Canadian Interest in China

• Prime Minister’s visit
• Joint Statement on Education Collaboration signed by CMEC and MOE
• Increasing number of new clients and services delivered by the TCS
• Canada Pavilion at China Education Expo 2011: largest ever in CEE’s record
Bilateral Trade Updates

• Canada’s second largest trading partner after USA.
• In 2011, total export to China: 16.8 billion CAD
• Foreign Investment Promotion and Protection Agreement
• Education and Tourism service industries
CIC Updates

- Over 22,000 study permits issued
- Guaranteed Investment Certificate
- New Student Partners Program
- Study Direct Stream
- New ten-year multiple-entry visa
- beijing-immigration@international.gc.ca
Future Forecast

• Market research done by an established Chinese study-abroad service group EIC

• Percentage of interviewees interested in going to
  • US 33.8%,
  • UK 16.1%,
  • Australia 12.72%,
  • Canada 12.68%

• 12 major education agents reported on average 30% increase of business in 2011
Future Forecast
Main purpose for studying abroad

- Improve overall competitiveness
- Gain a quality diploma
- Immigration
- Other
Recruitment Opportunities

• Local demand will continue to be strong
  - The demand can not be met domestically for average students to receive a quality PSE education with great job perspective.
  - More affordable
  - International experience regarded as a big asset for competing in China’s job market
  - generous post study work permit and immigration policy distinguishes Canada in the market place
Recruitment Opportunities

• Strong presence and rapid growth of Canadian curriculum schools in China
• Second-tier city agents as local market leaders
• Take advantage of the local community’s links with China
• Use of social media promotion
Strategy for going to second-tier cities
Partnership Opportunities

- China’s 100 Model Colleges
- Vocational Education Leadership Training Program
- Private sector companies
Challenges

• Lack of common language and understanding
• China too big as a market
• China becomes expensive to do business
• Use a more collaborated approach and more specific market positioning
Social Media

Canadian embassy microblog in Chinese:
Currently more than 200K followers
Weibo.com/canadaweibo
Social Media
Major influential Chinese websites where students get information on studying abroad

Micro blog: weibo.com

BBS: www.taisha.org/bbs/

Social networking: www.renren.com
www.kaixin001.com
www.douban.com
Coming up…

• Canada Pavilion at China Education Expo, Oct 20-Nov 3, 2012

• Canadian MBA Business School Fair, Early September, 2012

• China PhD Workshop, November 24-25, 2012

• Canadian Education Fair, Qingdao, March 2013

• Vocational education market reports commissioned by Beijing and Shanghai