

Media release

Five national education associations establish the Canadian Consortium for International Education Marketing



Ottawa, June 29, 2010 – As a signal of their commitment to attracting the best and brightest students to Canada, the presidents of five key national education associations signed a Memorandum of Understanding today establishing the Canadian Consortium for International Education Marketing.



The consortium members include the Association of Canadian Community Colleges (ACCC), the Association of Universities and Colleges of Canada (AUCC), the Canadian Association of Public Schools – International (CAPS-I), the Canadian Bureau for International Education (CBIE) and Languages Canada. The consortium, which represents the vast majority of Canadian education institutions engaged in marketing abroad, will aim to provide leadership, coordination and added value to the sector’s marketing efforts to attract international students to Canada.



Canadian education institutions face intense competition in international student recruitment from countries such as Australia and the United Kingdom which benefit from well-funded central coordinating bodies that promote their education systems around the world.



To compete on this global stage, collective action is required. This new consortium will draw on the strengths of each member and strategically align activities to improve the results of marketing efforts promoting Canada as a destination of choice to the growing pool of international students.

This sector-led initiative includes an action plan outlining innovative approaches to enhance visibility in key markets. It will align with and support the priorities of government partners, including Canadian missions abroad. The consortium will propose the action plan as a basis for a partnership with federal and provincial/territorial governments.

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The consortium is committed to contributing to the national objective of welcoming more international students who, in addition to being a potential source of talent for this country, make an immediate economic impact of approximately \$6.5 billion annually according to a study conducted by Foreign Affairs and International Trade Canada.

There are many benefits associated with international students, both while they are here studying and after graduation, whether they choose to return home or put their expertise and knowledge to work in Canada. Consortium partners believe that bringing the education sector together will contribute to achieving the goal of maximizing these benefits.