



**Join us at the EduCanada Middle East & North Africa Tour!
Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia
& United Arab Emirates**

Target Audience:

K-12, Language Schools, Universities, Colleges, and institutes

EduCanada Middle East & North Africa Tour

Global Affairs Canada is pleased to invite brand eligible Canadian institutions to participate in the EduCanada Middle East and North Africa Tour.

These activities are designed to allow Canadian representatives to reach out to potential students, parents, high school counselors, scholarships offices and agents from the region.

Why Middle East and North Africa?

As a region, the Middle East and North Africa (MENA) has seen an increase in the number of students over the years. Join the activities to reach a greater audience of students and key education stakeholders from the region with the assistance of the local Canadian Missions and their network.

For information on any of the below markets and registration to the planned activities, please reach out to the Trade Commissioner for the markets listed below:

DATE	MARKET AND ACTIVITIES	COST	REGISTRATION
September 25-26, 2022	Qatar – Doha School Visits*	Free	Karthik.Nathan@international.gc.ca
September 27-29, 2022	Kuwait - Kuwait City School Visits	Free	Jade.Makki@international.gc.ca
October 2-5, 2022	Egypt – Cairo School Visits	Free	Joseph.Tadros@international.gc.ca
October 6-8, 2022	Jordan – Amman (TBC) Fair at Embassy and Schools Visits	Free	Wafa.Herzallah@international.gc.ca
October 9-10, 2022	Saudi Arabia – Jeddah School Visits	Free	Lina.Dada@international.gc.ca
October 11-12, 2022	Saudi Arabia – Riyadh School Visits	Free	Lina.Dada@international.gc.ca
October 13, 2022	Oman – Muscat School Visits	Free	Lina.Dada@international.gc.ca
October 16-18, 2022	United Arab Emirates Abu Dhabi: EduCanada Pavilion at the Najah Recruitment Fair	Consult Najah Expo	Mabelle.Sawaqed@international.gc.ca
October 23-25, 2022	United Arab Emirates Dubai: EduCanada Pavilion at the Najah Recruitment Fair		

Registration Deadline: September 9th, 2022

We look forward to your participation in these events!

* Only approved Canadian education institutions authorized by the Qatari Ministry of Education and Higher Education (MOEHE) can register to the event in Doha. You can consult the list of approved & scholarship schools/universities, by country, on Qatari MOEHE website: <https://www.edu.gov.qa/ar/Deputy/HEaffairs/Pages/UnischolarshipeOut.aspx>

Important Information for Canadian Education Institutions on the *EduCanada* Brand

The *EduCanada* brand supports the international education offer of Canadian provinces and territories. It is the result of collaboration between the provinces and territories through the Council of Ministers of Education, Canada (CMEC) and Global Affairs Canada.

The *EduCanada* brand signals that its holder consistently provides high quality education programs, deals with international students in accordance with recognized codes of practice and is subject to quality assurance mechanisms that monitor adherence to set standards.

Further to the Brand Use Eligibility Policy jointly established by Global Affairs Canada and the CMEC, K-12 schools, post-secondary education institutions and language schools are invited to consult the provincial lists of brand eligible institutions at www.extranet-educanada.ca.

Note that only institutions appearing on the provincial lists are eligible to participate in events (i.e. Canada-only fairs, Canada pavilions at third party fairs or other outreach events) organized and/or coordinated by Global Affairs Canada and/or its assigned service provider. If the institution is not on the list, it is not eligible

to participate unless written consent is obtained from the province/territory where the institution is located. Questions on this issue should be directed to educanada@cmecc.ca.

Banks, airlines and insurance companies offering services to students may participate as sponsors and will be situated separately (in the non-branded area).

Participation by Education Agents or Consultants. Education agents or consultants cannot register for an education fair organized by Global Affairs Canada and/or its assigned service provider. Registration must be completed by a representative from a brand eligible institution. If a Canadian institution or school board designates an agent to participate on its behalf, it must advise Global Affairs Canada and/or its assigned service provider. The education agent must also provide a Mandate Letter from the institution demonstrating that it is authorized to act on its behalf. No promotional material from education agents, including but not limited to, business cards, flyers, brochures, swag or apparel shall be used, displayed or distributed at the booth/table or at the event. Promotional material will be limited to material supplied by the brand eligible institution.

