

Fast Facts: The Philippines as a Student Recruitment Market Destination

Top 10 reasons why you should recruit from the Philippines

Read about the points that have made the Philippines a priority emerging market in Education under Canada's Global Markets Action Plan (GMAP):

1. **Predominantly Young Population.** The Philippines is ranked as the 12th most populous country worldwide, and reportedly 7th in Asia. Out of 100 million, approximately 62.4% are between the age of 15 and 64.
2. **Sustained Economic Growth.** Since 2010, the Philippine economy has sustained its growth at an annual rate of about 7%, which has resulted to an expanding middle class.
3. **K-12 Transition.** The Philippine basic education system is transitioning to K-12 during the current administration. This translates to more students that Canadian institutions may recruit straight from Senior High School. While some private K-12 schools have been producing K-12 graduates, the rest of the institutions are expected to produce graduates in 2016 (330 schools) 2017 (2,300 schools) and 2018 (the rest of the 8,000 institutions).
4. **International Education as an Emerging Trend.** Given the ongoing transition to K-12, parents of students studying in private high schools are willing to invest in overseas education. K-12 institutions are already asking students and their parents to decide what post-secondary program and destination to pursue to ensure they select the appropriate Senior High School track that would lead them to university or college education abroad.
5. **Increasing interest in Canada as education destination.** The Philippines is the second largest ASEAN market for Canadian institutions to date, next to Vietnam. Over 3,019 Filipino students were in Canada in 2014. Parents view Canada as secure destination for their children and the work and immigration opportunities after is seen as a worthwhile investment for their children.
6. **High Level of English Proficiency.** The medium of instruction in the Philippines is English, making the Philippines an English training hub in the Asia Pacific region. Students educated in the Philippines demonstrate high English proficiency levels that would not require students to undergo English programs to transition into the education system in Canada.
7. **Presence of Foreign Students.** As the English training hub in the region, the Philippines has attracted about 40,000 foreign students from Korea, China, Taiwan, Vietnam and other ASEAN countries to pursue basic education and post-secondary education in the Philippines.
8. **Internationalization in Education.** One of the priorities of the Philippine government is the internationalization of education. This has led to the signing of an agreement on Education Collaboration between the Canadian Bureau for International Education (CBIE) and the Commission on Higher Education (CHED).
9. **Diaspora of Filipinos in Canada.** There are over 700,000 Filipinos residing in Canada, and 12 million Filipinos reside overseas. One of the significant decision-making factors for Filipinos is the presence of affinity in the education destination, which makes Canada a primary candidate in the Philippines for international destination. Filipinos who work in other countries likewise consider sending their children to study in destinations where they can avail of quality education.
10. **Strong Canada-Philippines Ties.** The significant presence of Filipinos in Canada has resulted to a stronger relationship between Canada and the Philippines. Canada enjoys a very good reputation in the Philippines, and the increasing people-to-people ties are expected to lead the Philippines' bilateral relationship with Canada in trade and development.

Should you require more information or if you are interested in pursuing opportunities in this market, please contact Angel Cachuela, Trade Commissioner for Education of the Embassy of Canada in the Philippines:

Angel.Cachuela@international.gc.ca and manil-educ@international.gc.ca.



Capital: Manila

Language(s): Filipino and English

GDP (2015): USD292 Billion

Real GDP Growth (2015): 5.8%



Changes in the Philippine Education sector

- Shifting of the local academic calendar year to Western academic calendar
- Steering students towards priority programs



Potential Target Markets

- Students from International Schools
- Students from high-income earning families (upper class private high schools)
- Foreign nationals studying in the Philippines
- Philippine-based relatives or dependents of Overseas Filipino Workers abroad and Filipinos residing in Canada
- Students and faculties of leading universities and colleges
- Professionals (middle to upper management)
- Parents of students identified as primary target markets

Study in Canada Fair Fall 2016

Attended by over 1,500 in Manila, the Study in Canada Fair Fall 2016 education exhibit aims to promote Canada as a primary education destination in the Philippines. Aside from the education exhibit, we will organize other events for you from October 19 to 22, 2016 to help you:

1. Learn more about the Philippine international student recruitment market, and partnership initiatives with Philippine K-12 and post-secondary institutions that may lead to pathway programs in Canada.
2. Recruit students.
3. Promote and brand your institution at an opportune time, while parents and students are choosing potential institutions to invest post-secondary education in, as an alternative to Australia.

ITINERARY

WEDNESDAY, October 19, 2016 (CEBU)

- Cebu Market Briefing with Trade Commissioner Service (TCS)
- School visits
- Cebu Partnerships and Networking Event

THURSDAY, October 20, 2016 (CEBU and MANILA)

- Travel from Cebu to Manila
- General Market Briefing with Trade Commissioner Service (TCS)
- Focused Group Discussion (FGD)/Briefing with Immigration, Refugee and Citizenship Canada (IRCC)
- Manila Partnerships and Networking Event

FRIDAY, October 21, 2016 (MANILA)

- School visits

SATURDAY, October 22, 2016 (MANILA)

- Education Fair (with TCS and IRCC)
- Information Seminars (TCS)

Cost of Participation (Manila and Cebu): CAD2,800

Includes participation in both cities (coordination, booth set-up and dismantling, signage, inclusion of school profile in exhibit catalogue, online public registration profile, lunch and refreshments from October 19 to 22, transportation to and from school visits and events in Manila and Cebu, digital advertisements in social media and other promotional initiatives (newspaper, radio, SMS, email blasts, posters and flyers), targeting potential students nationwide, participation in networking events with key education contacts in Manila and Cebu, briefing sessions with TCS and IRCC.



Potential areas of growth

- Undergraduate programs
- Post-graduate programs
- Continuing Education programs
- Summer Programs
- Study tours
- Bridging/Foundation Programs
- Distance learning programs
- Professional/Corporate Training



Programs of Interest

- Health Sciences
- Hospitality and Tourism
- Education and Teacher Training
- Business Administration/Management
- IT/Engineering and Technology



Programs of Interest

- Health Sciences
- Hospitality and Tourism
- Education and Teacher Training
- Business Administration/Management
- IT/Engineering and Technology