

**Event Title:** Agent seminar for BC Post-Secondary Educational Institutions

**Date:** Friday, November 4, 2016  
**Venue:** Embassy of Canada to Tokyo (Executive Dining Room)  
**Time (Tentative):** 09:45 Doors Open/Guest Registration  
10:00 – 11:30 Seminar  
11:40 – 12:40 One-on-one meetings

**Cost:** Non-paid; pre-registration is required

**Seminar theme:** Exploring opportunities working with agents

**Japanese participants:**

- Japanese agents who take care of PS partnerships and individual students
- Target audience size: 10-15 Japanese agents

**Event Objectives:**

- To increase in-market brand awareness for BC's post-secondary institutions as the leading providers of quality international education
- To showcase BC institutions' best practices in the field of globalization
- To provide BC institutions with an opportunity to understand its Japanese needs and interests better
- To provide BC institutions with an opportunity to network with Japanese agents and possibly to build new connections with them

**Seminar Program (Tentative):**

The seminar will be conducted in English.

Facilitator: Michiko Aoshima (Manager, Government of BC in Tokyo office)

- Opening remarks by Embassy of Canadian to Japan (5 mins)
- Opening remarks by Government of BC, Tokyo Office (Avrom Salsberg, Managing Director) (5 mins)
- Overview and advantages studying in Canada (Embassy of Canada) (10 mins)
- Overview and advantages studying in BC (Alan Schroeder, Associate Director, External Relations, BCCIE) (10 mins)
- Presentations by BC Institutions (5-10 mins, depending on number of PSIs)
- Q&A

**Break Time:**

- Coffee will be served throughout the seminar; maple cookies will be served during break time.

**One-on-one meetings:**

During the business meetings at the Fair, many post-secondary institutions tend to discuss with Japanese institutions rather than agents. This event represents a good opportunity for BC post-secondary institutions to develop their relationships with Japanese agents

- One-on-one meetings will be 20 minutes in length

### Request for Presentations:

- A maximum of eleven BC institutions will participate in this seminar. We would like to request a short presentation with the following specifications:
- Length: 5-10 minutes, depending on the number of institutions
- Language: English or Japanese
- Technical Specs: A projector/screen/microphones and laptop equipped with PowerPoint and video player will be available at the venue. There may be no internet connection, so all presentation content should be available offline on a USB stick.

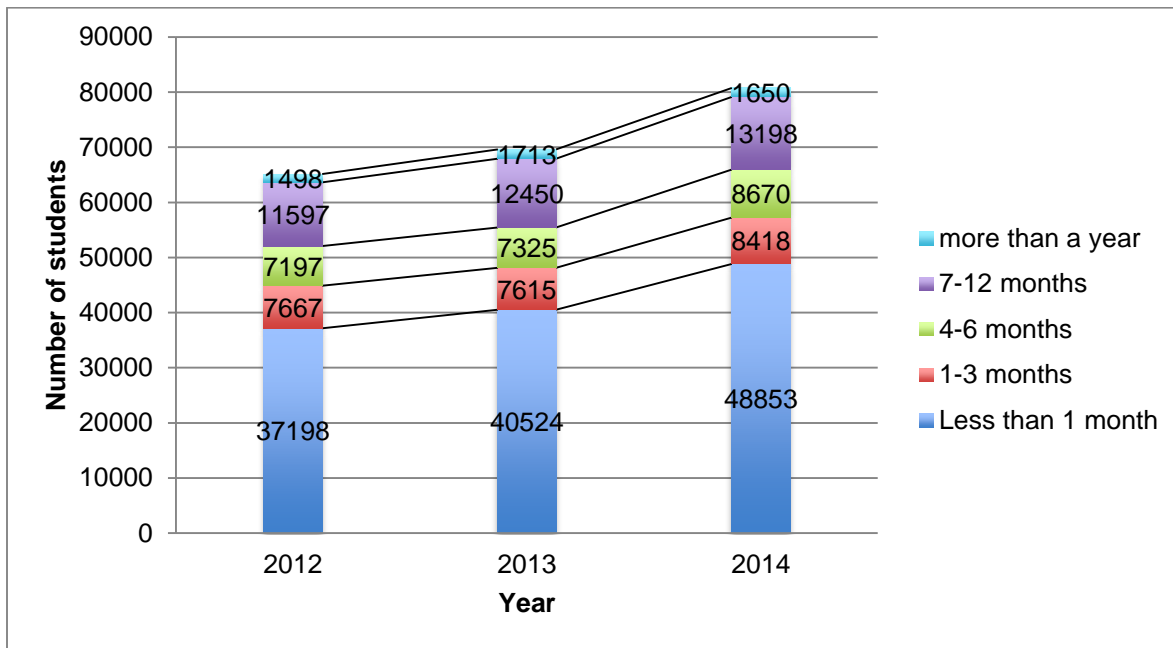
### Suggested Presentation themes:

- Opportunities regarding short-term programs such as summer programs for international students
- Introduction of partnerships and/or collaboration models and opportunities (exchange programs, etc.)
- Popular programs for international students at the institution
- Other relevant topics

### Japan Market Background:

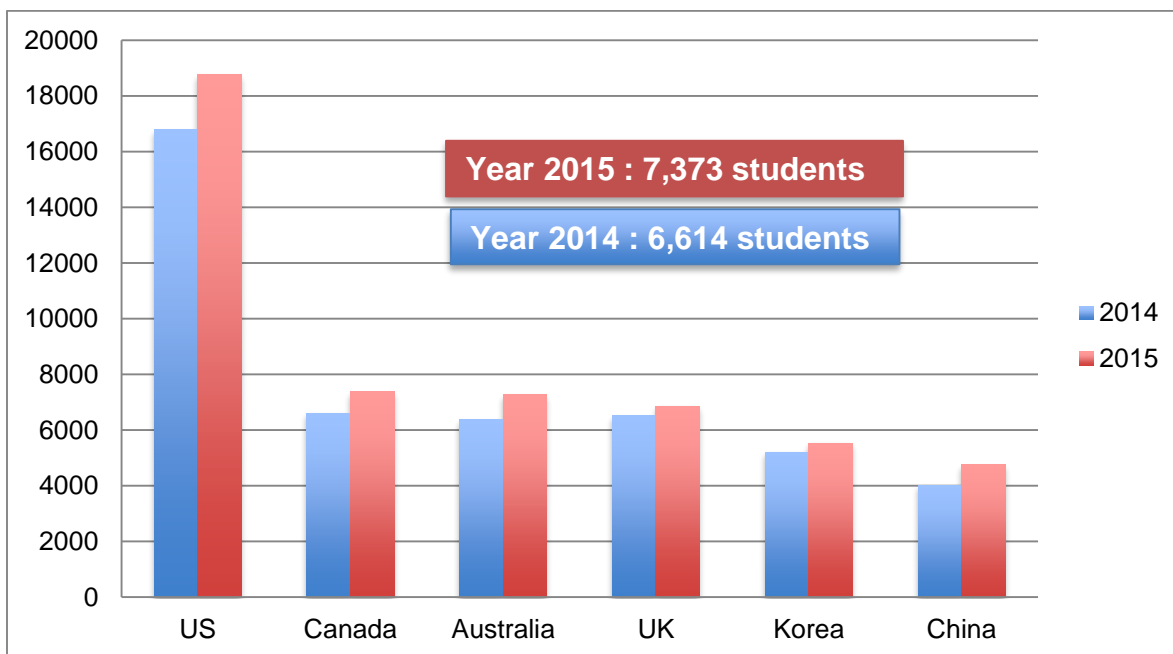
- Japanese government and many post-secondary institutions are eager to increase exchange (two-way) programs with overseas institutions. Various scholarships are available.
- Cultivating "Global Human Resources" ("Global Jinzai" in Japanese) - professionals who can conduct business in English and understand/adjust to cultural differences - has become a national priority in Japan. With globalization of the economy (increased international competition), ageing population, and a greater number of inbound tourists, more Japanese companies need employees with English proficiency and inter-cultural skills to compete internationally. In response to such needs, Japanese institutions are incorporating more elements of international education.
- Popular programs for Japanese post-secondary students are short-term English plus academic classes such as "English & tourism" or "English & IT". Under partnership programs, English and academic programs for one-semester or one year are popular.
- Partnership agreements between Japan and post-secondary institutions worldwide have been increasing over the past several years. In 2014, there were 22,370 agreements, up from 19,982 in 2013.

### Number of Post-Secondary Students Studying Abroad



Source: Japanese Ministry of Education

### Number of Post-Secondary Students Studying Abroad by Country



Source: Japanese Ministry of Education