British Columbia International Education
Office of the Trade Commissioner – Emery Dosdall

Tuesday June 17th, 2008
9:30 am – 4:00 pm
SFU Harbour Centre, Room #2050 Alan & Margaret Eyre Boardroom
515 West Hastings, Vancouver

Agenda

1. Introduction – Emery Dosdall
   • Welcome and role of the Office of the Trade Commissioner
   • Context – importance of international education to the BC economy

2. Feedback from our visits
   • Stay out of our way
   • Assist in Marketing
   • Assist in visas
   • Need for diversity

3. B.C. / Canada Brand
   • Canada, Vancouver, and B.C.
   • Implications for marketing
   • Gateway project

4. Our capacity for foreign students
   • Long and short term programs
   • Desire for diversification
   • Incremental approach will not work - 2 year goal - linkage with marketing - word of mouth
   • What industries does BC wish to promote - implications for attracting post grad students
   • Student exchanges
   • Scholarships

5. Recruitment Activities
   • CEC fairs
   • What countries?
   • What cities?
   • What schools?

6. Other Items
   • Domestic curriculum
   • Credential recognition
   • Other agenda items

7. Summary of Day and Next steps