Best practices of marketing in Mexico

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Important information about visas

*Mexicans in Canada with a study permit valid for 6 months or more on December 31st **

Study Level	2010	2011	2012	2013	2014
Secondary or less (K-12)	1,739	1,971	2,073	2,175	1,787
University	1,309	1,338	1,370	1,392	1,279
Colleges, Institutes & Professional	1,192	975	1,042	1,128	1,615
Other	132	508	483	604	445
Total	4,383	4,799	4,975	5,306	5,138

Source: CIC

NOTE: In addition, in 2014, 8, 017 Mexican students studied in Canada for less than 6 months (Temporary Resident Visa).

Best practices when training Mexican Agents
(Recommended by the Canadian Embassy in Mexico)

Do's:

- Brief your agents about the different advantages of each program
- Try to translate when possible, Spanish document is best
- Assist with travel planning and itineraries

Don'ts:

- Give advice on immigration matters
- Fill up forms and documents on behalf of the student
- Make contact with the Embassy on behalf of the students
- Represent anyone in immigration processes

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Current Statistics on Visas

- Learning English has evolved from a value-added skill to a mandatory one for individuals looking to pursue a career in the Mexican job market.
- According to the Visa Section of the Canadian Embassy in Mexico, in 2011 there were approximately 5,000 Canadian visas granted to Mexicans to study for less than 6 months in Canada, mainly in language programs. Given these numbers, there is great potential for growth of Canadian education in Mexico.
- Other opportunities include intensive English language programs for K-12 students and English language programs for business professionals. If properly targeted, these programs may attract more students interested in pursuing higher education in Canada, who in some cases may also be interested in learning French.
- **There are approximately 90 agents in Mexico and one agent Association: AMTE.**

(http://www.tradecommissioner.gc.ca/eng/document.jsp?did=135901&_requestid=3352025)

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How to approach the Mexican Market

- Point out that the Canadian dollar is extremely competitive right now compared to the US dollar but also the Pound and the Euro
- Highlight Canada's safety
- Unique, do not treat same as other Latin Markets
- Emotions run high, everything is personal
- Personal attention, still needs printed materials
- Recommendations and relationships drives sales

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Dealing with Mexican Agents

- History (Tecama, Mundo Joven, Cosmo). Now big agents are CLASS, Universo Educativo, Mundo Joven, Edulynks, LAE, Canada Increible, VETE, Estudiates Embajadores, some of the agents now leading in this market.
- Relationships are key (with sales people, not just agency owners)
- Spanish speaker is best, senior staff
- Special treats for sales staff
- Think outside the box with agents

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Mexican Market Recruitment Needs

- Specialized pricing packages
- Discounts
- Making it easy (see example below)
- Cultural sensitivity

Ítem	Cuatro meses de estadía 14 semanas de curso	Seis meses de estadía 21 semanas de curso	Ocho meses de estadía 28 semanas de curso
Registro	$100	$100	$100
Curso	$5,030	$7,545	$10,060
Taza de alojamiento	$150	$150	$150
Full Homestay	$3,000	$4,500	$6,000
TOTAL $CA	$ 8,280	$ 12,295	$16,310

Precios Incluye:

- ✓ Registro al curso y alojamiento
- ✓ Orientación de 2 días antes del comienzo del curso
- ✓ Excursión de un día a las cataratas del Niagara
- ✓ Curso de inglés durante las semanas indicadas
- ✓ Alojamiento en habitación individual con tres comidas en casa de familia Canadiense seleccionada
- ✓ Recepción en el aeropuerto
- ✓ Seguro médico

No incluye: otros alimentos, transporte, actividades, libros, gastos personales, etc.

*No te olvides que el dólar Canadiense está a un valor de más o menos **25%** por debajo del dólar americano.

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Success stories

- Targeting smaller cities
- Trying newer agents, smaller agents (although there is risk involved)
- Proyecta 10,000 – some schools moved quickly and capitalized on these scholarships
- CONACyT
- Agent fairs – only fairs where you can close sales on the spot easily

Important updates

- **Proyecta 10,000**
  - Changes at the Secretaría de Relaciones Exteriores
  - The main contact now is Andrea Galvan at algalvanv@sre.gob.mx
  - The bidding process will be exclusive for Universities and Colleges
  - What Languages Canada is doing

- **Canada – Mexico Language, Education and Workplace Forum**
  - Strategic meetings were conducted in February
  - Technological Universities are willing to place resources into the Canadian institutions
  - Next event to be held in Canada in June

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Main Challenges when recruiting in Mexico

- Cost
- Disorganization
- Last minute market
- No agent controls the market, and there are no super agents despite the large numbers. There is a void in expertise (not like Brazil for example where you have very good larger agents)
- Negotiations
- *Update about the trade mission in Mexico*

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Thank you!
Merci!
Gracias!

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