

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

# How to be Successful in Southeast Asia

TCS



Global Affairs Canada  
Trade Commissioner Service

Affaires mondiales Canada  
Service des délégués commerciaux

Canada

# Why Education Matters?

The Canadian Trade Commissioner Service

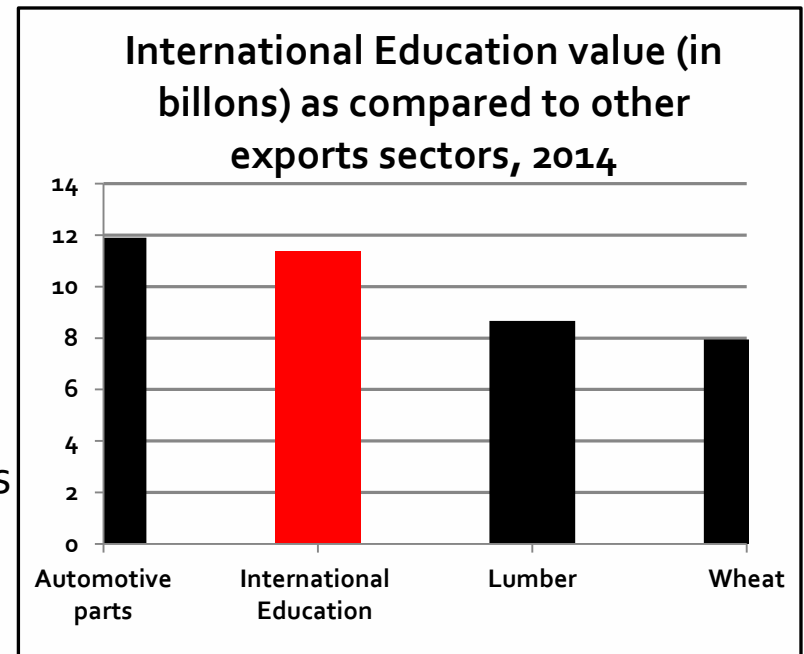
## International Education is a **growth sector**

### 1. Major **service export** (2014 economic impact):

- 336,000 students spent **\$11.4bn** (exceeded exports of wheat or lumber);
- generated **\$2.1bn in tax revenues**; and
- sustained **123,000 jobs** in communities across Canada.

### 2. International students and researchers address **skills** and **demographic gaps** across Canada; and

### 3. Improves Canada's **competitiveness** via research, development, innovation and commercialization.



Source: 2016 Economic Impact of International Education in Canada – An Update. Roslyn Kunin & Associates, Inc.

[www.international.gc.ca/education/report-rapport/impact-2016](http://www.international.gc.ca/education/report-rapport/impact-2016)

# What is the TCS?

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The TCS promotes Canadian economic interests in the global marketplace



With over  
**120 YEARS**  
of experience,  
the TCS can help  
you in over  
**160 CITIES**  
worldwide.

On average,  
companies using  
TCS services **export**  
**20.5 % more**  
than those that don't,  
and access  
**20.9% more**  
markets.

# What is the TCS?

The Canadian Trade Commissioner Service

## TCS four key services

Preparation for  
international markets

Market-potential  
assessment

Identification of qualified  
contacts

Commercial problem  
solving

# What is the TCS?

The Canadian Trade Commissioner Service

A World of Possibilities Awaits

## EDUCATION IN CANADA

► [EduCanada.ca](http://EduCanada.ca)



**EduCanada**<sup>TM</sup>  
A world of possibilities  
Un monde de possibilités



cmec

Council of  
Ministers  
of Education,  
Canada  
Conseil des  
ministres  
de l'éducation  
(Canada)

Canada



# South East Asia

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**Thailand**

**Vietnam**

**Philippines**

SCALE  
1 : 4,000,000

## Vietnam : Recruitment and Partnerships

- Vietnam ranks 1<sup>st</sup> in South East Asia, 5<sup>th</sup> in Asia, and 10<sup>th</sup> globally for sending international students to Canada
- 130,000 Vietnamese students study abroad – 90% self-financed
- Growth of economy and emerging middle class
- Young population (94M, 45% of 25 or younger)
- Recruitment opportunities for all sectors: K-12, college, university, and language



- **Partnership opportunities:**

1. Transnational program delivery
2. Joint programs/articulation programs
3. Student/faculty mobility
4. Joint research
5. Curriculum development/capacity building



## Vietnam: Recent Trends

- Key markets: Ho Chi Minh City, Hanoi
- **Word-of-mouth** and **agent-driven** market
- Preference for **BIG CITIES** near relatives but increasing openness to **less traveled areas**
- K-12 plus PSE education trend (direct enrollment in universities still limited)
- Growth in college applications (CES)
- “**Marketing scholarships**” approach strongly engaged by competitors
- **Growing interest** in Canada relative to competition
- Increasing opportunities for institutional partnerships





## Vietnam : Market Entry Considerations

- Appealing offer (location, brand, scholarship, cost, career prospect)
- Regular market visit (consider participation in EduCanada fairs, 3<sup>rd</sup> party events)
- Presence in the market (e.g. local representatives, agents)
- Engage alumni and Vietnamese community in Canada
- Engage digital marketing (e.g. social media, e-media, mobile)
- School visits (international and private schools)
- Quick admission process
- **IMPORTANT! Long-term strategy**

Get Your Piece Integrated



## Vietnam : 2017/18 Education activities

- Canada Express Study (CES) program extended after 18 months pilot
- 9<sup>th</sup> Annual EduCanada Fair, Oct 11-16, 2017
- Atlantic Canada Familiarization Tour for Vietnamese institutions, Nov 2017
- Ontario Association of School Districts International (OASDI) mission to Vietnam, Jan 2018
- CEI Fairs, March 2018
- Agent training on visa
- Promotional activities on Facebook



# Thailand: Recruitment and Partnerships

- Positive perception of Thais toward Canada
- Top destination English speaking countries among Thais: The U.S., The U.K., Australia and New Zealand
- Estimated number of Thai students mobility (long-term study): at least 30K\* students / year
- Key factors determining Thai students' choice of destination
  - **Push Factors** :lack of local course availability + low quality education)
  - **Pull Factors**: awareness of host country advantages, influence of family and friends, value for money, institutional image, work opportunities, scholarships, geographic proximity



*\*various sources of information, exact number is not available*

## Thailand: Recent Trends

- High demands on international education
- A new economic model from heavy industry to a “value-added economy” through innovation, technology and services
- STEM Education: one of the Thai government’s strategies to steer the country toward a new economic model
- Universities from “Developed Nations” having strong capabilities in science and technology: overseas campus, JV partnerships and collaboration with local partner(s) in the Eastern Economic Corridor (EEC\*)



\*Chonburi, Rayong and Chachoengsao



# Thailand: Market Entry Considerations

- Maximize the use of EduCanada + provincial brand (if any) + collaborate with other institutions in the province for high market impact
- Promote unique programs and scholarship opportunities
- Agent-driven and referral market
- International school visits for undergraduate international students recruitment
- Building brand awareness through collaboration with local educational institutions / partners



## Thailand: 2017/2018 Education Activities

- September 2017:
  - International School Visits
- November 2017:
  - OCSC International Education Expo 2017
  - TIECA Study Abroad Expo 2017
- March 2018:
  - Success Canada Bangkok Forum



## Philippines: Recruitment and Partnerships

- 70% increase from 2015 to 2016 (study permits)
- Internationalization of Higher Education agenda (government)
- CBIE-CHED agreement: May 2017 (impact of K-12)
- 800,000 Filipinos in Canada: *home away from home*
- Study Direct Stream (SDS) program with Scotiabank
- Over 2,000 schools: work with Centers of Excellence and Centers of Development

## Philippines: Recent Trends

- Large disparity in socio-economic classes
- Lack of familiarity on international education opportunities
- Social media-driven (60 million Filipinos/average of 4.17 hours per day)
- Canada gaining popularity
- Expanding middle income class and increasing income levels
- Government implemented internationalization agenda and supports partnerships
- Willing to invest in international education: work and immigration opportunities after



## Philippines: Market Entry Considerations

- Use social media to promote unique programs within in-demand fields of study
- Promote education in Canada as an investment in greener pastures (globally-recognized credentials, PGWP, hands-on learning and research)
- Be visible: participate in EduCanada events.
- Don't go too far: leverage on Filipino-Canadian communities and bloggers in Canada.
- Internationalization Liaison Officers in schools
- Canada-ASEAN SEED program

## Philippines: 2017/18 Planned Education activities

- EduCanada Fairs with Information Seminars
  - Agent Workshops: SDS Program
  - Philippine Guidance Counselors' Association
  - Business Missions: University Mobility of Asia and the Pacific and CHED
- Projects: TV School Tour in Canada and partnership with Philippine Airlines



# What is the TCS?

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## Staying Informed

### My TCS

- ✓ Learn about upcoming trade events & webinars
- ✓ Read editorial content from our flagship magazine – CanadExport
- ✓ Select sectors & markets of interest to receive info tailored to your needs

### Visit our website

- Education Market Profiles
- Network of TCs
- Events



<http://tradecommissioner.gc.ca/education>



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## **The Canadian Trade Commissioner Service**

## **Connect with the TCS**


**B2B Event Today:  
Room #2 Level 8  
1:00pm - 4:30pm**

**Gaetan Martineau, Trade  
Commissioner, Atlantic Region  
Tu Nguyen, Trade Commissioner,  
Vietnam**

**Maria Angela Cachuela, Trade  
Commissioner, Philippines  
Nitchawan (Pan) Sriviboone, Trade  
Commissioner, Thailand**

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