



Diversity as a core strength:

International education, diversity and migration in Canada

Presented by Ambassador of Canada to Finland,
Mr. Jason Tolland

Canada



Canada is free and freedom
is its nationality.

FORMER PRIME MINISTER
WILFRID LAURIER



Canada 



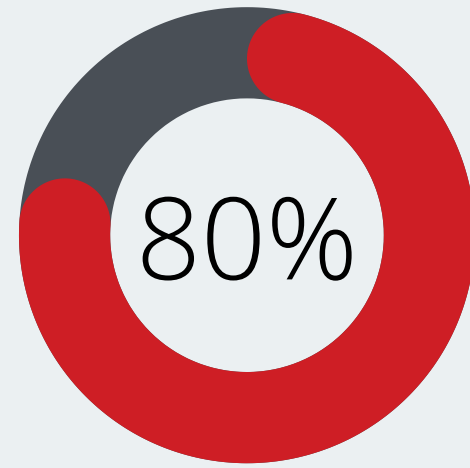
THE CANADIAN BRAND

Canada is well-known as a country of immigrants.

Many Finns have a direct, familial connection to Canada and the Finnish diaspora.

Canada is well-known as a peaceful and fair player globally and a safe, stable place to live.

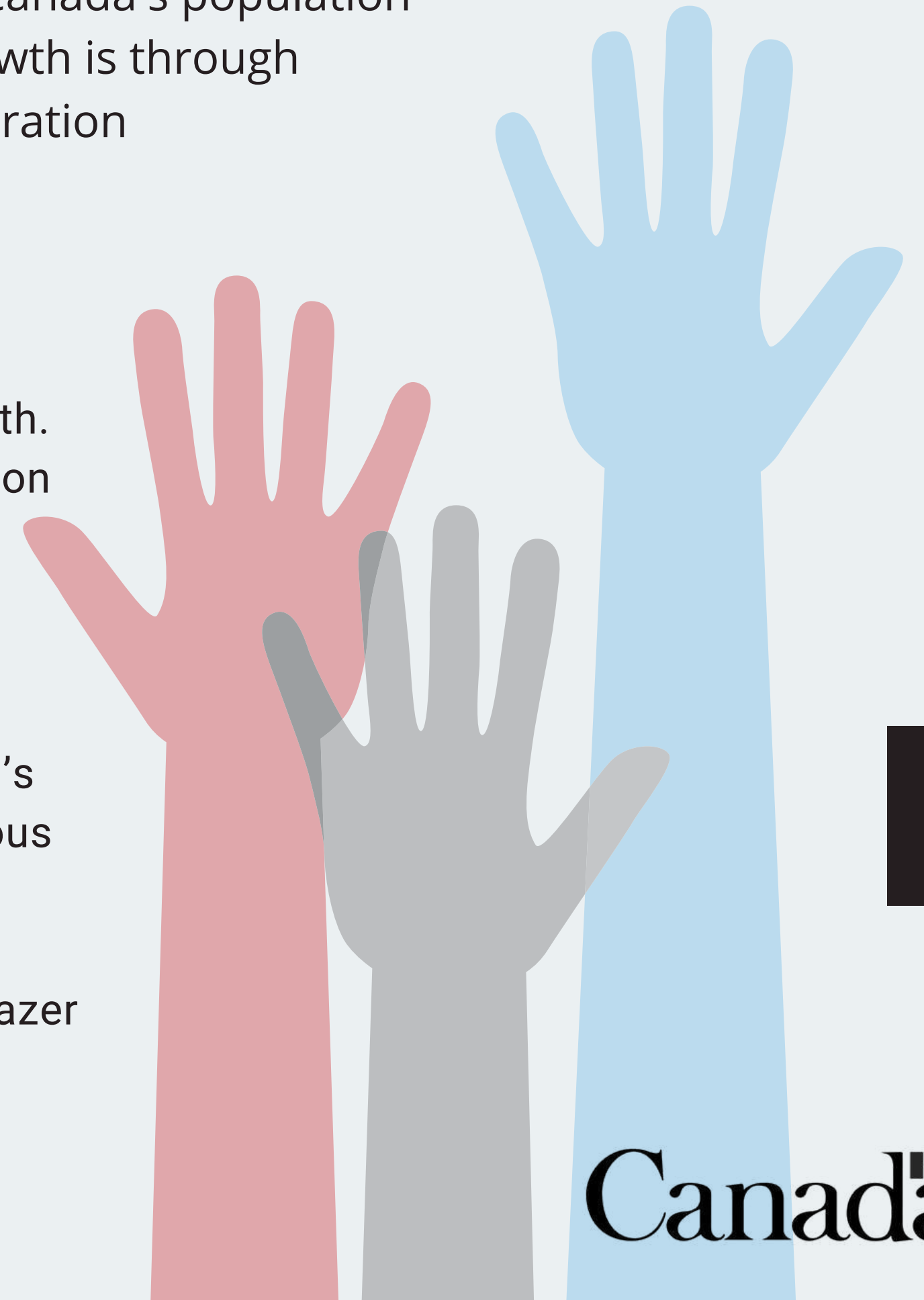
A SOCIETY OF IMMIGRANTS



of Canada's population growth is through migration

OPEN, DIVERSE, EQUAL

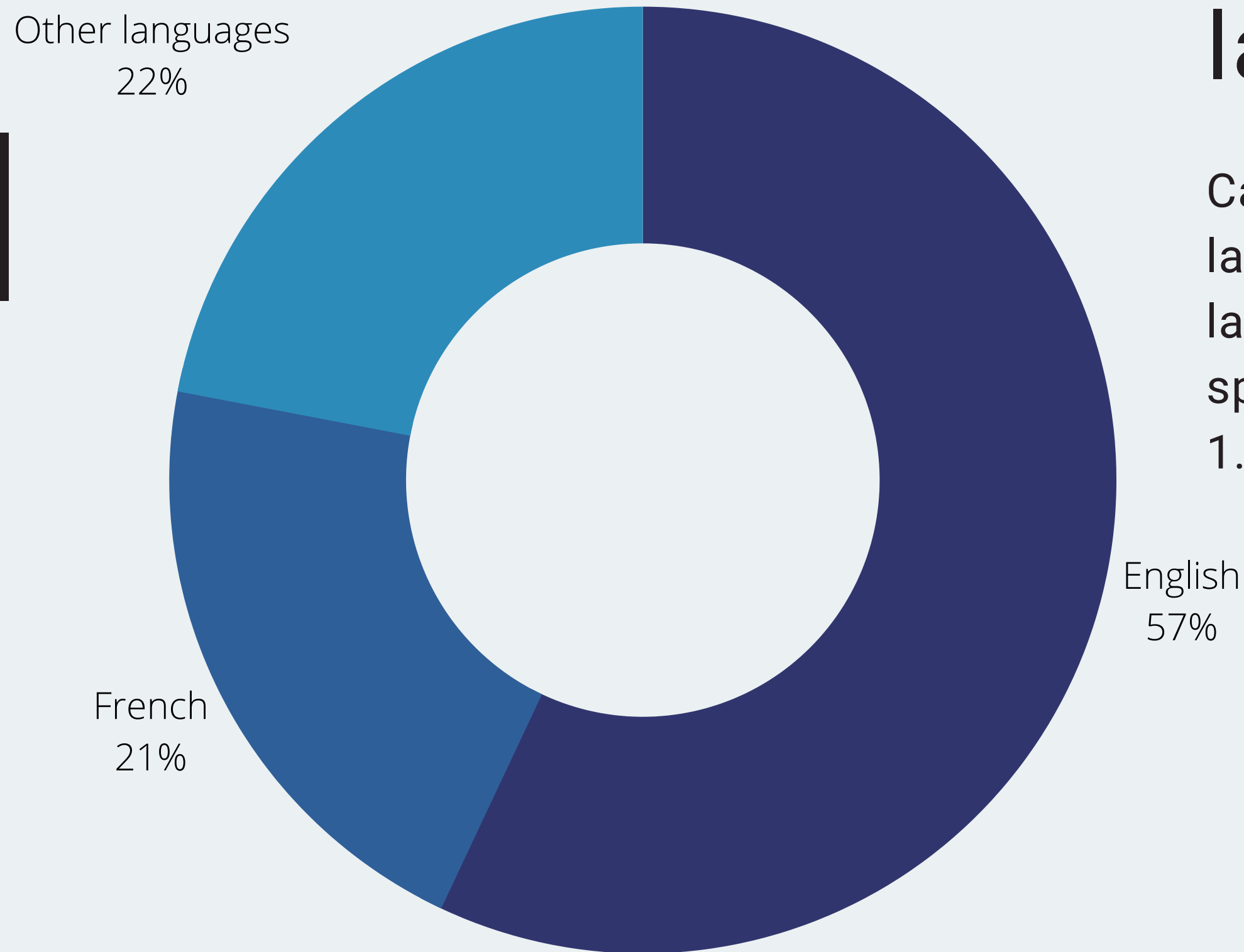
- Immigration supports Canada's demographic and economic growth. In fact, the Government of Canada has included economic migration as a central factor in our COVID-19 recovery.
 - Approximately **1 in 4 workers in Canada are immigrants.**
 - As of 2016, there were 600,000 self-employed immigrants employing over 260,000 Canadians.
 - Immigrants and temporary foreign workers fill gaps in Canada's labour force and help employers respond to vacancies in various sectors.
- Canada also has a strong tradition of **facilitating humanitarian migration** and accepting refugees. Canada has also been a trailblazer in **community sponsorship of refugees** and facilitates special support programmes for vulnerable groups.



Canada

Canadians by native language

Canadians by their mother tongue. The largest community of speakers of a language without official status are native speakers of Mandarin Chinese, making up 1.8% of the population.



2.4 million

YOUNG CANADIANS
STUDY THEIR SECOND
OFFICIAL LANGUAGE

1%>

SPEAK AN INDIGENOUS
LANGUAGE AS THEIR
NATIVE TONGUE, BUT THE
NUMBER OF SPEAKERS IS
GROWING FAST

7.3 million

SPEAK A NON-OFFICIAL
LANGUAGE AS THEIR
NATIVE TONGUE

44%

OF TORONTONIANS SPEAK
A LANGUAGE OTHER THAN
ENGLISH AS THEIR
NATIVE TONGUE





IMMIGRATION AS A RESOURCE

*Canada's immigration policies are based in a view of immigration as an essential part of Canada's present and future vitality and resilience. The Bank of Canada has stated that **high immigration levels are a net benefit for the economy.***

In the wake of the COVID-19 pandemic, Canada has looked outward and set ambitious migration targets as part of its economic recovery plan.

An Economic and Demographic Driver

- As of early 2020, approximately **82% of Canada's population growth** was attributed to immigration (permanent and temporary), compared to 44.3% of the population growth in the early 1990s: this is anticipated to increase to 100% by the 2040s.
- In 2019, the **OECD ranked Canada as the number one most attractive country for entrepreneurs**. Immigrant-owned firms had a **higher level of net job creation per firm**, and were more likely to be high-growth firms than those with Canadian-born owners.
- In 2018, **79.4% of newcomers aged 25 to 54 were in the workforce**, compared to 84% of people who are Canadian-born.
- Canadians benefit from the contributions of second-generation immigrants. Forty-one per cent of second-generation Canadians had university degrees versus 24% of people with two Canadian-born parents. In 2017, **second-generation Canadians earned higher than average employment incomes** of \$55,500, versus \$51,600 for children of Canadian-born parents.





Canada as an international education destination



■ **ECONOMIC DRIVER**

Incoming international students and the export of education products bring economic benefit

■ **SKILLS AND DEMOGRAPHIC DRIVERS**

Recruit talent to Canada and fill labour market gaps

■ **INNOVATION DRIVERS**

High quality international students contribute to Canadian prosperity and help Canada remain competitive and innovative

■ **DIVERSIFICATION DRIVERS**

Diversify the source countries of international students and their study destinations within Canada

143%

INCREASE IN NUMBER OF
INTERNATIONAL STUDENTS IN
CANADA FROM 2010-2020

190,000

FULL TIME JOBS SUPPORTED
BY INTERNATIONAL
EDUCATION IN CANADA

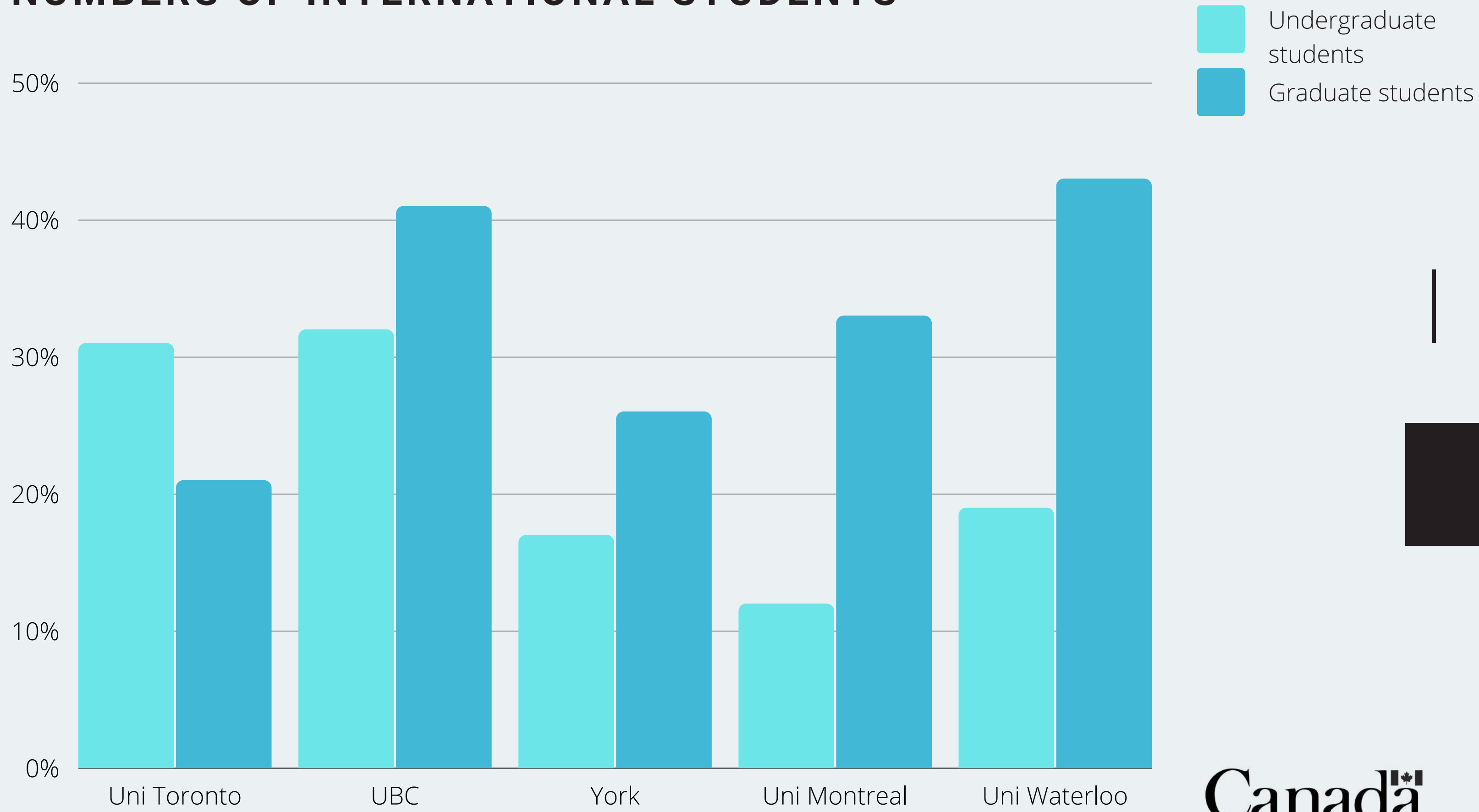
17%

DECREASE IN STUDY PERMIT
HOLDERS FROM DECEMBER
2019 TO DECEMBER 2020.

\$7.1 billion

LOSS IN GDP IN CANADA IN
2020 DUE TO THE EFFECTS OF
COVID-19 ON INTERNATIONAL
EDUCATION

CANADIAN UNIVERSITIES WITH HIGHEST NUMBERS OF INTERNATIONAL STUDENTS



The International Education Strategy



Canada's Trade Commissioner Service implements the IES through the following actions:



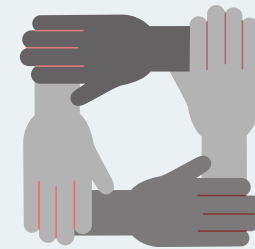
PROMOTION

Delivering digital marketing campaigns to promote Canada as a top study destination, promotion activities abroad



MANAGING RELATIONS

Managing bilateral, multilateral and federal-provincial/territorial education relationships. Global Affairs Canada collaborates with the provinces and territories.



SUPPORTING CLIENTS

Supporting Canadian education clients/institutions of higher education to increase exports



PROVIDING SCHOLARSHIPS

Administering scholarship programs for international students.



Educational promotion at our ministry

- The Trade Commissioner Service - Canada's Business Finland - is responsible for promoting the education sector outside of Canada, guided by a five-year International Education Strategy (IES).
- The International Education Division's industry engagement channels support the international business development (IBD) efforts of the TCS , the TCS Strategic Plan (2018-2021), and the International Education Strategy 2019-2024 (IES).



Some key points...

- The countries of origin of the largest international student populations are India, China and South Korea.
- The provinces of Ontario, British Columbia and Québec attract the vast majority of international post-secondary students.
- Canadian post-secondary institutions offer a wide variety of programmes in English and French, broadening the scope of students Canada can attract while strengthening Canada's national bilingualism, e.g. by integrating more francophone professionals into the workforce.
- The IES is intended to create alignment between labour-market needs with education offerings, with digital marketing campaigns in priority markets that promote those areas of study.



Inter-agency cooperation

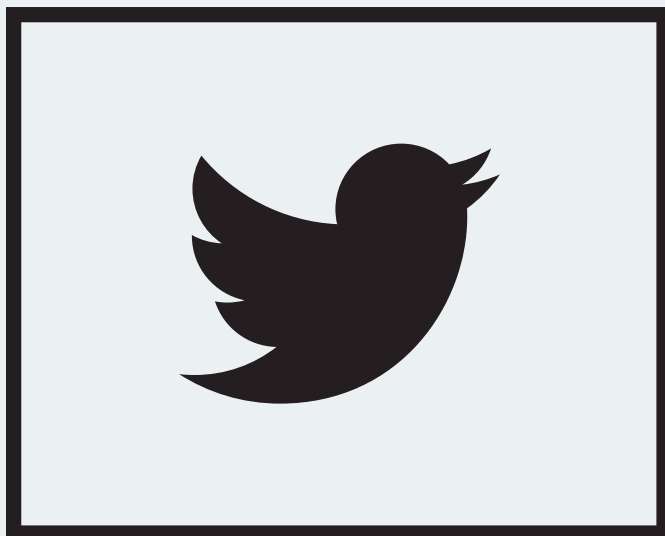
- Canada's Foreign Ministry leads on the diversification of source countries and targeting of international students to fill labour market and demographic gaps
 - Digital marketing, trade promotion and new inbound scholarships.
- Canada's TEM equivalent leads on outbound mobility programs to support global competencies
 - \$95 million over 5 years for study/work abroad pilot
- Our immigration ministry, Immigration, Refugees and Citizenship Canada, manages a streamlined visa application process
 - \$19 million over 5 years with \$1.3 million ongoing



Canada's missions abroad promote Canada as an education destination for international students and to raise awareness about opportunities for academic cooperation with Canadian institutions.

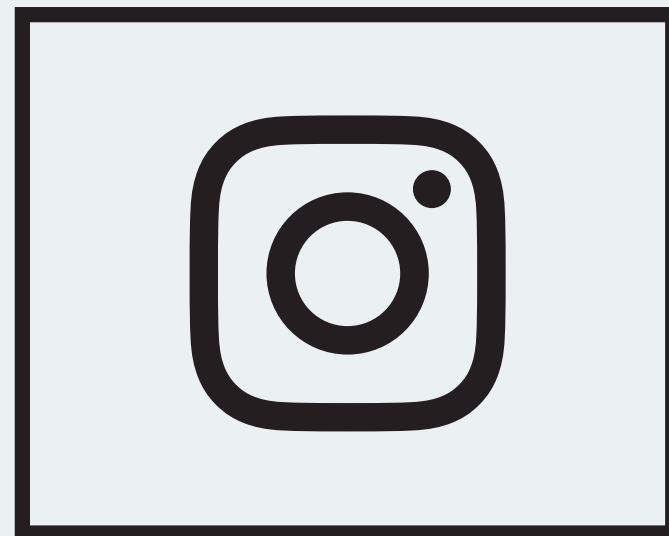
Part of this work is the EduCanada brand and platform, which offers students and educators a one-stop site with information about studies in Canada, tools for planning their budget and finding guidance from start to finish, from looking for a program, to applying, to getting a study permit.

Follow us or get in touch! 



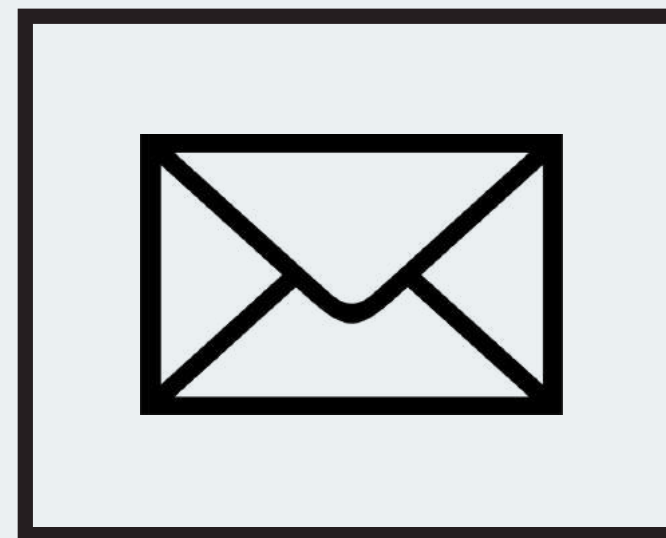
TWITTER

@CanEmbFinland
@AmbCanFinlande



INSTAGRAM

@CanadaFin



E-MAIL

hsnki-g@international.gc.ca

Canada 



Thank you!

Merci!

Kiitos!

Tack!



Canada