



EduCanada™
A world of possibilities
Un monde de possibilités

Elevate your global reach with the EduCanada brand

Languages Canada Conference

February 21, 2025

Presented by:

- Andrea Desmarteau, Deputy Director, EduCanada Digital Marketing and Brand
- Mike Shaver, EduCanada Brand Manager



EduCanada

Canada



cmec
Council of
Ministers
of Education,
Canada

What is the EduCanada brand?

The EduCanada brand is a collaborative partnership between **Global Affairs Canada (GAC)** and Canada's provinces and territories through the **Council of Ministers of Education, Canada (CMEC)**.

The brand:

- Promotes the high-quality education offerings of Canada's provinces and territories
- Is an official mark of the Government of Canada and is a protected trademark, registered in over 110 countries around the world





The EduCanada brand mission

The EduCanada brand is a **pledge of the quality** of Canada's education sector. The brand is used globally by Global Affairs Canada and authorized stakeholders to:

- Position Canada as a leading study and research destination;
- Ensure Canada is globally competitive in the education sector;
- Provide a unified voice for consistent high quality education offerings for students; and
- Increase commercial education opportunities for institutions.



Who can use the EduCanada brand?

Designated Learning Institutions (DLIs) that have been deemed eligible by provinces/territories may undergo the authorization process. This ensures that the brand maintains **high academic standards**.

Members of **Languages Canada** are eligible to become brand authorized.



By setting such standards, the brand:

- Provides authorized institutions with **credibility abroad**
- Gives prospective international students the assurance that they are engaging with an institution that meets the **high standards** set out by provincial and territorial governments.



Benefits of leveraging the EduCanada brand on your marketing material



Credibility & recognition

Aligning with **EduCanada**, the official Government of Canada education brand, enhances your institution's reputation and signals high-quality education to international students and partners.

Global visibility & market access

Eligible institutions can gain access to international education fairs and co-locate with EduCanada, granting opportunities to showcase your school on the world stage under a globally-recognized brand.

Trust & assurance for students & families

The EduCanada brand reassures prospective students and parents of a safe, welcoming, and supportive learning environment backed by Canada's strong academic standards.



EduCanada Extranet – Download branded assets

Gain access to logos, templates, and branded marketing materials through the EduCanada Brand Extranet.

700+ assets in French and English, with additional assets in Spanish, Portuguese and Arabic:

- Logos
- Banners
- Exhibit materials
- Presentations & handouts
- Social media graphics
- Photography
- Icons, fonts & more!



Example: EduCanada brand use



CONNECT WITH US

EXPLORE U OF G AND APPLY
admission.uoguelph.ca/international

CHAT WITH CURRENT STUDENTS
uoguelph.ph/internationalchat

ATTEND AN UPCOMING EVENT
uoguelph.ph/internationalevents

SEE CAMPUS FROM HOME
uoguelph.ph/interactivemap

FOLLOW US ON SOCIAL

UofGAdmission UofGAdmission
 UofGuelph UofGuelphAdmission

EMAIL OR CALL
internat@uoguelph.ca
 (+1) 519-767-5024

SUBSCRIBE TO LEARN MORE

UG

A world of possibilities
Un monde de possibilités

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Next steps!

1. **Send your training confirmation email to** EduCanada@cmecc.ca
2. **Sign the sublicense contract** and become authorized to use the EduCanada brand
3. **Register** with the **EduCanada brand extranet**
4. **Leverage EduCanada** in your promotional activities (institution website, events, brochures, presentations, etc.)
5. **Reach out to your Trade Commissioner Service (TCS) regional office** to connect with trade commissioners and benefit from their global expertise.



THANK YOU

Learn more

► [EduCanada.ca](https://www.educanada.ca)



EduCanada@cmecc.ca



[EduCanada.Official](https://www.facebook.com/EduCanada.Official)
[EduCanada.Officiel](https://www.facebook.com/EduCanada.Officiel)



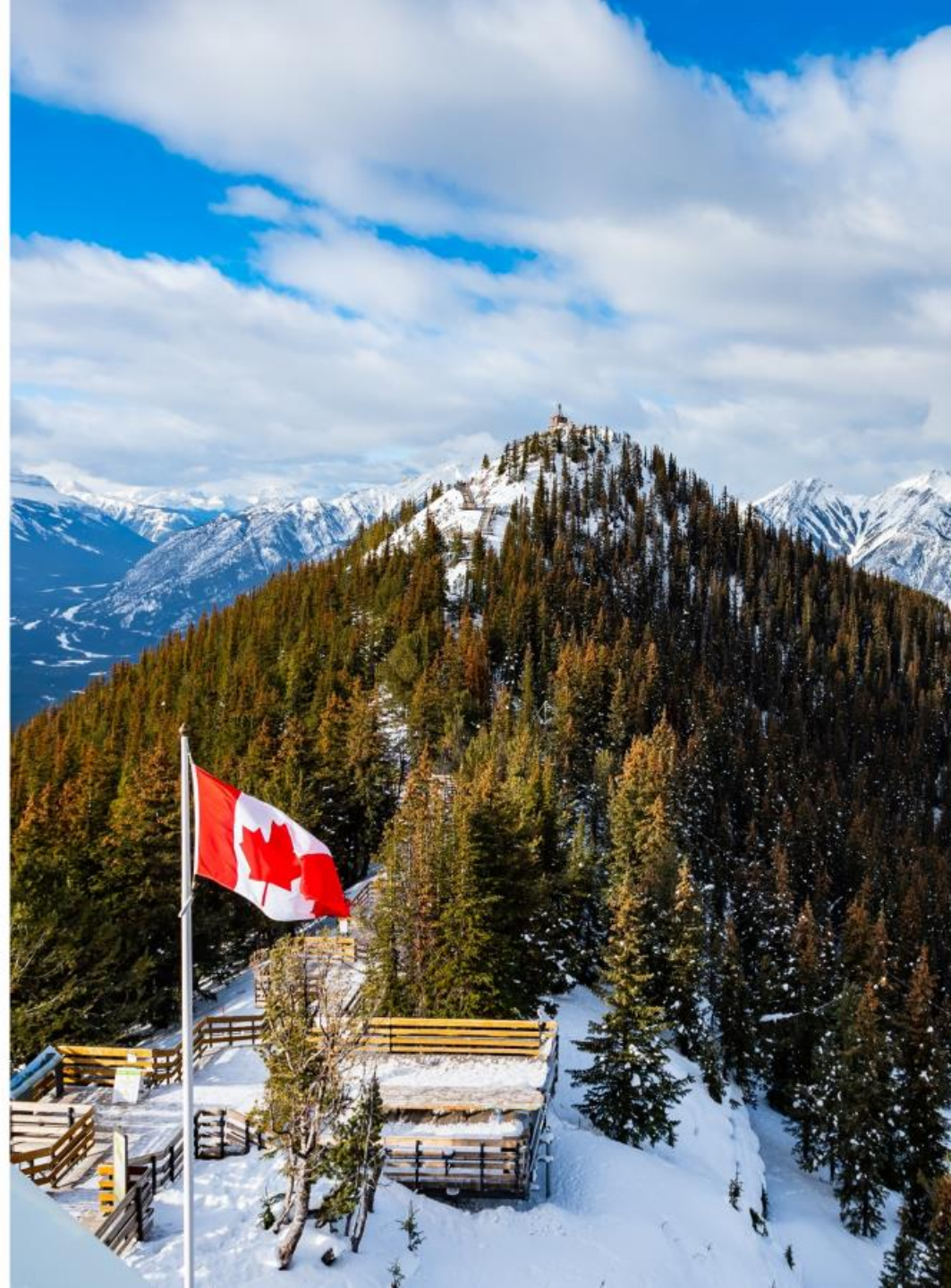
[@EduCanadaOfficial](https://www.instagram.com/EduCanadaOfficial)
[@EduCanadaOfficiel](https://www.instagram.com/EduCanadaOfficiel)



[EduCanada](https://www.youtube.com/EduCanada)
[ÉduCanada - Français](https://www.youtube.com/EduCanada)



[EduCanada | ÉduCanada](https://www.linkedin.com/company/EduCanada)





The Study in Canada pavilion for EduCanada eligible institutions

South America, Middle East, Southeast Asia

Organised for:



EduCanada®
A world of possibilities
Un monde de possibilités

Powered by:



BMI has been connecting you to international students for 37 years:

- 85+ international student recruitment fairs and online events in 30+ cities around the world
- Visits and fairs at top high schools in Africa, Southeast Asia, Brazil, Latin America and the Gulf
- Efficient networking events to engage with Counsellors from leading International schools
- Targeted advertising on social media and digital marketing campaigns via BMI & THE student

14+ million students web traffic annually

600+ thousand students database

TIMES HIGHER EDUCATION CORPORATE FAMILY



GOVERNMENT AGENCIES THAT REGULARLY ATTEND BMI EVENTS



RANKINGS



MEMBERS OF



PROUD PARTNERS



Recruitment tours that maximise your time in-market

In-person recruitment fairs & high school visits

Brazil | China | Chile | Colombia | Ghana | Indonesia | Kenya | Mexico |
Nigeria | Peru | Thailand | UAE | Vietnam

Connect directly with students in the fastest growing and important markets for student recruitment in the world.



Recruitment tours that maximise your time in-market

In-person recruitment fairs & high school visits

Brazil | China | Chile | Colombia | Ghana | Indonesia | Kenya | Mexico |
Nigeria | Peru | Thailand | UAE | Vietnam

Connect directly with students in the fastest growing and important markets for student recruitment in the world.



Scholarship & funding forums

Global: Dubai - UAE

Engage with the world's largest private and government scholarship organisations funding students to go overseas. Connect with them via 21 pre-scheduled private meetings.



Recruitment tours that maximise your time in-market

In-person recruitment fairs & high school visits

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High school counsellor workshops

Global:
London - UK

Regionals:
Africa | Brazil | China | Gulf | India Latin
America | Southeast Asia

Hold 26 meetings with counsellors from the most exclusive international and private schools across a particular region in one location



Recruitment tours that maximise your time in-market

In-person recruitment fairs & high school visits

Brazil | China | Chile | Colombia | Ghana | Indonesia | Kenya | Mexico | Nigeria | Peru | Thailand | UAE | Vietnam

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London - UK

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Africa | Brazil | China | Gulf | India Latin
America | Southeast Asia

Hold 26 meetings with counsellors from the most exclusive international and private schools across a particular region in one location



Connect online with students & counsellors

Webinars: Reach out to your ideal audience: students and or counsellors. Showcase your unique offerings and drive enrolments.

Social Media Ads: Re-target visitors to our fairs and our social communities of +600k students.

Be featured on THE's website: Promote your institution, study destination brand, or student services through a series of content-based articles.

Training Masterclass: Lead a high-profile session with a renowned counsellor and promote across our platforms.

Study in Canada Pavilion

South America, Middle East, Southeast Asia

Spring & Fall 2025

Foster collaborative recruitment

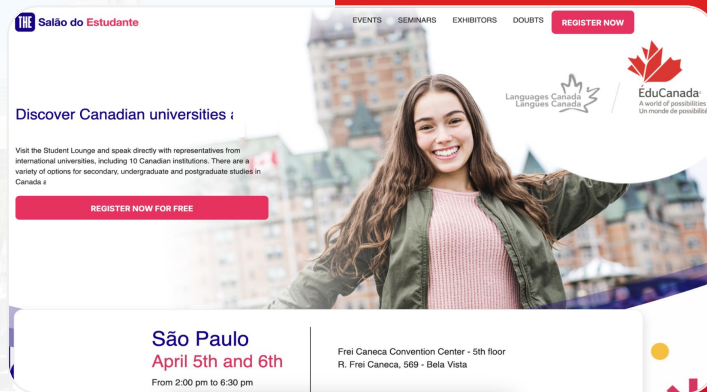
Attract high-Quality applicants

Diversify recruitment strategies

Organised for:



Powered by:





Study in Canada Pavilion

South America



Salão do
Estudante



Expo
Posgrados

Study in Canada Pavilion

South America



Latin American students significantly increased interest in Canada over the last ten years



86% of Latin American students in Canada came from Mexico, Colombia, Brazil and Peru (2023)



Study in Canada Pavilion

South America



Latin American students significantly increased interest in Canada over the last ten years



86% of Latin American students in Canada came from Mexico, Colombia, Brazil and Peru (2023)

Brazil

Latin America

Cities on tour

6

4

Students attending especially to engage with Canadian schools

5,700

3,900

Students & Parents reached by BMI THE's promotional campaign

4.4 million

4 million



Number of visitors:



17,344

TOTAL

8,373

Sao Paulo

2,501

Rio Copa

2,096

Rio Barra

2,103

Brasília

2,271

Salvador

Top 10 subjects of interest*

Business & Management

Engineering

Economics

Computer Sciences

Art & Design

Tourism, Hospitality, Culinary

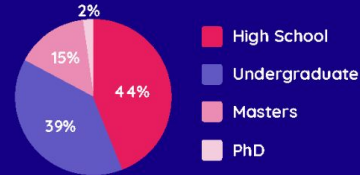
Languages

Marketing & PR

Law

Medicine

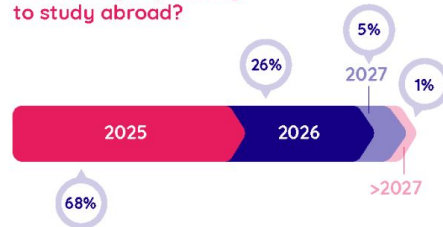
Current level of study



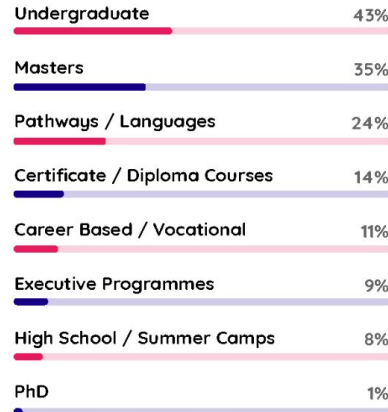
Country of interest*

	United States	35%
	Portugal	34%
	Canada	33%
	United Kingdom	30%
	Ireland	26%
	France	23%
	Spain	18%
	Australia	15%
	Germany	11%
	Italy	10%
	Belgium	5%
	China	5%
	Netherlands	4%
	Japan	3%
	Argentina	2%

When are you planning to study abroad?



Course of interest*



Number of visitors:



13,771

TOTAL

1,535

Monterrey

2,410

Mexico City

1,662

Guadalajara

3,325

Bogota

1,628

Medellin

3,211

Santiago

Top 10 subjects of interest*

Business & Management

Engineering

Economics

Marketing & PR

Medicine

Tourism, Hospitality & Culinary

Art & Design

MBA

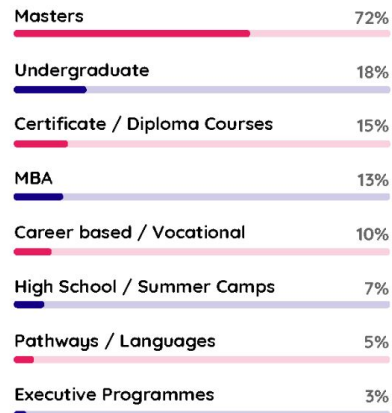
Law

Environmental Science

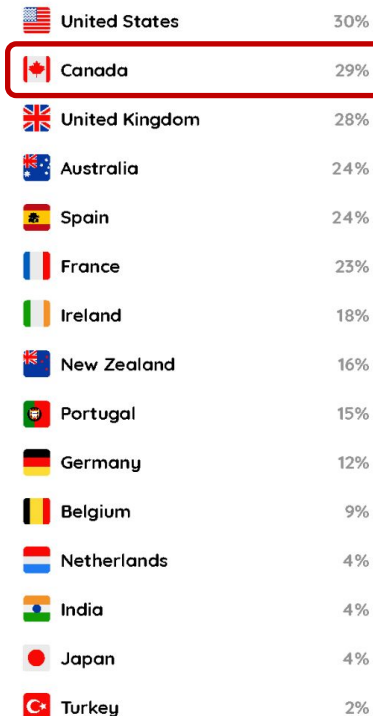
Current level of study



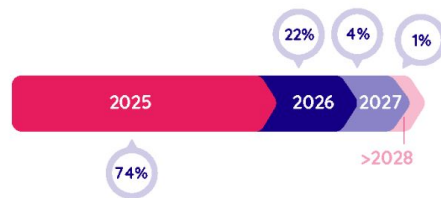
Course of interest*



Country of interest*



When are you planning to study abroad?



*Multiple answers permitted

Study in Canada Pavilion

South America



New to the Mexican market or ready to grow? Grab our free report for top marketing tips!



bmiglobaled.com/market-reports/mexico

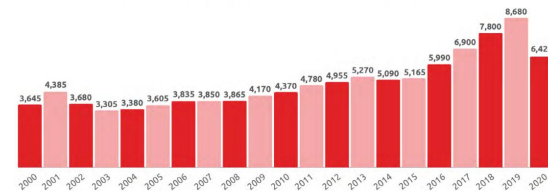


DESTINATION: CANADA

The figures below apply to the higher education sector only.

Secondary school programmes reported 1,965 Mexicans in 2017.

Mexican study permit holders in Canada



bmiglobaled.com/market-reports/mexico
Source: Immigration, Refugees and Citizenship Canada (IRCC)

An aerial photograph of the Dubai skyline at sunset. The image shows a dense cluster of skyscrapers, including the Burj Khalifa, which is the tallest building in the world. The sky is a mix of orange, pink, and blue, indicating the time is either dawn or dusk. The city's architecture is modern and futuristic, with many buildings featuring unique shapes and designs. The water in the foreground is calm, reflecting the colors of the sky and the lights of the city.

Study in Canada Pavilion

Middle East



UAE
Education Fair

Study in Canada Pavilion

Middle East



**Diverse student
population**



**High
disposable
income**



**Large
expatriate
population**



**Government
support for
study abroad**



Study in Canada Pavilion

Middle East



Diverse student
population



High
disposable
income



Large
expatriate
population



Government
support for
study abroad

Students attending last edition

4,535

Students attending especially to
engage with Canadian schools

1,100
(24%)

Students & Parents reached by BMI
THE's promotional campaign

1.3 million



Number of visitors:



4,535

TOTAL

3,297

Dubai

1,238

Abu Dhabi

Top 10 subjects of interest*

Business & Management

Engineering

Computer Sciences

Tourism, Hospitality & Culinary

Economics

Art & Design

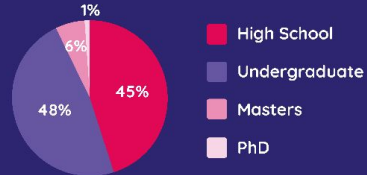
Medicine

Marketing & PR

Law

Education

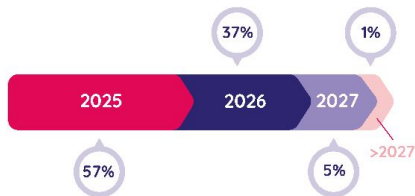
Current level of study



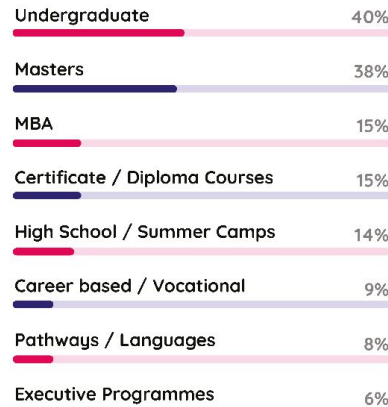
Country of interest*

	United Kingdom	31%
	United States	29%
	Canada	25%
	India	24%
	France	20%
	Ireland	19%
	UAE	19%
	Hong Kong SAR	18%
	South Korea	16%
	Türkiye	15%
	Switzerland	14%
	Australia	13%
	Hungary	8%
	Spain	8%
	New Zealand	6%

When are you planning to study abroad?



Course of interest*



*Multiple answers permitted



Study in Canada Pavilion

Southeast Asia



**Talk Global
Study Fair**

Indonesia - Thailand - Vietnam

Study in Canada Pavilion

Southeast Asia



**Booming economy
& strong
demographics**



**Vietnam 5th largest
source market for
Canada in 2018**



**Indonesia is the 4th
most populous
country in the world**



Study in Canada Pavilion

Southeast Asia



Booming economy
& strong
demographics



Vietnam 5th largest
source market for
Canada in 2018



Indonesia is the 4th
most populous
country in the world

Indonesian students living in Canada in 2023

2,730

Students attending especially to engage with
Canadian schools

2,000

Students & Parents reached by BMI THE's
promotional campaign in Vietnam and Indonesia

7.8 million



Number of visitors:

7,074
TOTAL

1,984
Ho Chi Minh City

1,558
Hanoi

2,146
Jakarta

678
Medan

708
Surabaya

Top 10 subjects of interest*

Business & Management

Engineering

Computer Science

Tourism, Hospitality & Culinary

Art & Design

Marketing & PR

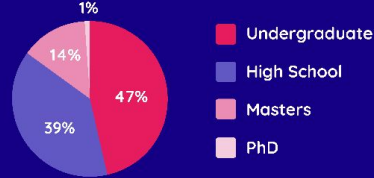
Accounting & Finance

Medicine

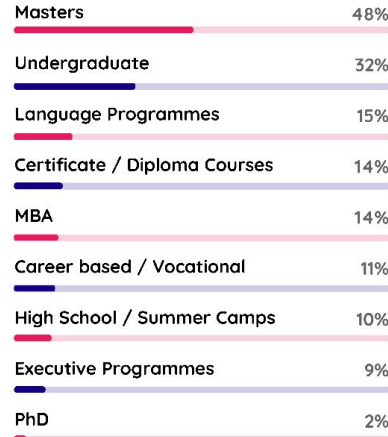
Law

International Relations

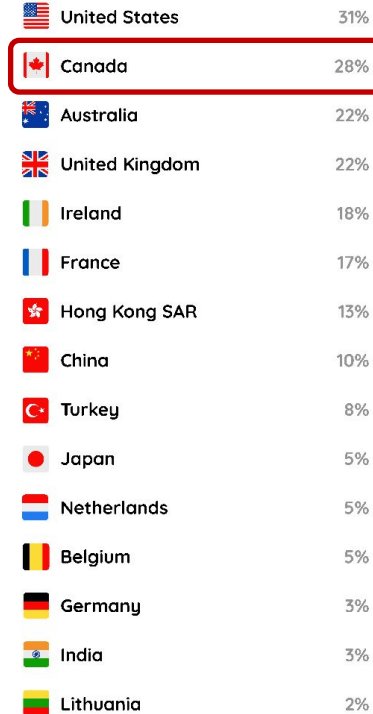
Current level of study



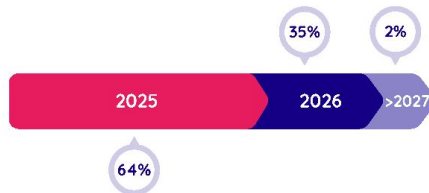
Course of interest*



Country of interest*



When are you planning to study abroad?



Study in Canada Pavilion

Southeast Asia

Market Report - Indonesia

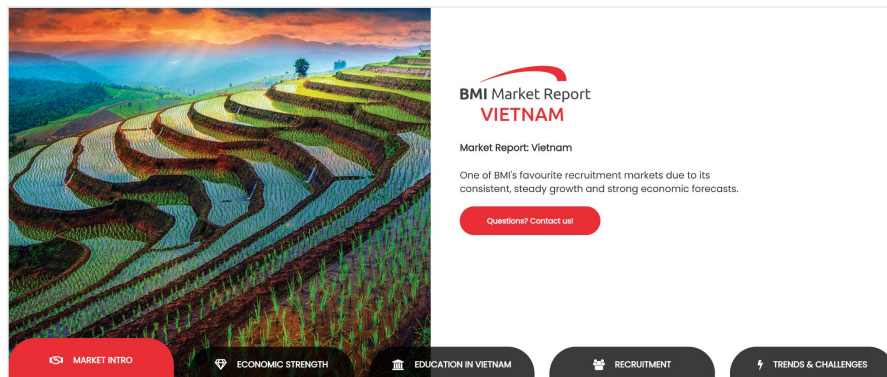


Learn what motivates
Indonesian students to
study abroad



<https://bmiglobaled.com/market-reports/indonesia>

Market report - Vietnam



Grab our free report
for top marketing tips



<https://bmiglobaled.com/market-reports/vietnam>

Supported by the Ministry of
Education in Vietnam:



Study in Canada Pavilion

CITY	EVENT	SPRING	FALL
Latin America			
Mexico City	Expo Posgrados / Expo Estudiante	22 & 23 Feb	27 & 28 Sep
Bogotá	Expo Posgrados / Expo Estudiante	1 & 2 Mar	4 & 5 Oct
Lima	Expo Posgrados / Expo Estudiante	8 & 9 Mar	9 Oct
Brazil			
São Paulo	Salão do Estudante	5 & 6 Apr	4 & 5 Oct
Southeast Asia			
Jakarta	Indonesia Education Fair	22 & 23 Mar	11 & 12 Oct
Ho Chi Minh City	Vietnam Education Fair	29 & 30 Mar	18 & 19 Oct
Hanoi	Vietnam Education Fair	2 Apr	15 Oct
UAE			
Dubai	UAE Education Fair	13 & 14 Apr	4 & 5 Oct
Abu Dhabi	UAE Education Fair	16 Apr	7 Oct



Reach a high-quality audience of students actively planning their study in Canada

- Leading education fairs in each city with multi-channel marketing campaign reaching millions of prospective students
- Dedicated Study in Canada seminar program to promote Canada as a study destination
- Targeted advertising campaign promoting Canadian institutions and the Study in Canada pavilion using high-quality channels and partner institutions
- Join with a fully equipped booth of 6sqm or 4sqm

Study in Canada pavilion

Booth format - 4 sqm

- 2m x 2m
- Counter with printed logo
- 2 highchairs
- Fascia board with your institution's name & logo
- **BMI SmartScan App:** Collect and manage student data and leads.
Track your ROI with features including recording data, prioritising leads, immediate access to a fresh database, and CRM integration.
- **Canada-focused marketing:** Extensive promotion and prime positioning.
- **Online and Catalogue Presence:** Logo, profile, and video on the official fair website, plus listing, profile, and contact details in the show catalogue.



Study in Canada pavilion

Booth format - 6 sqm

- 3m x 2m
- Desk with 2 chairs
- Fascia board with your institution's name & logo
- **BMI SmartScan App:** Collect and manage student data and leads. Track your ROI with features including recording data, prioritising leads, immediate access to a fresh database, and CRM integration.
- **Canada-focused marketing:** Extensive promotion and prime positioning.
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Education in Canada Counsellor spotlight at the Latin & Central America International Schools Forum & Workshop

February 26 & 27



Latin & Central America
International Schools
Forum & Workshop

This event will connect you with influential senior counsellors and advisors at the top international and private high schools, whose high-achieving students bring a vibrant energy that lights up any classroom.

- **Engage with counsellors:** Connect with international and private high school counsellors from Latin and Central America.
- **Showcase your institution:** Highlight your university's programmes and offerings.
- **Network:** Build valuable relationships with industry professionals.

Supported by:



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Gouvernement
du Canada
Service des
délégués commerciaux

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- **Engage with counsellors:** Connect with international and private high school counsellors from Latin and Central America.
- **Showcase your institution:** Highlight your university's programmes and offerings.
- **Network:** Build valuable relationships with industry professionals.

Includes a masterclass training session for counsellors on the Canadian education system and how to apply to Canadian institutions, hosted by THE Counsellor and **presented by the Trade Commissioner for Education at the Embassy of Canada in Colombia.**

Participation options:

One day

(either February 26 or 27):

Includes:

One representative
One table

13 pre-scheduled meetings

2 networking breaks
1 networking lunch

A gala dinner with counsellors

Two days

(February 26 and 27)

Includes:

One representative
One table

26 pre-scheduled meetings

4 networking breaks
2 networking lunches

A gala dinner with counsellors

Supported by:



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of Canada
Trade Commissioner
Service

Gouvernement
du Canada
Service des
délégués commerciaux



**Times
Higher
Education**



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BMI GlobalEd

Get in touch

For more information on how you can join the delegation, please contact us!



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