

## NEWS RELEASE

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FROM: LANGUAGES CANADA  
[www.languagescanada.ca](http://www.languagescanada.ca)

### BC TAKES THE LEAD IN INTERNATIONAL LANGUAGE EDUCATION

VANCOUVER / OTTAWA– Languages Canada members are now recognized in British Columbia through access to the province’s Education Quality Assurance (EQA) designation. A first in Canada, this recognition places BC in the lead in both attracting and protecting students. Already a strong market for language studies with over 55,000 students per year, BC is demonstrating its commitment to supporting further market growth through an offering of quality programs and student protection.

The agreement, announced yesterday by Minister of Advanced Education and Labour Market Development Moira Stilwell and signed by the Province with Languages Canada, recognizes Languages Canada accreditation as an acceptable quality assurance mechanism to apply for B.C.’s Education Quality Assurance designation. The designation is British Columbia’s brand for quality post-secondary education. The EQA trademark will be used around the world to promote high-quality, reputable B.C. post-secondary institutions.

“The EQA trademark provides international students with an easily recognizable symbol of quality so that they can make informed choices about where they will study,” said Stilwell. “Given the competitive nature of the international education market, having the EQA-designation makes good business sense for institutions.”

The agreement also recognizes Languages Canada’s *Education Completion Assurance Program* (eCAP™), which protects students in case of program closures. By assuming responsibility for students affected by a school/program closure at a Languages Canada member school or, in cases where placement is not suitable, for providing students with a tuition refund for the uncompleted portion of the program, Languages Canada demonstrates its commitment to student protection.



Minister of Advanced Education and Labour Market Development Hon. Moira Stilwell with representatives of Languages Canada; EQA representatives from BC Council for International Education; and Canadian Federation of Independent Business.

Photo Credit: Christina Wu, BC Council for International Education

Languages Canada promotes quality accredited English and French language training programs, both nationally and internationally. Members must meet the association's accreditation standards to maintain their membership status. Standards include curriculum, teacher qualifications, student services, student admissions, marketing, promotion, facilities and administration. Sixteen public and 36 private B.C. post-secondary institutions are members of Languages Canada.

"BC is taking a leadership role in Canada by recognizing that language programs, whether in a public or private setting, form a distinct sector and are a powerful contributor to education," said Languages Canada Executive Director Gonzalo Peralta. "Languages Canada is proud to lend its high standards and regulations to the EQA family. Our top priorities are to protect students in BC and to support marketing efforts in the quickly growing global and national markets. In this respect, Languages Canada looks forward to formalizing our existing collaboration with BCCIE, itself a leader in the Canadian education landscape."

The BC Council for International Education (BCCIE), an independent society, administers the EQA designation on behalf of the Province. It provides international marketing and promotion of EQA designated institutions and encourages joint programming and other partnerships between B.C. post secondary institutions and those in other countries.

"We are very excited to welcome Languages Canada and its member institutions into EQA," said BCCIE Executive Director Randall Martin. "Languages Canada has a rigorous accreditation mechanism, its member schools offer world quality language programming and provide instruction to significant numbers of international students in the province, many of whom then pursue pathway options into other post secondary institutions within British Columbia".

For more information on Languages Canada, please visit [www.languagescanada.ca](http://www.languagescanada.ca).

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