LANGUAGES CANADA AT A GLANCE – 2012 – QUÉBEC

LANGUAGES CANADA STATISTICS - QUÉBEC

- 24 member programs of the 184 across the country, 6 from the public sector and 18 from the private sector
- 15,068 students enrolled in Languages Canada programs in 2011, which represented:
  - an estimated $44,000,000 in tuition revenue alone
  - an estimated $117,000,000 in overall revenue for the province
- Top 5 source countries:
  - Canada 3,789
  - China 1,810
  - Brazil 1,743
  - Saudi Arabia 1,102
  - China 1,090

MARKETING ACTIVITIES FOR 2012

- Organization of inbound familiarization tour (Montréal, Ottawa, London and Toronto)
- Organization and participation of Trade Mission to Saudi Arabia
- Organization and participation of major Canada-only student fairs in Brazil, Mexico, Italy, Russia, Ukraine
- Participation in agent workshops in Montréal, Ottawa, Brazil, Germany and England
- Organization and participation in 3 trade missions (Russia / Turkey, Kazakhstan / Ukraine and Spain / Italy)
- Organization and participation in major trade shows to represent Canadian French programs in USA, Mexico and Brazil