

SECRETARY OF STATE KILGOUR OPENS CANADIAN EDUCATION CENTRE IN BRAZIL

January 16, 1998 No. 16

Secretary of State (Latin America and Africa) David Kilgour today inaugurated the Canadian Education Centre (CEC) in São Paulo, Brazil -- the 12th such Centre that Canada has opened worldwide. The Secretary of State also announced the opening of two satellite education centres at universities in Curitiba and Salvador, in partnership with the Pontificia Universidade Católica do Paraná (PUC PR).

"Learning is a lifetime occupation in Canada," said Mr. Kilgour. "The wider promotion of Canada's education expertise will encourage a greater number of exchanges between students, researchers, educators, and education specialists from both countries."

The Secretary of State added that the opening of the CEC, which is located at the Consulate General in São Paulo, is an important step in fulfilling the objectives outlined in the Declaration on Education Cooperation signed Wednesday in Brasilia.

In partnership with the PUC PR, the Canadian Education Centre Network, and the Canadian Embassy in Brazil, the Centre will provide marketing and promotion assistance to Canadian private and public education establishments on a subscription and fee-for-service basis.

The Brazil education market is the largest in South America and continues to grow. Forty-five per cent of Brazil's population -- 66 million people -- is of school age. The education technology market, currently estimated at \$29 million per year, is growing thanks to the potential number of users and the recent introduction of multi-media technology. More than 250 000 students currently study English in Brazil, and the number of Brazilian students studying in Canada has grown steadily, from 656 students in 1994 to over 1000 in 1997.

The CEC Network is a wholly-owned subsidiary of the Asia Pacific Foundation of Canada, with Centres in South Korea, Taiwan, Hong Kong, Indonesia, Malaysia, Thailand, India, Singapore, Australia, China, and Mexico. Canada also has opened three additional education resource and marketing centres outside of the CEC Network in Athens, Abu Dhabi, and Caracas. Canada plans to open up to 15 new education marketing centres by 2000.

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