

INTERNATIONAL TRADE MINISTER OFFICIALLY OPENS CANADIAN EDUCATION CENTRE IN MEXICO CITY

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International Trade Minister Sergio Marchi today officially opened the Canadian Education Centre (CEC) in Mexico City during his first stop on a five-city Team Canada trade mission to Latin America.

The CEC in Mexico City is the first to be established in Latin America and the 11th Centre that Canada has opened worldwide. In addition, Canada has opened three additional Canadian resource and marketing centres outside the CEC Network in Athens, Abu Dhabi and Caracas.

"Canadians know that a highly educated and trained work force is one of the most important resources in making a country competitive," said Minister Marchi. "Canadian schools have much to offer international students -- high educational standards, relatively low tuition fees and an attractive environment in which to study and live."

The CEC Network was established to help public and private education providers market their products and services abroad. As subscribers to the Network, Canadian schools and education companies are promoted at the Centre and at education fairs held throughout the host country. In Mexico, this includes education fairs such as EDUCANADA '98, organized by the CEC Network, which is being held in Monterrey, Mexico City and Guadalajara later this month.

The CEC Network began operating in Mexico City in April 1997. Since then, it has attracted 141 Canadian education institutions as subscribers -- the third-largest in the Network, including 11 Francophone educational institutions.

The CEC Network is a wholly owned subsidiary of the Asia Pacific Foundation of Canada, with Centres in South Korea, Taiwan, Hong Kong, Indonesia, Kuala Lumpur, Thailand, India, Singapore, Australia and China. The Network generates revenue through subscription sales to Canadian education institutions. Building on the success of the network of CECs in Asia Pacific and Mexico, Canada plans to open up to 15 new education marketing centres by the year 2000.

- 30 -

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