

Everywhere you do business

The Canadian Trade Commissioner Service

**Update from Global Affairs Canada and
the Trade Commissioner's Service**

**Languages Canada Conference
Monday, June 20, 2016**

**Paul Bailey, Deputy Director,
International Education Division**



Global Affairs
Canada

Canadian Trade
Commissioner Service

Affaires mondiales
Canada

Service des
délégués commerciaux

Canada

International Education in Canada

International education is a key driver of Canada's future innovation and prosperity

Education in Canada falls under provincial and territorial jurisdiction

Global Affairs Canada is responsible for international policy promotion and coordination with OGDs

The Benefits of International Education

A Leading Service Export

- Creating jobs and economic growth

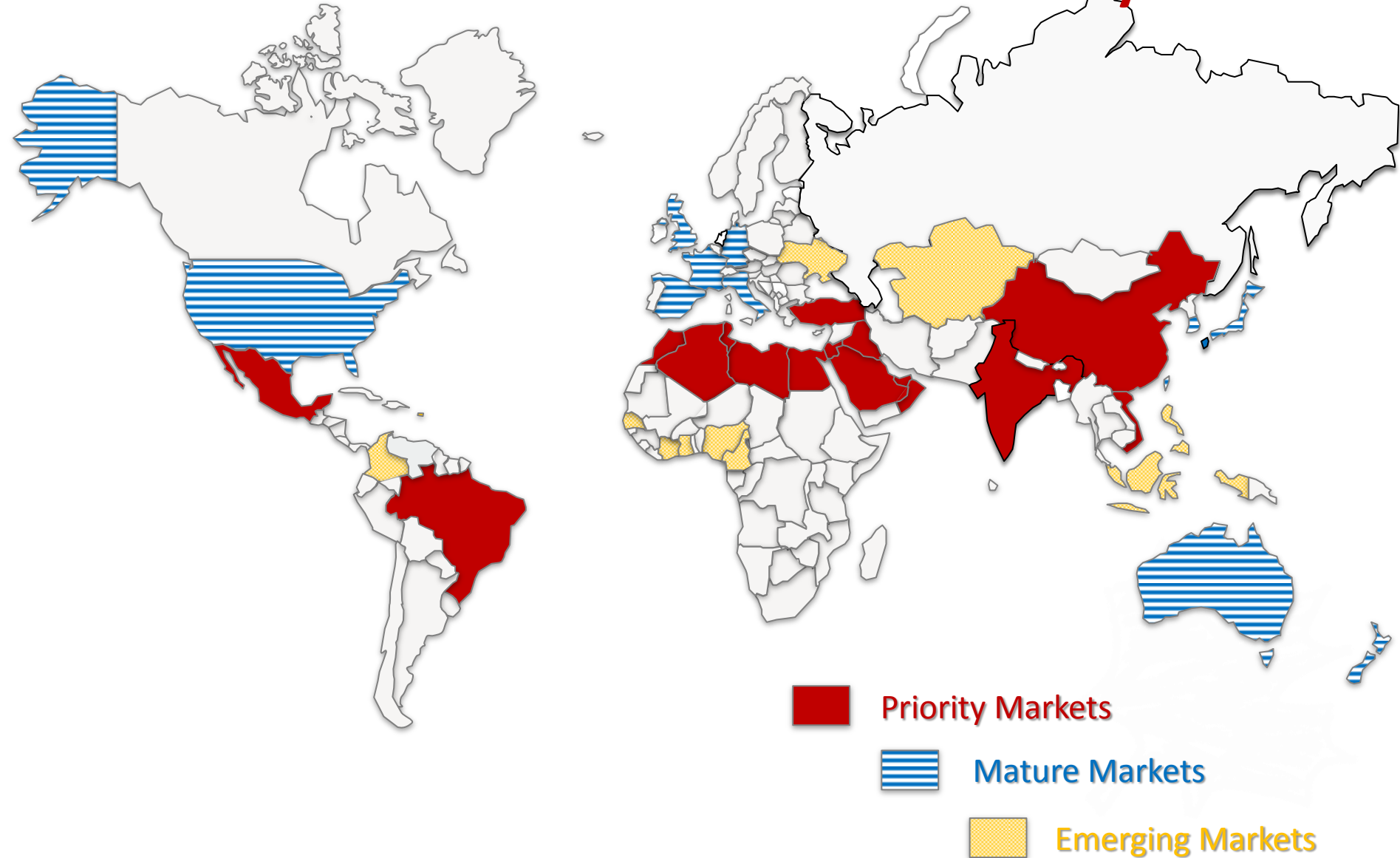
Address Skills Shortages & Demographic Imbalances

- 22,421 international students transitioned to permanent residency in 2013

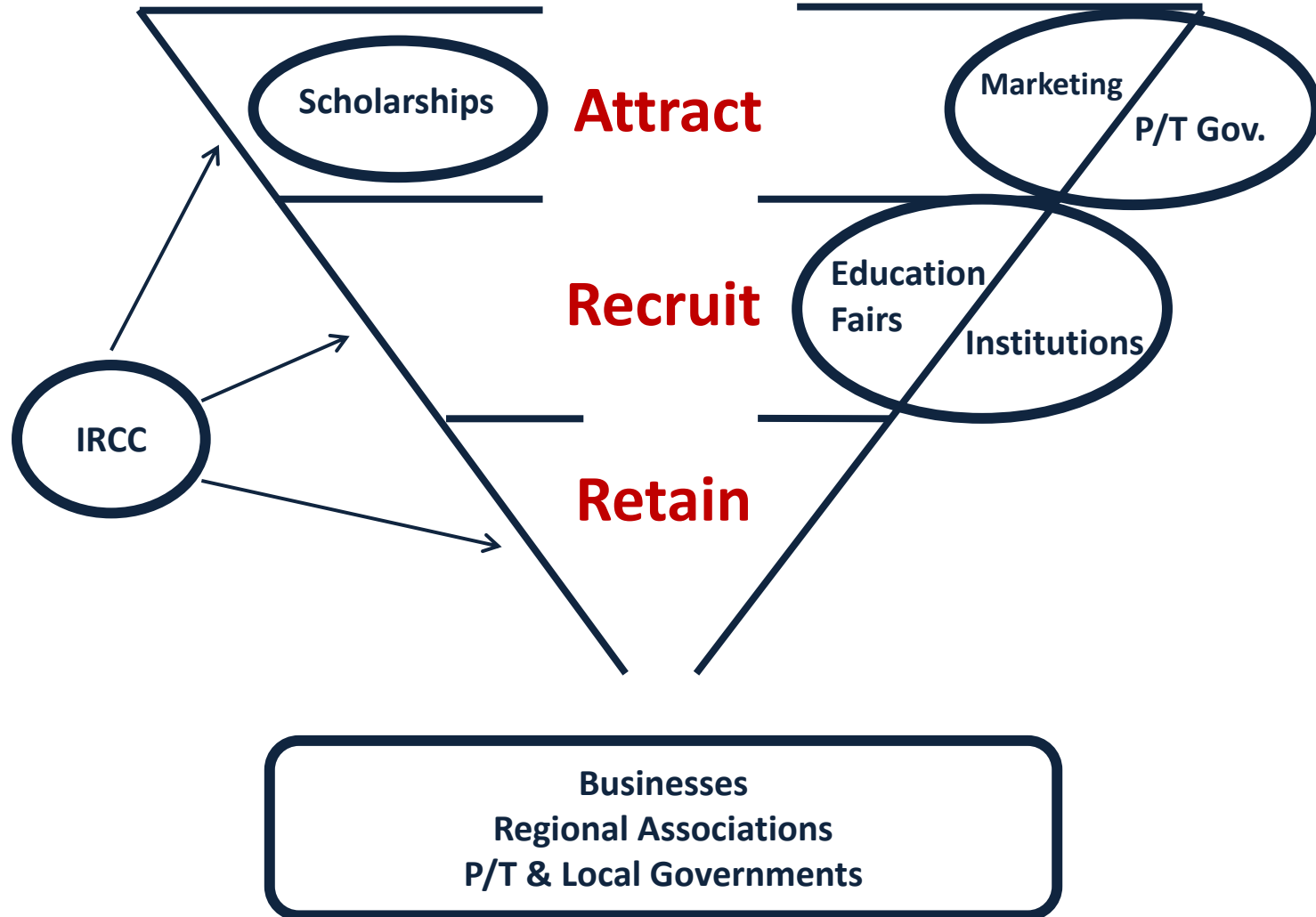
Research, Development, Innovation & Commercialization

- The mobility of knowledge

Coordination and Promotion with Priority Markets



Coordination: From Attraction to Retention



Attraction

- Launched in 2008, the Brand is jointly managed by GAC and the Provinces and Territories.

- Trade-marked in 90 countries
- 320 Canadian institutions and associations are now authorized to use the Brand
- Displayed at over 170 education events around the world in 2014



Canada's educational institutions are committed to providing :

- a wide range of world-class programs
- an academic environment that is welcoming, stimulating, safe and in which tolerance and celebration of cultural and educational diversity are paramount

Attraction

In 2014-2015:

- 94 Universities
- 89 colleges
- 147 K-12
- 44 language institutions

visited over 65 countries



Refreshing the Brand Look and Messaging



EduCanadaTM
MC

A world of possibilities

Un monde de possibilités

VIDEO



EduCanadaTM
MC

A world of possibilities

Un monde de possibilités

What's in the Works for 2016-17

- Brand roll-out
- Training and new sub-license agreement
- Integrated marketing campaign
- Digital strategy



International Scholarships Program

Short-term exchanges
for students from Latin
America & Caribbean

Awards (Canada US
Fulbright, Canada China
Scholars' Exchange
Program)

Foreign Government
awards for Canadian
students to study or
research abroad

Special initiatives, such
as the annual
Democracy Study Tour
of the Emerging Leaders
in the Americas Program

www.scholarships.gc.ca

www.bourses.gc.ca

TCS

Everywhere you do business
**The Canadian Trade
Commissioner Service**

We have over
120 YEARS
of experience
and we're here to
help you in over
160 CITIES
worldwide



With the TCS,
Canadian
companies access
36% more
markets

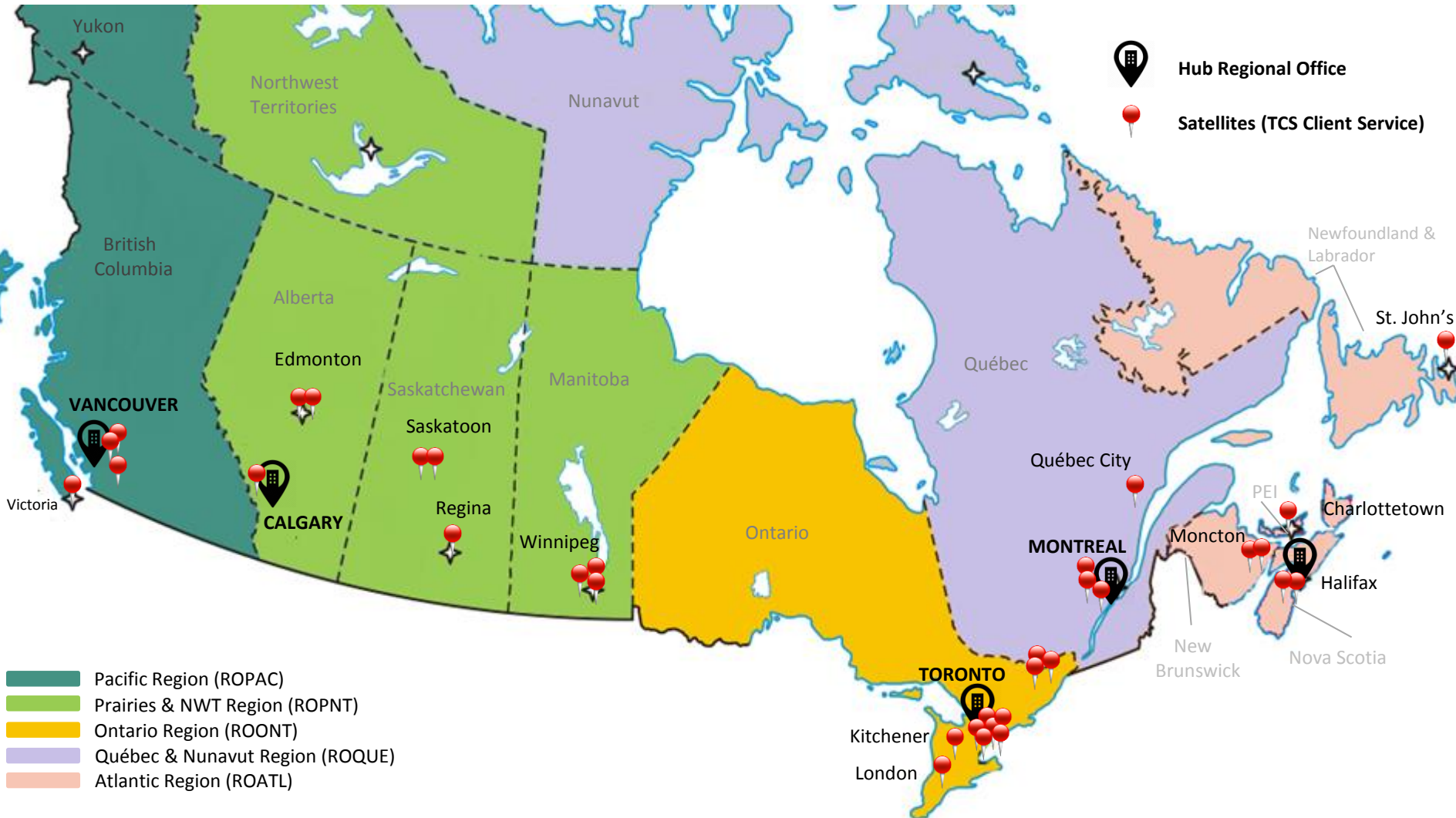
With the TCS,
Canadian
companies export
18% more
goods and services

GET THE TCS ADVANTAGE

The Canadian Trade Commissioner Service (TCS) can help you...

The TCS Regional Network

Maintaining on-the-ground TCS services across Canada through an expanded satellite network



Our Clients

- are small, medium and large organizations or businesses employing Canadians;
- are established in Canada;
- do business, partnerships abroad; and
- have researched their market (s).



Our Services

We help Canadian educational organizations succeed globally – to make better, timelier and more cost-effective decisions in order to achieve your goals abroad.

- 1. Preparation for international markets**
- 2. Market-potential assessment**
- 3. Qualified contacts**
- 4. Problem solving**

1. Preparation for International Markets

Our Trade Commissioners in Canada help clients:

- determine whether they are internationally competitive;
- decide on a target market;
- collect market and industry information; and
- enhance their international entry strategies to achieve success.





Education

Learn more about the Trade Commissioner Service, events, market intelligence, scholarships and research opportunities

Market Profiles

Our education officers and trade commissioners abroad offer education [marketing information and services](#) to Canadian businesses and institutions.

Get Support

Access our [network of trade commissioners](#) in Canada or abroad for practical advice on foreign markets and on-the-ground intelligence in the education sector.

Events

[Get info](#) on both **recruitment events** promoted by Canada's embassies and consulates abroad, and **partnership events** with Canada's education sector stakeholders.

International Education Professionals in Canada

[Sign up](#) as a business person on the Trade Commissioner Service website and choose "I represent a Canadian educational Institution or association." This will give you access to education sector market intelligence and other key documents. You will also find upcoming international education events, and contact information for education trade commissioners in Canada and abroad.



Market Reports & Intelligence

Education Events

Sign Up to the Trade Commissioner Service

Find an Education Trade Commissioner

2. Market Potential Assessment

Trade commissioners in Canada and abroad help clients assess their market potential with

- market intelligence, and
- advice on improving their market penetration strategy.



**Entering in
the market**

3. Qualified Contacts

The TCS has contacts abroad that can bolster its clients' success and provide needed local knowledge.

- Local knowledge is based on establishing relationships with the right stakeholders and decision makers

Qualified contacts help you know:

- the perceptions of the key stakeholders
- strengths and weakness of the competitors.

4. Problem Solving

Advice and assistance to understand and resolve business problems such as:

- confusing or unfair business practices;
- contract bid preparation and procedures;
- Customs and shipping difficulties.

Global Opportunities for Associations

The Global Opportunities for Associations (GOA) Program supports certain national associations undertaking new or expanded international business development activities

2014-15: GOA

supported 6 education associations with \$569,742 in funding

2015-16: GOA

supported 7 education associations* with \$572,838 in funding

*Languages Canada, CBIE, CICan, CAIS, CAPS-I, Universities Canada, ACUFC

TCS On-line Client Feedback Form

The Canadian Trade Commissioner Service

Canadian Trade Commissioner Service (TCS) On-line Client Feedback Form

Thank you for taking a moment to provide important information that will tell us how we are doing and how we can improve our services. According to our records, you received support from the Education Trade Commissioner located in [post] on or shortly before [date]. Your feedback regarding the quality and value of this interaction is greatly appreciated. Responses will be recorded in aggregate form only and never on an individual basis.

Support to Canadian education clients (i.e. institutions, associations and provinces and territories) is handled through the Trade Commissioner Service at DFATD. Clients are eligible for the following Trade Commissioner Services:

- Preparation for International Markets
- Market Potential Assessment
- Finding Qualified Contacts
- Resolving Business Problems

What type of institution/organization do you represent?

- University
- Colleges & Institutes
- Government
- University College
- Polytechnics
- Association
- K-12 School - Private
- K-12 School Public
- Summer Camp
- Career College/Training Org.
- Language School
- Other

1. Did you request a service from the TCS or was one provided to you proactively by the officer?
 - a. Yes, I requested a service
 - b. Service was provided proactively
 - c. Neither

2. If a service was requested, did someone from the Canadian Trade Commissioner Service (TCS) acknowledge receipt of your request for assistance within five working days?
 - a. no
 - b. yes
 - c. I don't remember

3. With reference to the above interaction, please indicate how much you agree or disagree with the following statements
(1 = strongly disagree, 5 = strongly agree, n/a)
 - a. I was able to get through to an agent without difficulty
 - 1
 - 2
 - 3
 - 4
 - 5

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EduCanada™

A world of possibilities
Un monde de possibilités

Connect with the TCS
tradecommissioner.gc.ca



1-855-464-6009



@TCS_SDC
@SDC_TCS



CanadExport.gc.ca



linkd.in/TCS-SDC