LANGUAGES CANADA AT A GLANCE – 2014 – SASKATCHEWAN

LANGUAGES CANADA STATISTICS - SASKATCHEWAN

- 3 member programs of the 212 across the country are located in Saskatchewan, all 3 from the public sector
- 1,464 students enrolled in Languages Canada programs in 2013, which represented:
  - an estimated $5,300,000 in tuition revenue alone
  - an estimated $18,000,000 in overall revenue for the province
- Top 5 source countries:
  - China: 640
  - Saudi Arabia: 158
  - Canada: 109
  - Japan: 107
  - South Korea: 75

MARKETING ACTIVITIES FOR 2014

- Organization of two inbound familiarization tours for agents, in Ontario and in Vancouver.
- Organization and participation of major Canada-only student fairs in Brazil, Kazakhstan and Italy
- Participation in agent workshops in Vancouver, Moscow, Brazil, Germany
- Organization and participation in a trade mission to Europe (Russia/Kazakhstan/Spain) and Asia (China/Vietnam)
- Organization and participation in major trade shows to represent Canadian French programs in USA and China
- Organization and hosting of a tour for foreign government officials throughout Canada
- Organization and participation in Exploratory Missions in Europe (Poland/Czech Republic/Austria) and Asia (China/Vietnam)