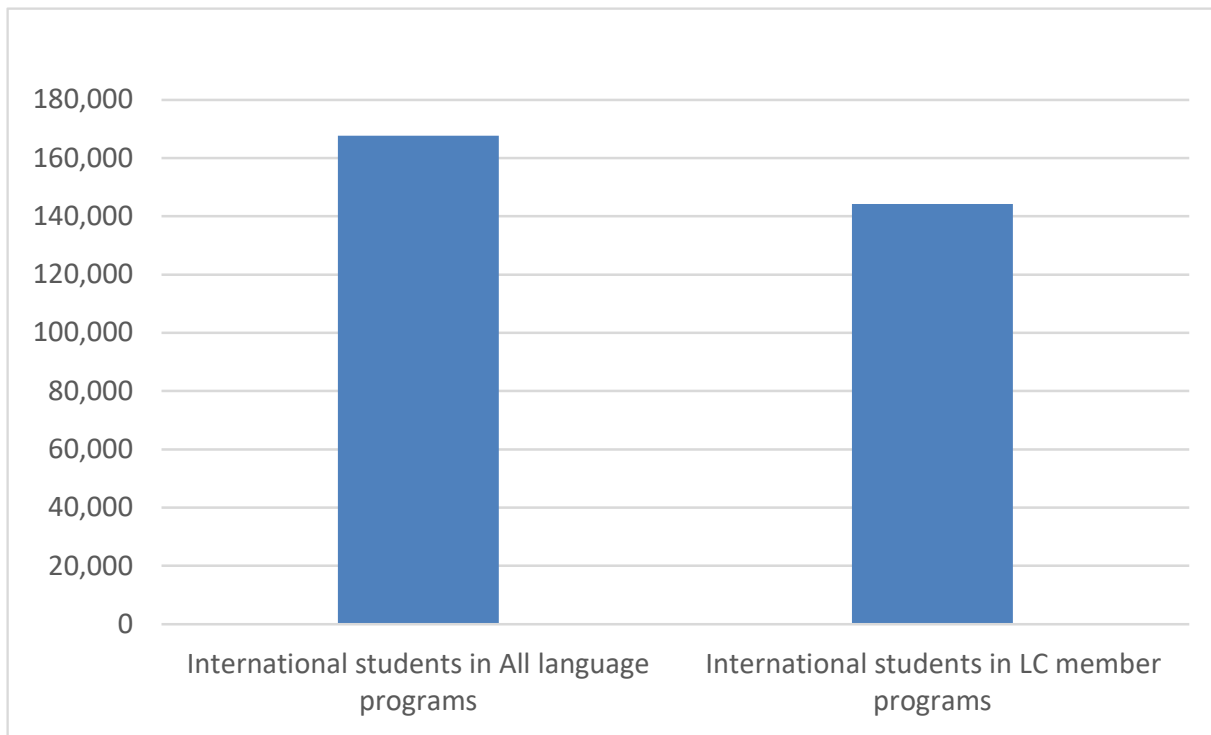


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Presents

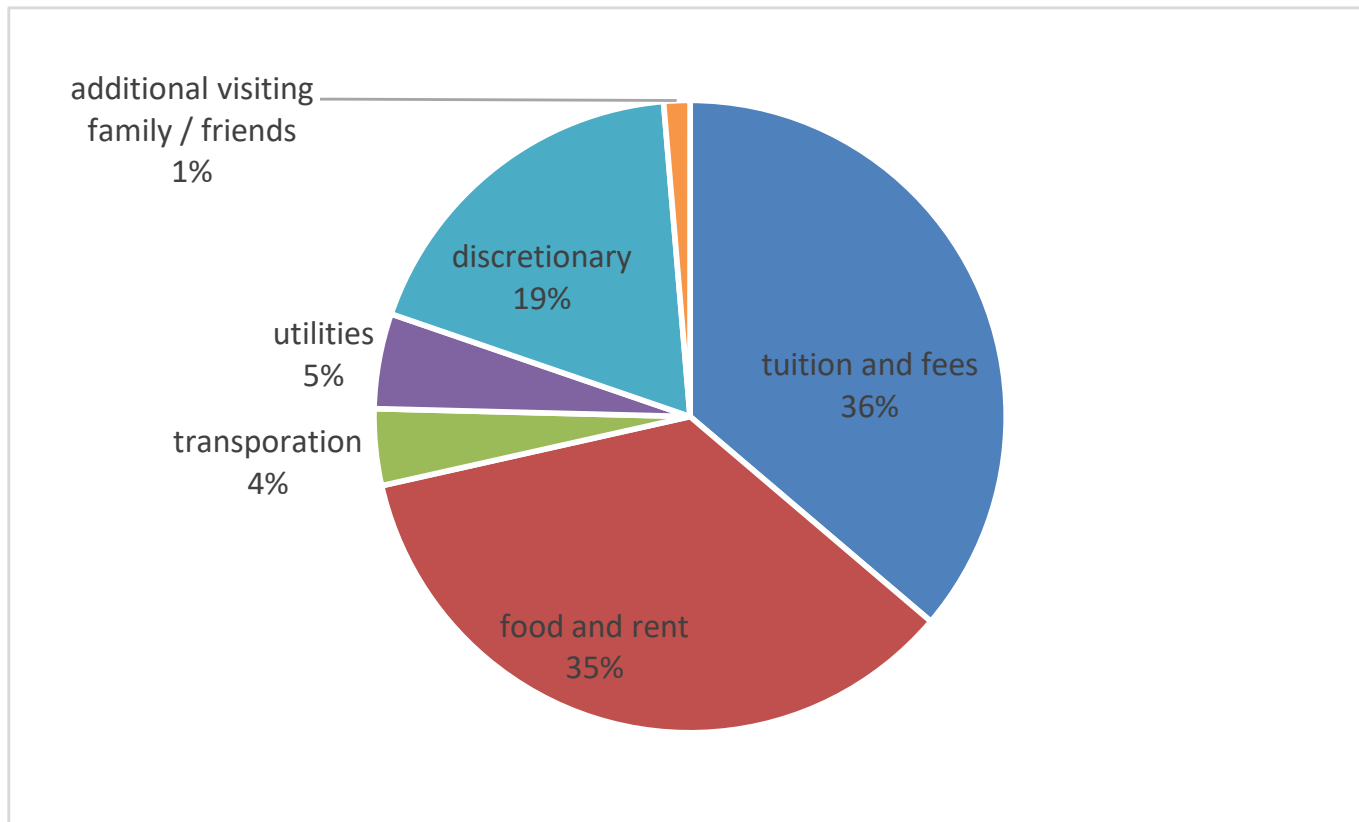
*Economic Impact of International  
Students in Language Education  
Programs in Canada*

*What does Canada's  
Language Education Offer  
to International Students?*

# *Number of international students in language education programs in Canada in 2019...*



# *Annual spending in Canada in 2019 almost \$1.8 billion...*



# *Direct economic impacts of international students in language programs in 2019...*

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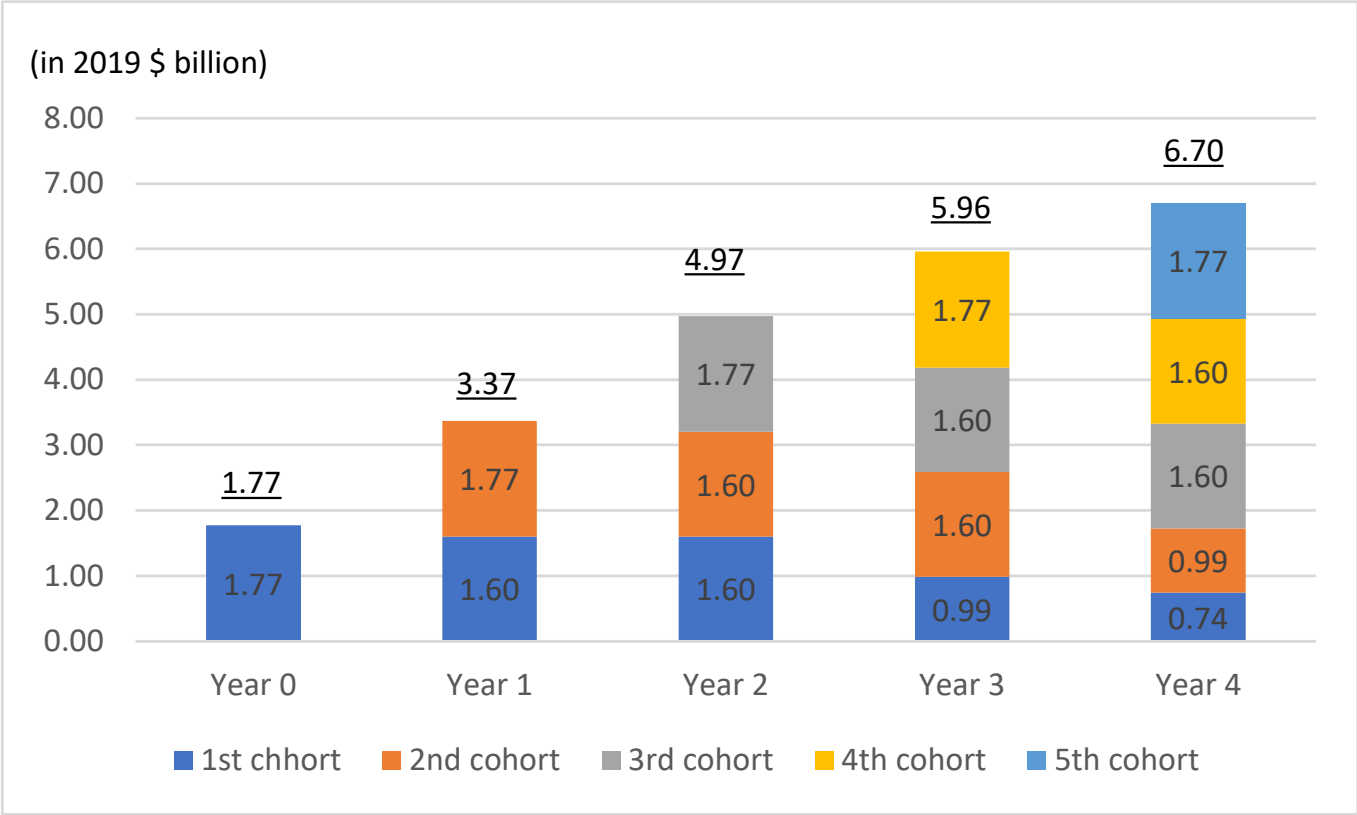
2019	
<b>GDP</b>	<b>\$976 million</b>
<b>Jobs</b>	<b>11,930</b>
<b>Government Revenue *</b>	<b>\$101 million</b>

\* From personal income tax only

*Total economic impacts capture indirect, as well as, induced impacts...*

	<b>Direct and Indirect Impacts</b>	<b>Direct, Indirect and Induced Impacts</b>
<b>GDP</b>	<b>\$1.4 billion</b>	<b>\$1.8 billion</b>
<b>Jobs</b>	<b>16,440</b>	<b>19,830</b>
<b>Government Tax Revenue</b>	<b>\$367 million</b>	<b>\$448 million</b>

# *Economic impacts of international language students go beyond their initial language education ...*



# *Impact of Pandemic*

- ▶ Impact of Pandemic
- ▶
- ▶ Negative
- ▶ –will last at least until 2023.
- ▶ –cross border hardest hit
- ▶ –greatly increased world competition of international students
- ▶
- ▶ Positive
- ▶ –Canada still desirable for internationals
- ▶ –huge market for up–skilling and reskilling Canadians
- ▶
- ▶ Need to:
- ▶ –accept reality. Changes are long lasting
- ▶ –change delivery methods
- ▶ –adjust products
- ▶
- ▶ Market
- ▶ –remember you add great value.



# *Questions?*

# ***Thank You!***

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