of Compass will continue to serve your interest and needs.



Best regards,

Colin Doerr

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

Why BC is investing in the ASEAN education market

BY: RANDALL MARTIN
EXECUTIVE DIRECTOR | BCCIE

The experienced road warriors among us who market International Education have many stories and myriad views on markets and strategies. All will tell you that there will never be another China. And most will agree that in terms of the next big thing, we should be keeping a close watch on ASEAN.

With continued and steady economic and population growth – and a population that now exceeds 650 million – the **Association of Southeast Asian Nations (ASEAN)** represents 10% of the global population and an even larger percentage of its school age population. Its 10 nation state members have just formalized a regional trading bloc that created the world’s third most populous market, after China and India, and most have signed on to the recently-concluded Trans-Pacific Partnership Trade Agreement. ASEAN member states are mostly moving in the “right” direction and are well along along their respective paths to further democratization.

Spurred on by the rapid integration of the region through trade and investment, ASEAN is also witnessing increasing mobility of people in the region. This new context places education – especially higher education – in a central role in developing the human resources to create and sustain these emerging globalized and knowledge-based societies. There are ongoing attempts to harmonize the regional education systems, inspired by the Bologna experience of the European Union some 20 years ago. Student mobility, credit transfers, quality assurance and research clusters were identified as the four main priorities to harmonize ASEAN higher education, which encompasses over 6,500 higher education institutions and 12 million students.

For so many reasons, ASEAN has captured the attention of Canada amongst other trading nations and IE competitors. For BC, this flirtation should turn into a courtship.

ASEAN states have growing and aspirational middle classes not entirely convinced that indigenous educational opportunities offer their children the same quality as destinations such as Canada, Australia, the UK or the USA. These growing economies include 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.

While the broader region is rife with opportunities for exchange, partnership, study abroad and other academic and research collaboration, it is more nuanced as an immediate market for student recruitment: Singapore and Malaysia represent mature markets that were once strong for recruitment to BC, and remain good jurisdictions for partnership, but which do not present a good case for increased provincial attention for student recruitment. Similarly, markets such as Brunei, with its small size, or Myanmar, Laos and Cambodia, with their fledgling democracies and relatively modest income levels, do not yet present themselves as prepared for coordinated BC provincial attention.

Narrowing in on select economies

Real opportunity exists, however, for a coordinated approach to student recruitment in Vietnam, Indonesia, Thailand and the Philippines. Each has a Canadian embassy with a dedicated federal trade commissioner focusing on education. Each has a population of young people emerging from a growing middle class and into a stable economy and state. Each has an education system lacking in what parents are wanting for their children. Each has a diaspora population in Canada and in BC that can encourage the parents of young people to consider BC as a quality, economic and safe study destination.

The speed and success rates of student authorization to Canada vary across ASEAN, but the region now has the undivided attention of Global Affairs Canada (formerly the Department of Foreign Affairs, Trade and Development) as well as Immigration, Refugees and Citizenship Canada (formerly

Citizenship and Immigration Canada), which are working collegially to address outstanding issues and to identify and mitigate causes contributing to lack of success.

We believe that ASEAN states are key to BC's continued success in student attraction. As such we are continuing our focus on emerging markets in the region – especially in Vietnam, Indonesia, Thailand and the Philippines – through Team BC Missions, support for government and senior level Memorandum of Understandings and recognition, work with BC's Trade and Investment Offices, engagement with our federal Trade Commissioner Service, and a myriad of other activities designed to support BC's districts and institutions in becoming established in this important region. 🇨🇦

BCCIE's Alan Schroeder promotes the BC Education System at Sekolah Pelita Harapan Secondary School in Jakarta, Indonesia.



BC opens new doors in Asia for more jobs, economic growth

BY: BC MINISTRY OF INTERNATIONAL TRADE
ORIGINALLY RELEASED: DECEMBER 10, 2015

British Columbia is moving to strengthen and diversify trade in Asian markets in order to grow the economy. Through a new Asia trade strategy, the Province will be opening trade and investment representative offices in Southeast Asia, developing a new strategy for India and expanding its activities in mid-size Chinese cities.

Through the actions identified in Raising Our Game in Asia: The BC Jobs Plan Trade Strategy:

- BC companies will be better equipped to export their goods and services,
- Communities and First Nations will have direct assistance to attract investment; and,
- BC industry sectors will have more access to emerging Asian markets.

As part of the Province's plan to grow trade with the Association of Southeast Asian Nations (ASEAN) region, Minister of Agriculture Norm Letnick on behalf of Minister of International Trade Teresa Wat today announced that British Columbia will establish a trade and investment representative office in Indonesia. This comes on the heels of a Dec. 4th announcement that the BC government is opening a new trade and investment representative office in the Philippines.

A BC trade presence in Southeast Asia will provide a platform for BC companies to take advantage of the many trade and investment opportunities created by ASEAN's growing economy, as well as those that would emerge under a ratified Trans-Pacific Partnership agreement, which includes the ASEAN countries of Brunei, Singapore, Malaysia and Vietnam.

In addition to the new trade offices in Southeast Asia, the strategy points to new services that will be available to BC companies, such as a streamlined service to help small- and medium- sized businesses become export ready and get their goods to market, and an Asian business literacy project in partnership with the Asia Pacific Foundation of Canada to help businesses understand the cultural and regulatory landscape in Asia.

This strategy expands on the work of the BC Jobs Plan to grow trade and investment with priority markets in Asia. Since September 2011, the BC Jobs Plan has been building on the strengths of BC's most competitive sectors utilizing its educated and skilled workforce.

The province is investing \$670,000 in 2015-16 for the establishment of its ASEAN presence, with future funding requirements to be determined in the 2016-17 budget. 🇸🇬

Learn More:

Raising Our Game in Asia: The BC Jobs Plan Trade Strategy here:

www.gov.bc.ca/bcjobsplantradestrategy

To learn more about trade and investment opportunities in BC visit:

www.britishcolumbia.ca

Find out how international trade is creating new jobs in British Columbia:

engage.gov.bc.ca/bcjobsplan

QUICK FACTS

- BC currently has 11 trade and investment offices based in Japan, Korea, India, China, Europe and the United States.
- BC's network of trade and investment offices has played a key role in facilitating foreign direct investment and trade, and supported more than 160 inbound and outbound international missions involving BC companies and organizations in 2014-15.
- ASEAN is an economic region made up of Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.
- According to a Bloomberg survey of economists, five ASEAN nations are among the 20 fastest-growing economies in the world – the Philippines (2nd), Indonesia (5th), Malaysia (7th), Thailand (9th) and Singapore (20th).
- As a single entity, ASEAN forms Asia's third largest economy after China and Japan and is the fourth largest import market in the world.

Teresa Wat, Minister of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism –

“The global market is changing and British Columbia is adapting so we can take advantage of new trade agreements and build stronger ties to some of the world's fastest growing economies.”

“This strategy will build on earlier work and will be our roadmap for increasing trade and investment in Asia and creating jobs for British Columbians.”

Norm Letnick, Minister of Agriculture –

“Raising our Game in Asia recognizes that BC has strengths across a variety of key jobs plan sectors, including agrifoods, where export opportunities in Southeast Asia and China's secondary cities are ripe for the picking.”

“We want to help small- and medium-sized businesses reach those markets. We also want to put these businesses and their communities on the map for potential investors.”

“That's what this strategy is about – attracting new investment, growing BC businesses and ultimately, creating new jobs for British Columbians.”

Stewart Beck, president and CEO, Asia Pacific Foundation of Canada –

“The rise of Asia marks one of the defining shifts of the 21st century. How British Columbia responds and positions itself to take advantage of this shift will shape its future.”

“By 2030, Asia is projected to represent between 45 and 50% of the world's GDP and 66% of the world's middle class.”

“Raising Our Game in Asia: The BC Jobs Plan Trade Strategy better equips BC companies with the support and access they need to effectively engage with this dynamic and diverse region.”



BC COUNCIL FOR INTERNATIONAL EDUCATION

25TH ANNIVERSARY

The BC Council for International Education turns 25

BY: RANDALL MARTIN
EXECUTIVE DIRECTOR | BCCIE

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the sector worked together on advocacy, on professional development, and on a coordinated approach to international development work

The BC Council for International Education (BCCIE) turns 25 this year. It was established a quarter century ago, when George HW Bush was in the White House and the First Gulf War was in full swing. Lech Walesa was elected president of Poland, South Africa got a new constitution, the Soviet Union officially ceased to exist and Boris Yeltsin won Russia's first free elections. Rajiv Gandhi was assassinated and both Miles Davis and Freddie Mercury died. Something called the 'internet' was made available for commercial use, the web browser was introduced and the airbag invented. Nirvana launched Grunge, Clarice Starling and Hannibal Lecter were cooking with gas, Dances with Wolves won Best Picture and BCCIE was incorporated as a non-profit society.

The International Education sector, BCCIE, and in fact the world, have evolved so dramatically as to be almost unrecognizable. There were 17 public post-secondary institutions in the province in 1991; there are 25 today. Japan then sent the largest number of students to Canada, largely in the language sector; Chinese students were not yet allowed to study abroad except on formal government scholarships. Export education was in the future, differential and foreign student tuition fees were just a glint in the eyes of the big universities, and internationalization was little but a quirky academic concept.

We credit the government of the day with the foresight to create BCCIE, initially as an umbrella organization to coordinate the internationalization activities of the public post-secondary (PSE) sector. Over the following decade other provinces used our model as one to emulate. Early successes include the introduction of the Summer Seminar conferences. The sector worked together on advocacy, on professional development, and on a coordinated approach to international development work. Revenue-driven recruitment was not a priority in those early days and in fact was frowned upon by the front lines of international educators; what we now call global citizenry was our brief. International student services were strengthened, international offices were created and staffed, and healthy scholarships for study abroad were given to worthy candidates; the ripple effects of these priorities are still to be felt.

Our legacy

Perhaps one of the greatest legacies of the early days, however, is the great sense of community and common purpose developed in BC's post-secondary system, a spirit which lives on today across the broad spectrum of BC's International Education community. We are a model for other jurisdictions where such a culture is but an aspiration. The collegiality and the real sense of an education system in BC are not to be dismissed. Our transfer credit system, our seamless pathways, our attention to quality, our joint and collegial efforts on so many fronts can all be traced to this sense of community.

There were of course some growing pains, time spent in the wilderness with sackcloth and ashes, empty pockets, periods when International Education was not a pronounced priority or unified in purpose.

But the revealed importance of the sector and the successes of BC's practitioners helped shift support and attention back towards the Society and the central role it could play in coordinating such an important sector. Short-term funding was made available. A three-year commitment of support was made to BCCIE in 2008, along with a new more senior Board, a name change from 'Centre' to 'Council', a clear direction from government, and a broadened mandate to represent and coordinate the international activities of public and private, K-12, language and post-secondary sectors.

2012 marked a pivotal year. The provincial International Education Strategy was launched, long-term funding was restored and the Society officially became a Crown Corporation under the responsibility of the Ministry of Advanced Education.

Today BCCIE enjoys a strong working relationship with the Ministries of Advanced Education (AVED), Education (EDUC), International Trade (MIT) and Jobs, Tourism and Skills Training (JTST). We are the boots on the ground for many activities and relationships. We are working closely with the provincial government to inform the refresh of BC's International Education Strategy and continue our strong support of Canada's International Education Strategy with our colleagues at the International Education Division in Ottawa.

We work to be as receptive as possible to the disparate needs of our stakeholders at all levels of BC's education system. We share their belief in the importance of International Education as a driver of our economy, education sector, demographics and communities, and a catalyst for individual change and experiential learning. 

Earlier days: BCCIE promotional materials at the BC Canada Pavilion in Beijing, 2008



How one secondary school in Surrey is welcoming Syrian refugees

BY: CHANTAL MOORE
MANAGER, COMMUNICATIONS | BCCIE

Canadians have demonstrated humanitarian spirit and openness in responding to the Syrian refugee crisis, which the **United Nations Refugee Agency (UNHCR)** has called the world's single largest refugee crisis. Since the conflict started over four years ago, [more than 11 million](#) Syrians have been forced out of their country. The Government of Canada, under Prime Minister Justin Trudeau, has responded by proposing to resettle **25,000** Syrian refugees in Canada.

BCCIE visited students at **L.A. Matheson**, a public secondary school in Surrey, to hear their heartwarming story as they put together hundreds of welcome boxes for incoming Syrians.

What we saw when we arrived was a classroom (fittingly the Social Justice classroom) converted into a makeshift assembly line of stuffed animals, toys, classroom supplies, books, and copies of the Canadian Charter of Rights and Freedoms – all items to be included in the welcome boxes.

Teacher **Annie Ohana** is leading the initiative, and to date over 300 boxes have been created. Some students even met at Metrotown on New Year's Day to solicit donations from stores.

Ohana teaches languages and Social Justice at L.A. Matheson. She also leads the Global Issues Club, an extracurricular club for students with an interest in International Affairs.

At a school where close to half the 1300 students have origins outside of Canada, L.A. Matheson is intrinsically globally-focused, making it an ideal landing place for BC's several hundred anticipated school-aged refugees.

Rows of international flags adorn the halls at L.A. Matheson, representing the origins of its students.

L.A. Matheson acknowledges several cultural holidays and teaches a variety of languages including French, Punjabi and Spanish. L.A. Matheson is not an international school by definition, but it looks and feels like one.

“It is about paying it forward” says grade 12 student

Caitlin Heidi, a grade 12 student who is President of the **Global Issues Club**, says that she has been interested in world affairs from a young age. “It is about paying it forward,” she says of the welcome boxes. “Small gestures of kindness go a long way.”

Some of the participating students from Ohana's social justice class were migrants themselves. **Safia Sharif's** family moved to Canada from Afghanistan two years ago, and when she arrived she spoke little English. Now she is fluent. **Leo Huang** immigrated from China and now speaks English as if it were his native language.

Marik Sandhu, who teaches English Language Learners (ELL) classes, says that although the school does not know the exact number of students from Syria they will be receiving, they remain flexible and will draw on past experience working with migrant youth. His classroom is filled with students from countries such as India, the Philippines, Somalia, and Afghanistan.

“They can practice their English without being self-conscious here. They are able to learn from their mistakes in a non-judgemental atmosphere where we laugh together and learn together.” His students attend specialized English classes but are integrated with the entire student body, a best practice for schools that want to encourage unity.

Punjabi teacher **Gurpreet Bains** says that the school will have to be quick to adapt to newcomers. Some of these students have suffered immensely and experienced trauma and loss. When they come to school, it is not just about academic learning – but about adjusting to Canadian culture. “Simple things like a ringing bell at the end of the class may be startling. We have to explain to them how a classroom works.” Schools like L.A. Matheson hope to teach social and cultural norms in addition to regular academic subjects. “We are trying to teach compassion and kindness here,” Gurpreet affirms. “GPAs are important but being a good person is more important.”

This spirit of compassion has had a ripple effect throughout the school, and many are leading efforts to welcome Syrians.

Art teacher **Swetha Ranasuriya**, who is from Sri Lanka herself, watches as students paint artwork for the welcome boxes. “It is nice to include something handmade. It adds a personal touch.”

As Ohana says “No one has told our students ‘you have to do this.’ They just want to help in any way they can.”

Education as an essential human need

When we think of meeting the basic needs of migrant families, we may think of shelter, food, security, and health care. Education might not immediately come to mind, but is essential to for developing migrant students’ skills and confidence. Many refugees have had their entire lifetime of studies disrupted due to conflict; only a small percentage have been able to continue on to higher education, leading to what has been called a “lost generation.”

Without education, refugees will be unable to help rebuild their country. Education can secure employment and financial security, and as we have seen at L.A. Matheson, it can also help acclimatize students to Canadian life – and importantly, make new friends.

In an environment where migrants are integrated and seen as part of the fabric of the school, the chance that they will thrive and be able to share their cultural backgrounds and histories with domestic students increases. 🐾



*From left to right:
L.A. Matheson Global
Issues Club students
Safia Sharif, Caitlin
Heidi, Leo Huang
with Teacher Annie
Ohana.*

Northern BC high school students “awestruck” by short-term exchange in Nanjing, China

BY: CHRIS VAN DER MARK
SUPERINTENDENT OF SCHOOLS | SCHOOL DISTRICT NO. 54 (BULKLEY VALLEY)

With help and coordination from the **BC Council for International Education (BCCIE)** and the **Jiangsu Education Services for International Exchange (JESIE)**, a government unit representing China’s Jiangsu Province, School District No. 54 (Bulkley Valley) sent 20 students to participate in a cultural immersion opportunity in Nanjing, China this **November 21–29, 2015**.

SD No. 54 is a small school district in North Central British Columbia, a 14-hour drive from Vancouver. SD No. 54 has 2100 students, six elementary schools, two high schools, one distributed learning school and one alternate school. For the purposes of this trip, students were selected from our two high schools. Smithers Secondary is a grade 8–12 school

of 680 students, while Houston Secondary is a small 8–12 school of 200 students. The target group for participants was grade 11.

Our group of 20 students were eagerly ready to set out for Shanghai on November 20. Once met by our guide and JESIE representatives, the students were bused to Suzhou, about 1.5 hours from Shanghai. Despite the long travel and jet lag, the students were keen to be up early in the morning to take in the sites of this beautiful canal city. Our hosts started us with a tour of the Unesco Heritage Site “Fisherman’s Garden” where student were quickly aware of the importance of nature, water and the connectedness we have to our surroundings. Upon finishing the garden tour, students were taken

through a silk factory, where they learned about the lifecycle of the silkworm and sampled the final products. The tour was wrapped up with a brief, but memorable trip on the canal where they were able to appreciate the “Venice of the East.”

“
students will graduate with enhanced **cultural sensitivity** and **intracultural communication skills** that will help them **succeed in a global economy**”



Enthusied BC students explore the Sun Yat Sen Mausoleum of the First Yangtze Crossing



Northern BC students pose for the camera in Jiangsu Province, Southeast China



Chris van der Mark and chaperones say their goodbyes to Shanghai after a fulfilling visit

Life in Nanjing Province

From Suzhou we headed to Nanjing. Nanjing is the capital of Jiangsu province and the second largest city in eastern China – besides Shanghai – with a total population of over eight million. At Nanjing Secondary School, we met our hosts and began the cultural immersion portion of the trip. Once settled in the dorms, students were able to meet their “buddies” and begin sampling student life in China. Over the next four days, SD No. 54 students were taught music, paper cutting, painting, calligraphy, pottery, tai chi, and language. Throughout the learning portion, students frequently commented on how intertwined culture, nature, history and learning are in China.

It is impossible to do justice to the learning opportunities provided to our students over these four days in this short summary, but we are very grateful for this educational exchange and very humbled by the tremendous hospitality and generosity afforded us by our host school and host families. Once finished at school, students were taken into Nanjing to experience some of the rich history of the former capital city of China. While a very brief visit, there was time to take in the museums and the scale of building enterprise at sites such as Sun Yat Sen’s Mausoleum of the First Yangtze Crossing. After leaving Nanjing, students were taken back to Shanghai, where they had a little over a

day to be awestruck by their first view of the city from the Bund or from the 80th floor of Shanghai’s second tallest building! The trip in conclusion was a great success and will leave a lasting impression on our students for years to come. It is our hope the connections and friendships made in China will be long-lasting, and students will graduate with enhanced cultural sensitivity and intracultural communication skills that will help them succeed in a global economy. 🌍

Snapshot of the Mexican Education Market

BY: ALAN SCHROEDER

ASSOCIATE DIRECTOR, EXTERNAL RELATIONS | BCCIE

With a number of economic and educational reforms, the government of Mexico is aiming to boost the country's productivity, raise income levels and become a more globally competitive nation. A number of factors make Mexico, a priority market under Global Affairs Canada's International Education Strategy, a compelling market for BC institutions.

Mexico is British Columbia's seventh largest source country for international students, with over 4,000 studying here in 2013/14. Just over half of those students are at language schools, while about 1,000 students are at post-secondary institutions and our K-12 institutions play host to about 700 Mexican students, making Mexico BC's fourth largest source of primary and secondary school-aged students.

Structural reforms

President Enrique Peña Nieto has been driving economic and structural reforms aimed at kickstarting an underperforming economy. Among a number of sectors, his reforms have set target on the education system, which critics say holds back economic output and contributes to inequality. The introduction of teacher evaluations, a merit-based pay and promotion system, tests for new teachers, and more federal oversight are all goals of the reforms. A key plank in the education reforms includes sending more tertiary students overseas, mainly to English-speaking countries such as the U.S. and Canada. As well, Minister of Public Education Aurelio Nuño Mayer announced that in 2016 English as a Second Language training will be made compulsory at state primary schools.

Opportunities

Canada holds an excellent reputation as a study destination for its high standard of living at a

reasonable cost, quality of life, safe cities and opportunities for post-graduation employment and immigration. A lack of awareness of Canadian institutions, high English language requirements at post-secondary institutions and perceptions of a cold Canadian climate are some challenges preventing larger numbers of students from choosing Canada. The 2009 imposition of tourist visas on Mexican nationals impacted the number of short-term language students temporarily, but numbers have recovered and long-term students were not affected as they already had study permit requirements.

We see particular opportunity in three areas: language training, K-12 and post-secondary education. Foreign language fluency is a top priority for many Mexicans who see it as an avenue for improved personal and professional prospects across a wide breadth of business sectors. At the high school level, many parents aim to provide year-abroad programs for their children to gain language skills and cultural savvy. More than 10% of Mexico's 24 million K-12 students study at private institutions, where tuition fees can be comparable or higher than international student fees at BC institutions.

Each year, 27,000 Mexicans go abroad for higher education, however at less than 1% of their post-secondary student population, this is low compared to the OECD average, so there is potential for growth. While we do not have a breakdown of the number of Mexican students at BC colleges and institutes, the number of Mexican students at colleges across Canada has tripled to 965 over the past five years. There are opportunities for colleges and institutes to provide practical training in the energy, aerospace, automotive and other specialized fields.

Following recent initiatives aimed at boosting two-way mobility, we also see opportunity at the university level, where Canada is the third most

UPCOMING EVENTS

Study in Canada Fairs - The Embassy of Canada in Mexico

Guadalajara, San Luis Potosi, Queretaro, and Mexico City Feb 6 – 14

For institutions wishing to engage with the Mexican market, there are a few upcoming events for your consideration. The Embassy of Canada in Mexico usually organizes Study in Canada Fairs across Mexico each spring and fall. The next Fairs take place February 6 – 14, 2016 in Guadalajara, San Luis Potosi, Queretaro, and Mexico City.

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

Conference of the Consortium for North American Higher Education Collaboration (CONAHEC)

San Luis Potosi, Mexico Mar 16 – 18

Canada will have a presence at the March 16 – 18, 2016 Conference of the Consortium for North American Higher Education Collaboration (CONAHEC) in San Luis Potosi.

For more information on CONAHEC, visit www.conahec.org

popular destination for Mexican students after the United States and Spain. This past Fall, Universities Canada signed MOUs aimed at boosting information exchange and student mobility with both the National Association of Universities and Institutions (ANUIES) and the National Council of Science and Technology of the United Mexican States (CONACYT). In 2015, the Mexican government began the Proyecto 10,000 scholarship program, which aims to have 10,000 Mexicans study at Canadian post-secondary institutions by 2018. Mexican post-secondary students are also eligible for scholarships under Canada's Emerging Leaders in the Americas Program (ELAP).

Market entry

When thinking about market entry tactics and key influencers, parents and education agents are first that come to mind in the K-12 and language sectors and even at the post-secondary level. Similar to other global markets, an institution should visit Mexico at least once a year to maintain and develop relationships with local partners. Education fairs and school visits are the most effective forms of promotion and we recommend preparing Spanish language promotional materials for your visits. Post-secondary students planning semester or academic year programs will be interested to learn about the credit transfer process. 🌟

2016 Upcoming Events

From BC's education markets around the world

More Events >
at bccie.bc.ca/events/

EAST ASIA

Study in Canada Fair in Tokyo

Tokyo, Japan

Mar 18 – 19

The Study in Canada Fair in Tokyo is designed to allow Canadian representatives to reach out to potential students and parents, as well as educational agents and institutional representatives.

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

Korea Study Abroad Fair Spring

Seoul, Korea

Mar 26 – 27

The Korea Study Abroad Fair is the biggest, third-party organized student recruitment fair in Korea taking place twice a year. The fair covers all levels of study with participation of 500 and more schools and companies from 25 countries.

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

China International Education Exhibition Tour

Beijing, Ji'nan, Xi'an, Shanghai, Chengdu, and Wuhan, China

May 7 – 22

The China International Education Exhibition Tour (short for "CIEET") is the largest education fair in China. Since it started in 1999, more than 1300 unique institutions from 30 countries and regions have participated in the fair.

For more information, visit [CIEET](#).

SOUTH ASIA

2nd Canada PhD Workshops in Vietnam

Ho Chi Minh City and Hanoi, Vietnam

Apr 20 – 22

The objective of these workshops is to provide Canadian universities with access to Project 911 scholarship recipients and other potential post-graduates candidates who are interested in pursuing PhD studies and associated research in Canada.

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

NORTH AMERICA

International Universities Networking Conference

Miami, United States

Feb 11 – 12

IUNC North America 2016 welcomes educators and agents from all over the world who have the objective to initiate collaboration or broaden relations with universities and colleges of the USA and Canada.

For more information visit the [International Universities Networking Conferences](#).

Study and Go Abroad Fair Vancouver

Vancouver, BC, Canada

Feb 25

The Study and Go Abroad Fairs are an opportunity for prospective international students to learn about university and college programs, scholarships, travel and volunteer opportunities in over 100 countries worldwide!

For more information visit the [International Universities Networking Conferences](#).

ICEF Toronto Workshop

Toronto, Ontario, Canada

May 12 – 14

Attended by the world's best North America-focused educational agents, and organized by the industry leader in educator-agent networking events, the ICEF North America Workshop – Toronto, is the must attend international education event in Canada.

For more information on the workshop, visit [ICEF North America Workshop](#).

7th Annual BCCIE Summer Seminar

Victoria, BC, Canada

Jun 19 – 22

BCCIE's annual conference brings together over 300 participants from our province, across Canada and beyond our borders.

For more information on BCCIE Summer Seminar, visit the [event homepage](#).

MEXICO

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