

# EDUCAÇÃO NO CANADÁ

Um mundo de possibilidades à sua espera

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EduCanada<sup>™</sup>  
A world of possibilities  
Un monde de possibilités



cmeC

Council of  
Ministers  
of Education,  
Canada  
Conseil des  
ministres  
de l'éducation  
(Canada)

Canada<sup>™</sup>

# Education: TCS x FPDS

Trade Commissioner - roles and responsibilities in education:

- Implementing the Strategia Business Plan
- Education promotion to the public and local contacts
- TCS services to clients and associations (qualified contacts, market assessments, problem solving)
- Outcalls to local contacts to identify opportunities and market intelligence
- Identifying opportunities
- MoU with MEC (BRSLA-TD)
- Canada-Brazil Awards – Joint Research Projects (renewal)
- Alumni engagement and support to the Rede (SPALO-TD coordination, with support of CCBC)
- Support to scholarships programmes (BRSLA-TD) – CAPES-GAC, MITACS, ELAP, etc
- Promotion of scholarships in Brazil (all Canadian and bilateral programmes)
- Enquiries from the public on education promotion
- Development of a communication strategy with support from FPDS for implementation
- Engagement with national local partners (FAUBAI, CONIF, etc)

# Education: TCS x FPDS

## FPDS - roles and responsibilities in education:

- Academic relations:
  - research groups on Canada or Canadian policy
  - research groups on Brazil or Brazilian policy
  - research groups on Canadian or Brazilian foreign policy priorities
  - advocacy on Canadian foreign policy or diplomatic priorities in academia
- Cooperation in public policy linked to education
  - Federal (MEC) and State (SE) policies
  - Institutional governance issues
- Public diplomacy activities in educational institutions or in partnership with the Ministry/Secretariat of Education
- Communication and media relations, in consultation with Trade
- Advocacy about Canada on the margins of education promotion events

# Our team:

## 6 Trade Commissioners in the Brazil platform:

- Fernanda Albano (SPALO)
- Raphaëlle Lapierre-Houssian (RIO)
- Franz Brandenberger (BELO)
- Suzan Redwood (BRSLA)
- Izabela Duarte (RCFE)
- Paulo Orlandi (PALGR)

Coordinator: Anouk Bergeron-Laliberté

## 4 Regional Trade Commissioners:

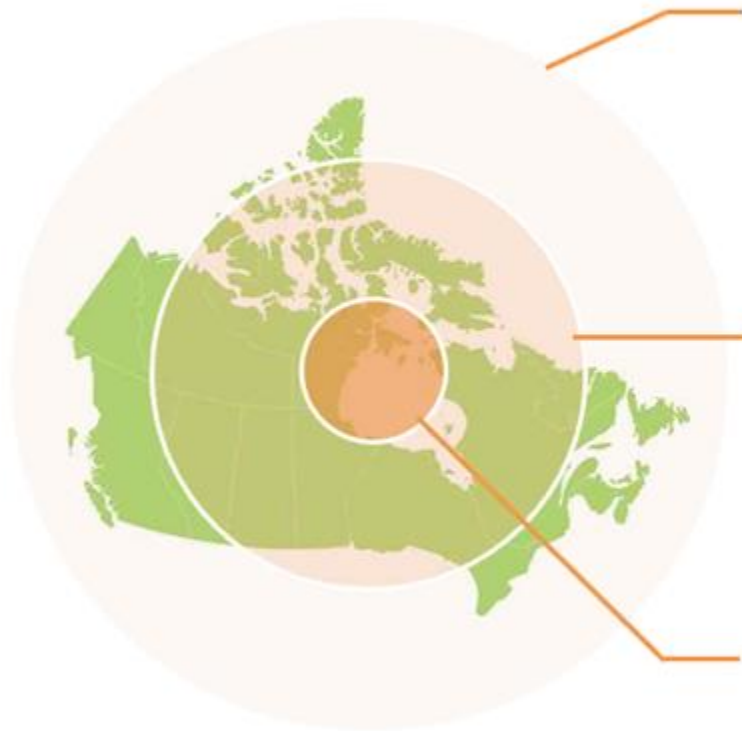
- Jaqueline Aguilar – Asia and Oceania (SPALO)
- Paulo Ayusso – Latin America and Caribbean (SPALO)
- Alessandro Sidoli – USA and Europe (HQ)
- Sasha Tremblay – Middle East, North Africa, Sub-Saharan Africa (HQ)

# International Education Division (BBY)

- Brands Canada as a top notch study/research destination and education partner to international audiences.
- Promotes exports of educational services, such as the recruitment of international students, the sale/licensing of Canadian curriculum and corporate and skills training
- Advances Canada's international education interests with provinces/territories, foreign governments, education associations, multilateral organisations and other federal government departments
- Manages international scholarship programs for international candidates to study in Canada and Canadians to study abroad.
- Supports International Education sector activities organized by Canadian Embassies and Consulates abroad.

-

# Educação: responsabilidades



education and the  
Constitution of Canada



21 ministries/departments  
responsible for education  
in Canada



cmecc

Council of Ministers of  
Education, Canada (CMEC)

# 21 ministérios / departamentos



- 
- AB**
- Education
  - Advanced Education

- 
- BC**
- Ministry of Education
  - Ministry of Advanced Education, Skills and Training

- 
- MB**
- Department of Education and Training

- 
- NB**
- Department of Education and Early Childhood Development
  - Department of Post-Secondary Education, Training and Labour

- 
- NL**
- Department of Education and Early Childhood Development
  - Department of Advanced Education, Skills and Labour

- 
- NS**
- Department of Education and Early Childhood Development
  - Department of Labour and Advanced Education

- 
- NT**
- Department of Education, Culture and Employment

- 
- NU**
- Department of Education

- 
- ON**
- Ministry of Education
  - Ministry of Advanced Education and Skills Development

- 
- PE**
- Department of Education, Early Learning and Culture
  - Department of Workforce and Advanced Learning

- 
- QC**
- Ministère de l'Éducation et de l'Enseignement supérieur du Québec

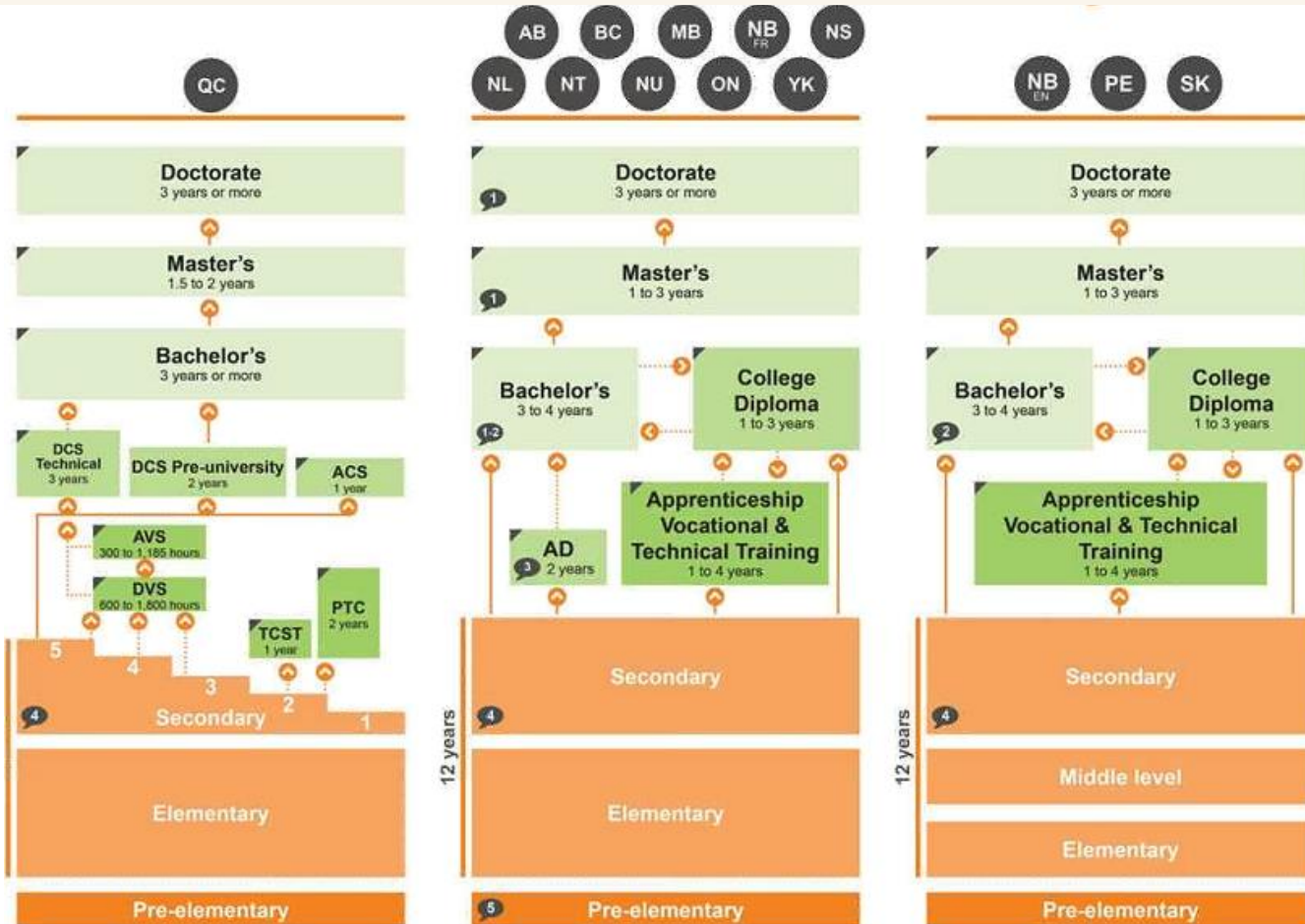
- 
- SK**
- Ministry of Education
  - Ministry of Advanced Education

- 
- YK**
- Department of Education

Source: CICIC. [Ministries/departments responsible for education in Canada.](#)



# Sistemas educacionais do Canadá



**Canada**

- AB Alberta
- BC British Columbia
- MB Manitoba
- NB New Brunswick
- NL Newfoundland and Labrador
- NS Nova Scotia
- NT Northwest Territories
- NU Nunavut
- ON Ontario
- PE Prince Edward Island
- QC Quebec
- SK Saskatchewan
- YK Yukon

**Legend**

- University education
- College education
- Apprenticeship - vocational and technical training
- Typical pathway

**Notes:**

- The right to deliver university-level programs and grant prescribed university degrees and applied bachelor's degrees has been granted to public colleges in Northwest Territories, Nunavut, and Yukon through legislation. However, some degree programs delivered are currently offered through partnerships with educational institutions in other Canadian jurisdictions.
- Select colleges and/or institutes in Alberta, British Columbia, Manitoba, Ontario, Prince Edward Island, and Saskatchewan also have some degree-granting authority. In British Columbia, all bachelor's degrees are four years in duration.
- Associate degrees (ADs) are offered only in British Columbia. AD holders obtain two years of transfer credit toward a four-year bachelor's degree.

**Acronyms:**

- PTC - Pre-work Training Certificate
- TCST - Training Certificate for a Semi-skilled Trade
- DVS - Diploma of Vocational Studies
- AVS - Attestation of Vocational Specialization
- ACS - Attestation of College Studies

**Notes**

- Colleges and universities may offer certificate programs of variable length.
- Continuing adult education programs, while not shown on this diagram, may be offered at various levels of instruction.



# Educação no Canadá



O Canadá ocupa o 3º lugar no mundo em qualidade da educação, vida e perspectivas de trabalho para estudantes internacionais segundo o relatório do HSBC 2016.

P&D colaborativa de nível mundial: responsável por 2,8% da pesquisa científica no mundo

País que mais investe em educação pública de nível superior per capita



APRENDA NO CANADÁ

# Educação: indicadores



	Canadá	OCDE
• Ao menos um diploma de ensino médio ou de ensino superior	91%	78%
• Educação superior completa	68%	42%
• Taxa de emprego com um diploma de college ou universidade	82%	84%
• PIB destinado a educação	6%	5.2%

# Instituições altamente valorizadas



- 6 universidades canadenses ranqueadas entre as 200 melhores do mundo
  - *The Times Higher Education World University Ranking (2016/2017)*
- 3 escolas de MBA canadenses estão entre as 100 melhores
  - *Financial Times Global MBA Rankings (2017)*



- As universidades canadenses realizam 38% de toda a P&D no Canadá, mais do que em outros países da OCDE
- Os estudantes de ensino médio do Canadá se destacam em ciência, leitura e matemática nos exames PISA (OCDE, 2015)

APRENDA NO CANADÁ

# Ensino Fundamental e Médio



Uma ampla gama de opções: **escolas públicas, privadas e independentes**

- As escolas são reconhecidas por cada província e aprovadas pelo governo
- Os certificados de Ensino Médio são reconhecidos em todo o mundo
- As famílias anfitriãs são receptivas, atenciosas e acolhedoras. Cuidadosamente avaliadas e selecionadas





# Instituições Canadenses

## Cursos e Acreditações oferecidas



	DIPLOMAS ACADÊMICOS			CERTIFICADO	DIPLOMA	IDIOMA
	DOUTORADO	MESTRADO	BACHARELADO			
UNIVERSIDADES	SIM	SIM	SIM	SIM	SIM	SIM
FACULDADES TÉCNICAS (COLLEGES), INSTITUTOS, CEGÉPS E POLITÉCNICAS	NÃO	NÃO	SIM	SIM	SIM	SIM
FACULDADES TÉCNICAS (COLLEGES) PRIVADAS	NÃO	NÃO	NÃO	SIM	SIM	SIM
ESCOLAS DE ENSINO FUNDAMENTAL E MÉDIO	NÃO	NÃO	NÃO	NÃO	SIM	SIM
ESCOLAS DE IDIOMA	NÃO	NÃO	NÃO	NÃO	NÃO	SIM

# Ensino Superior

Opções de graduação para atender às suas necessidades



**Bacharelado:**  
geralmente três ou quatro anos de estudos de graduação

**Mestrado:**  
normalmente um ou dois anos de estudo após o bacharelado, incluindo uma tese, dissertação ou trabalho de conclusão

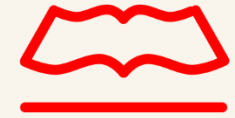
**Doutorado:**  
três a cinco anos de estudo, incluindo uma tese, geralmente após a obtenção do mestrado

**Outras opções:**  
diplomas acadêmicos, certificados e diplomas em cursos profissionalizantes – programas curtos e focados em carreiras



APRENDA NO CANADÁ

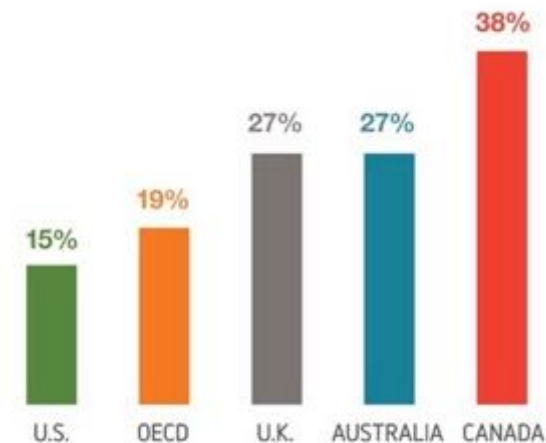
# Próspera cultura de pesquisa



- As faculdades tecnológicas e universidades canadenses apresentam uma taxa de **pesquisa nacional** mais alta que a maioria dos países da OCDE e do G7

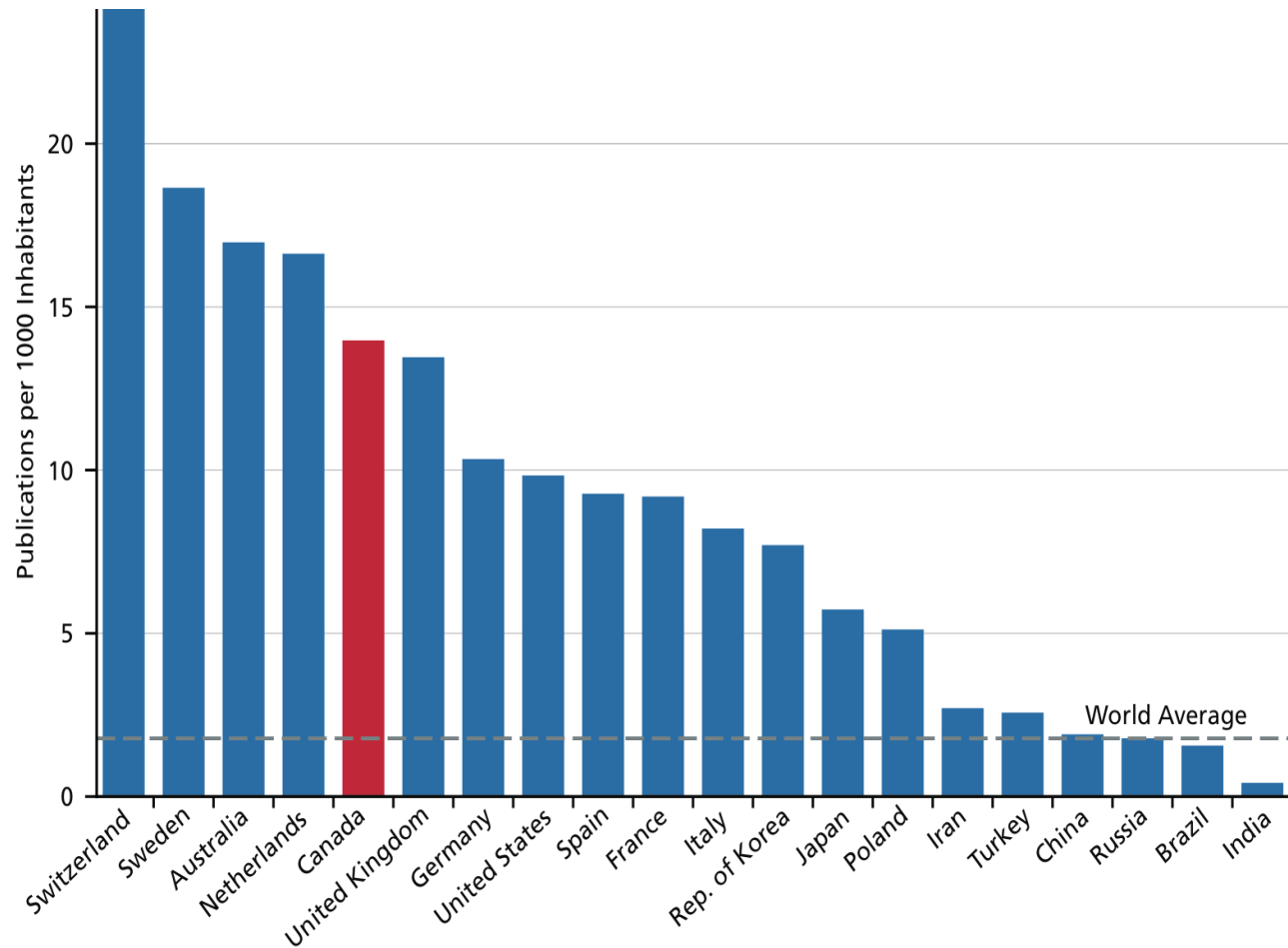
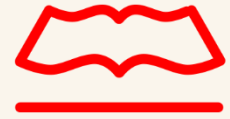
## Percentual de pesquisa do país realizada por faculdades tecnológicas e universidades

- As indústrias canadenses investem mais em P&D no ensino superior do que quaisquer indústrias de outros países do G7.
- O Canadá representa apenas 0,5% da população mundial, mas pesquisadores canadenses publicam 2,8% dos **artigos científicos do mundo**





# Número de Publicações por cada 1000 habitantes



# Taxas anuais médias para estudar no Canadá



Resumo de valores dos cursos para estudantes estrangeiros no Canadá

	Total (C\$)
Estudantes estrangeiros de graduação	25.180
Estudantes estrangeiros de pós-graduação	16.252

Source: Statistics Canada (2016-2017)

# Bolsas de Estudos



- Há muitas bolsas de estudos para estudantes estrangeiros disponíveis diretamente nas instituições canadenses, através dos supervisores/orientadores;
- Estudantes também devem pesquisar a disponibilidade de bolsas do governo em seu país de origem, de instituições/organizações (OEA, bancos, ong's, fundações, etc.);
- Bolsas e subsídios institucionais e governamentais também são disponibilizados uma vez que os estudos estão em andamento;
- Para bolsas oferecidas pelo Governo Canadense, visite [www.scholarships.gc.ca](http://www.scholarships.gc.ca)



# Bolsas de Estudo: ELAP



- **Programa Futuros Líderes nas Américas (ELAP):**
  - pós-graduação: CAD 9,700 para o período;
  - intercâmbio de 5 a 6 meses para estudo ou pesquisa em instituição canadense;
  - candidatos devem estar regularmente matriculados em uma instituição de ensino superior brasileira;
  - um acordo interinstitucional é desejável, mas não obrigatório - Se não houver um contrato de intercâmbio existente, os pedidos de pós-graduação que envolvam uma colaboração nova ou estabelecida entre professores de uma instituição canadense e a instituição de origem do candidato serão aceitos;
  - a instituição canadense que é responsável pela submissão de candidaturas em nome de candidatos elegíveis.
  - Informações: <http://www.scholarships-bourses.gc.ca/scholarships-bourses/can/institutions/elap-pfla.aspx?lang=eng>

# Bolsas de Estudo: Vanier



- **Vanier Canada Graduate Scholarships**: doutorado
- aproximadamente 170 bolsas/ano: CAD 50,000 por ano para três anos de estudos
- pesquisa nas áreas da saúde, ciências naturais, engenharia, ciências sociais e humanidades
- instituição canadense que é responsável pela submissão de candidaturas em nome de candidatos elegíveis. Critérios:
  - excelência acadêmica
  - potencial de pesquisa
  - liderança
  - estar cursando seu primeiro doutorado
- Informações: <http://www.vanier.gc.ca/>

# Bolsas de Estudo: Banting



- **Banting Postdoctoral Fellowships**: pós-doutorado
  - financiamento para os melhores candidatos de pós-doutorado
  - 70 bolsas oferecidas anualmente: CAD 70,000 por ano
  - duração do programa: 2 anos, sem a possibilidade de prorrogação.
  - candidatos devem entrar em contato com instituições que considerem adequadas para eles e suas pesquisas e confirmar que a instituição desejada é elegível para receber um bolsista Banting
- Informações: <http://banting.fellowships-bourses.gc.ca/>



# Informações Práticas





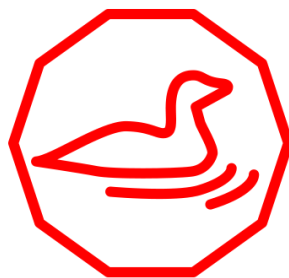
# Por onde começar?

## Visite [educanada.ca](http://educanada.ca)



**Encontre um curso em uma universidade ou faculdade técnica (college):**

pesquise por campo de estudo, idioma de estudo, nível ou localização do programa



**Descubra quanto custa o curso:**

essa estimativa inclui o valor anual (tuition)/taxas do curso, livros/materiais, alimentos, transporte público local e custos variados



**Identifique seus pré-requisitos para candidatura como um estudante internacional**

# Encontre o programa certo!



Portal oficial de estudos no Canadá:  
[www.EduCanada.ca](http://www.EduCanada.ca)



Canada

[Study in Canada](#) ▾ [Explore Canada](#) ▾ [Scholarships](#) [Media room](#) ▾ [Events](#) [Resources](#) ▾ [Search](#)

[Home](#) > [Study in Canada](#) > [Step 1-2-3](#)

## Study in Canada

### Why study in Canada?

Work while you study  
Internships and co-op programs  
Working after graduation  
Frequently asked questions  
Student testimonials

### Education opportunities

#### Step 1-2-3

### Find a study program

Education systems

Language schools  
Elementary and secondary schools  
Online and distance learning

### Cost of studying in Canada

### Study permits

## Step 1-2-3

Find out what it takes to study abroad in Canada. It's as easy as 1-2-3!

The **Step 1-2-3** tool is a great way to get preliminary answers to questions you have about studying in Canada, from what programs are available to how much it costs:

- **Step 1:** Select a [program](#) or school that interests you.
- **Step 2:** Find out how much it [costs](#) to study in Canada based on the choice selected.
- **Step 3:** Find out what [documents](#) you need to study in Canada before you apply.

[>> Search now](#)

Note: Do not close the browser. Hit the back or forward button during your Step 1-2-3 search.

## Disclaimer

Information about post-secondary institutions' **programs** and education **costs** presented by the Step 1-2-3 tool are drawn from Employment and Social Development Canada's (ESDC) Canadian Post-Secondary Institution Collection (CPIC) database. This information, including tuition fees, is updated by ESDC on a yearly basis and is subject to change.

- **International students:** Confirm details regarding programs of study and tuition fees with your institution of interest.
- **Canadian institutions:** [Contact ESDC](#) to update your institution's information.

LEARN IN CANADA

# Permissão de Estudos



- Você precisa de uma permissão de estudos no Canadá para seis meses ou mais
- Você precisa dos seguintes documentos para fazer a solicitação:
  - Prova de aceitação
  - Passaporte válido
  - Prova de apoio financeiro
  - Carta de explicação
- Há duas formas de solicitar:
  - Online
  - Por escrito (papel)
- Para mais informações sobre elegibilidade, processo de solicitação e como preparar sua chegada ao Canadá, visite o site de Imigração, Refugiados e Cidadania do Governo do Canadá: [www.cic.gc.ca](http://www.cic.gc.ca) (na seção "Study")



# Trabalho durante/após seus estudos



- Trabalho de campo
- Cursos de práticas (practicum)
- Cursos com alternância trabalho-estudos (co-op)
- Estágio
- Projetos de pesquisa aplicada
- “Post-Graduation Work Permit”



- Para mais informações sobre programas de autorização de trabalho e critérios de elegibilidade, visite [www.cic.gc.ca](http://www.cic.gc.ca) ou e-mail: [spalimmigration@international.gc.ca](mailto:spalimmigration@international.gc.ca)

# Impact of Int'l Education Service Exports (2017)

494,525 

International students in Canada

Canada is renowned for **science, research, innovation and quality** in its world-leading education institutions

\$18.7B 

in exports of educational services

Canada's **economic prosperity** is a top priority for the Government of Canada

200,000 

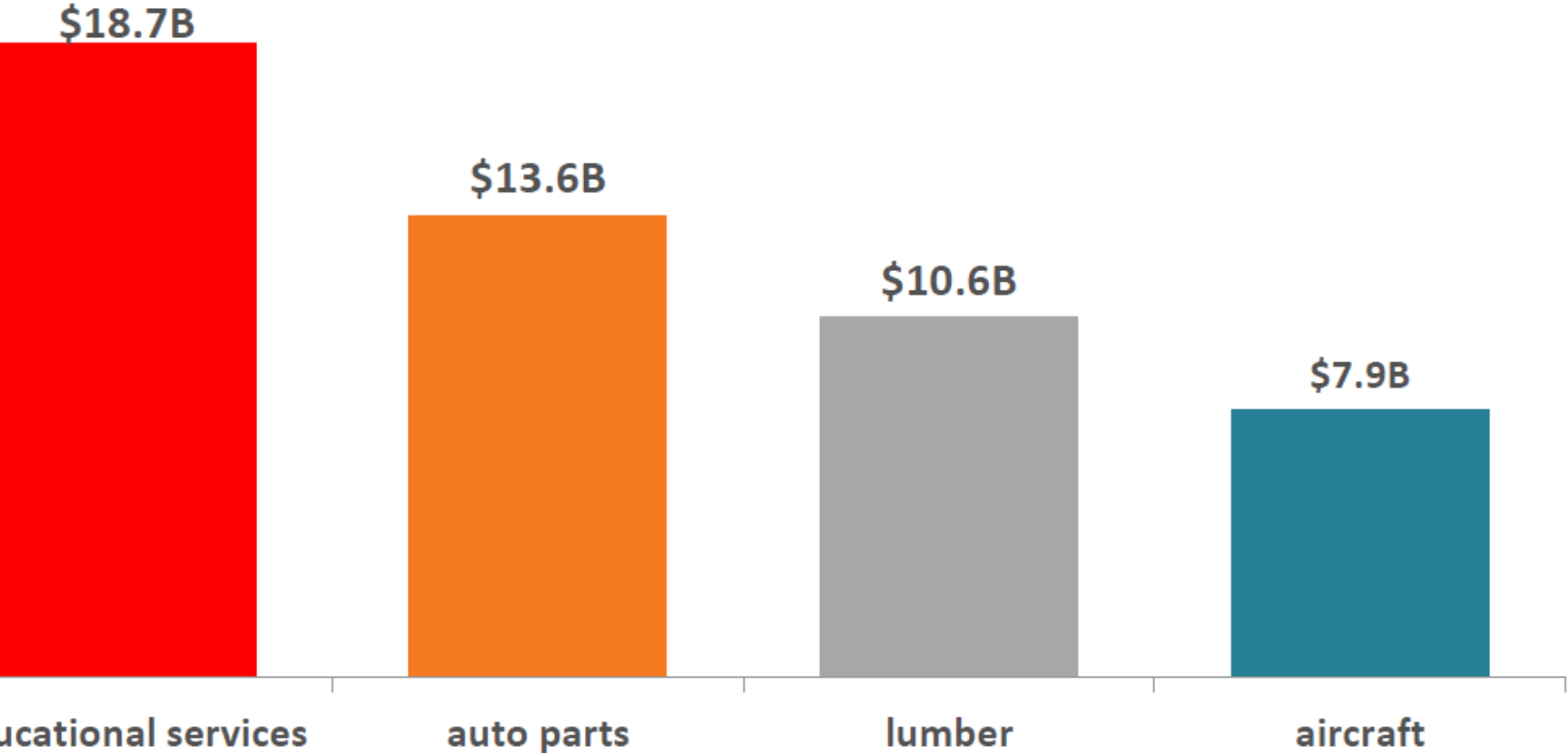
jobs

Canada has a **dynamic and diverse workforce** that supports FDI attraction and strengthens economic growth

**IES goal achieved** five years ahead of schedule



# Value of the International Education Sector as compared to other Export Sectors



# Education sector results (FY 2017/2018)



123 TCS Clients reported 67 EOFs and 157 OPs in 48 countries

## TCS Client Survey

	Education	TCS
Client satisfaction	94%	92%
Knowledge of sector	92%	85%
Pursuing deals	209 (11%)	1858
Concluding deals	88 (21%)	420

Source: FY 2017-18: BTB

**\$ 4.3M** York University

Training programs to public sector educators in **China**

**\$ 776,000** Georgian College

Government sponsored ESL training in Canada from **Panama**

**\$ 1.2M** Polytechnique de Montréal

Feasibility study and Business Plan for African School of Mines in **Mali**

**\$ 1M** The Learning Bar Inc.

Canadian Educational online school survey in **Australia**



# Brazilian Market

- There is no consolidated data for student mobility in Brazil – BELTA survey is good indicator;
- 75% of Brazilians chose their course abroad through an agency;
- BELTA survey: Canada has been the number 1 destination for Brazilians for 13 years;
- Brazil is currently the 7th largest source of international students in Canada (the 2nd in the Americas, after the USA);
- In 2017 Brazil became the number 1 source country for language programmes in Canada: 23,533 students, followed by Japan (20,589), China (16,197), South Korea (15,040), and Mexico (12,780);
- Market grew 23% in 2017 (302k) - overall outbound mobility has grown by nearly 40% over the last 3 years, marking a pronounced recovery from a downturn in the market in 2015;
- IRCC's data shows that close to 12 thousand Brazilians studied in Canada for 6 months or more in 2017 (an increase of 28% from 2016). It is estimated that 21k Brazilians took short-term courses in Canada last year.

# Key stakeholders

- Associations: Languages Canada, Universities Canada, CiCan, CAPS-I, CALDO, etc. – objectives include recruitment of students for members; advocacy; foment bilateral research;
- Institutions: objectives may vary from international recruitment to curriculum selling, corporate training, customized courses, offshore campus, research partnerships, MoU, etc;
- Provinces: usually partners, may become clients when selling curricula to offshore schools;
- BELTA: Brazilian Education and Language Travel Association
  - members sum up approximately 75% of the Brazilian market
  - quality assurance mechanisms

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# Cross Sector/Corporate Training

- Objective of discussion

- What is an Education Cross Sector Activity?

There are two ways to frame services, opportunities and successes as cross sector:

- 1) An education client (i.e. university, college, K-12 school, language school, education association, P/T government and company) providing educational services and products to organizations in another sector, or
- 2) A TCS client from another sector (i.e. Aerospace, Agriculture and Processed Foods, ICT, Life Sciences, Mining, Oil and Gas, etc) offering its products or services to a local education contact (i.e. a local education institution, ministry of education, education company, etc)

# Examples of cross sector successes

1)

Education & **Defense**

Success #: **1-13d1dp**

Client: **Fanshawe College**

Local Contact: Peru's Technological  
Institute for the Armed Forces

Training on strategic planning and  
management

Value (CAD \$) **429,000**

2)

Education & **Aerospace**

Success # **1-10TGSi**

Client: **Ottawa Aviation Services Inc.**

Local Contact: Sky-Blue

Flight training to Chinese cadets

Value (CAD\$) **4,200,000**

# Examples of cross sector successes

3)

Education & **Mining**

Success #: **1-14IJYD**

Client: **CPI Training**

Local Contact: Ghanaian NGO Western Regional Coastal Foundation (WRCF)

Training courses for stakeholders in the Ghanaian extractives sector

Value (**CAD \$**) **50,0000**

4)

Education & **FDI**

Success # **1-149ODP**

Client: **Keystone International Schools**

Local Contact: Ms. Demirsu

Establish Keystone school in Ontario

Value (CAD \$) **960,000**

# Questions / discussion