



加拿大中心  
CANADA CENTRE  
CENTRE DU CANADA



Canada China Business Council  
Conseil commercial Canada-Chine  
加中贸易理事会

# CCBC MEMBERSHIP

*for Educational Institutions*

## **Why join CCBC? Because Education Means Business!**

Internationalization is the next great wave for Canadian educators; attracting offshore students will be a core strategic approach for Canadian colleges and universities as they respond to recruitment challenges globally. The most opportune source for international student recruitment is China. With hundreds of thousands of undergraduate and post-graduate learners seeking international education, China must be an essential target for Canadian institutions. Finding and attracting those students will be a challenge as universities and colleges worldwide compete for Chinese students' attention. The most effective access route to Chinese students—as many Canadian institutions can attest—is to utilize the existing Sino-Canadian connection: the Canada China Business Council.

The beneficial impact of Chinese student recruitment can already be seen in Canada. Chinese students contributed \$1.3 billion to the Canadian economy in 2008. Add short-term study and executive training, and these numbers rise even higher. China is the largest 'source' of international students in Canada (>42,000 in 2009), but we cannot rest on our laurels, because the competition is trying even harder. Australia attracts almost 10% more Chinese students despite being smaller in size and population; the U.S and the U.K are outpacing Canada as well.

**Membership in CCBC can help you do more with China.** In joining our Council, your network immediately expands to include Canada's most successful Sino-Canadian organizations, in a wide range of sectors. You can learn from the experience of many industries; in addition, education is CCBC's third largest member sector. These days, with fierce competition to attract the best and the brightest students and faculty, these connections matter.

## What Does Membership Mean to Me?

### ***LOW-COST ACCESS TO CHINA...***

- Educational institutions join at the lowest annual membership rate of \$1500, and any number of faculty and staff can be active on the membership. Active departments often include recruiting, alumni relations, international development, executive education, the business school, East Asian Studies, law school, political science, and economics.

### ***EXTENDED REACH...***

- CCBC's offices in China can act as an extension of your institution in China. Bilingual staff, physical and virtual office rentals, help with administrative functions, and on-the-ground support are all available to members.

### ***CONNECTIONS...***

- Access both Canada and China to CCBC members who are doing business in China.

### ***PROMOTION OF CANADIAN EDUCATION....***

- CCBC's Canada Centre in Shanghai is a showcase for Canadian strengths, attracting Chinese visitors from around the prosperous Yangzi River Delta area. The Centre's facilities provide member organizations a way to gather audiences on their trips to China. The option to highlight the institution in the Centre's display areas can provide ongoing attention to your school, including a mechanism to distribute materials and have CCBC staff represent the school to visitors.

**ADVOCACY...**

- CCBC’s advocacy efforts help highlight and resolve member challenges, with recent interest in the impact of the Canada-China relationship on business, visa issues and the branding of Canadian education.

**INSIGHT...**

- CCBC executives are available to speak to audiences at your institution or to participate in policy discussions.

**DISCOUNTS...**

- Member rates at CCBC conferences, seminars and speeches, and discounts on research, hotels, credit checks, shipping, and more.



*In picture: CCBC President Peter Harder announces the opening of the Canada Centre in Shanghai on December 16, 2009.*

Join CCBC today, at [www.ccbc.com](http://www.ccbc.com).



Canada Centre  
Centre du Canada  
加拿大中心

# CANADA CENTRE SERVICE MENU

---- Education Display Package



The first Themed Display in the Canada Center is Canadian Education – just in time to catch applicants for Fall 2010! This will be an ongoing display throughout the year, supported by a flurry of outbound activity during “Canadian Education Month” in March. During March we will run a variety of promotion activity in the Centre to attract traffic and to take advantage the 15th China International Education Exhibition Tour (CIEET), held at the Shanghai Mart on March 20-21.

### **Why display at the Canada Centre?**

- Potential students can learn about your institution in an environment that embodies the best of Canada.
- Your display supported by CCBC activity during Canadian Education Month.
- Canada Centre staff represent your institution throughout the year, supplementing your employees and recruiters.
- Full-year provision of information to your market, in an environment with heavy Chinese flow-through traffic.

### **Basic package: \$1000/year**

- Your school’s information available on a computer display dedicated to Canadian education:
  - ✓ Location pinpointed on map of Canada
  - ✓ Rolling advertisement in screensaver mode
  - ✓ Menu for visitors to click for more information. Your school’s detailed fact sheet can be accessed via this menu.
  - ✓ Inclusion on list of institutions for your province (to assist potential students interested in a certain area)
- Your institution also listed on the Canada Centre website at [www.canadacentre.com.cn](http://www.canadacentre.com.cn).
- Your institution’s business card or brochure available on the display or from receptionist.
- One after-hours event per year can be held in the Centre (CCBC provides staff, you pay out of pocket costs)
- Mailing service to prospective students available. We store your brochures, you provide addresses and we send brochures locally. You incur only local postage charges.
- Your rep attends the Canadian Education Seminar at the Canada Centre (March, in conjunction with CIEET).
- Your website can link to the Canada Centre site (“see us in China at...”)

## Deluxe package: \$4000/year

- All of the above, plus...
- Two additional after-hours events per year (three total) can be held in our Centre (CCBC provides staff, you pay out of pocket costs)
- Your recruiter can use the Canada Centre twice per month for two hours at a time to meet potential students, throughout the year
- Your institution listed once per quarter in our monthly newsletter to the Chinese business and government community in the Yangtze Delta area
- Your rep receives VIP recognition at the Canadian Education Seminar at the Canada Centre (March, in conjunction with CIEET).

### Q&A:

- How do I participate?
  - ✓ Canadian universities, colleges, and secondary schools are eligible to subscribe to the Education Display on an annual basis. Payment can be made by Visa, Mastercard, or check. Inclusion in the display begins upon receipt of your payment and lasts for 12 months.
- Do I need to be a CCBC member?
  - ✓ Yes, CCBC is a nonprofit membership organization dedicated to helping our members succeed in China. The education display is designed for member institutions only. The education sector is our third-largest membership category, demonstrating the value that membership can bring, and all educational institutions join at the lowest member rate, gaining access for all faculty, staff, and administration throughout the institution. [Click here](#) for more information on membership.
- How do you differentiate institutions?
  - ✓ Two categories will be represented:
    - Higher Education will have two lists, one for institutions who are members of the AUCC, and the other for members of the ACCC. The pinpoint map will have different indicators for the two different types of institutions.
    - Secondary Education will also be represented and will be indicated differently on the pinpoint map and via a different menu option.

The Canada Centre is brought to you by:



Canada China Business Council  
Conseil commercial Canada-Chine  
加中贸易理事会

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