

# **Seneca College**

## **Profile in China: Challenges & Possibilities**

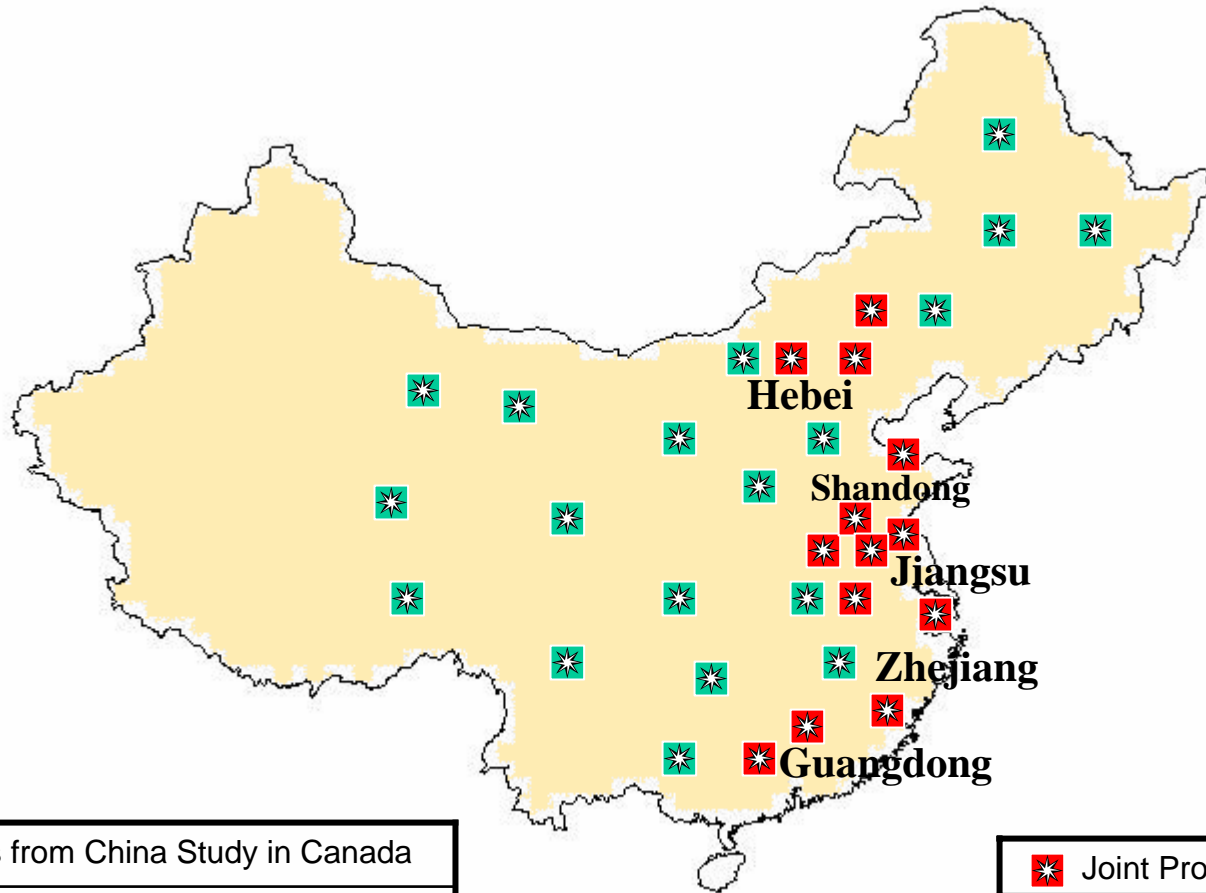


**Innovation Synergy Centre-Markham**  
**Canada-Ontario Export Forum/York Export Alliance**  
**June 12, 2007**

**Seneca**



# Seneca's Activities in China



1,400 Students from China Study in Canada

1,100 Joint Venture Students Study in China

Red Square with Star: Joint Programs

Green Square with Star: Student Recruitment

# Corporate Training

## Programs

- Aviation Technology
- Airport Administration Management
- Training for CFOs
- Project Management
- Auditing, Accounting
- Taxation
- Banking & Finance
- Human Resource Management
- Mergers & Acquisitions
- Import/Export Procedures
- Hotel Management
- Competency Based Education
- TESL-Teaching English as a Second Language

## Clients

- State Development Planning Commission of China
- China Ministry of Finance
- China Southern Airlines
- China Hainan Airlines
- China State Tobacco Monopoly Administration
- ChongQing Municipal Tobacco Company
- Jiangsu Commission of Science and Technology
- Jilin Association for International Exchange of Personnel
- Shanghai Electric (Group) Corporation

# Seneca's Challenges

- Regulatory Environment
- Due Diligence Challenges
- HR Issues
- Cultural Adjustment
- Capital Repatriation

# The Future

- Greater Focus on Applied Education
- Chinese Government Identifying 100 Model Colleges
- Seneca will Create Alliances with Model Colleges
- Expand China Strategies in Asia Pacific Region

# Seneca & ISCM

- ✓ Hiring for China
- ✓ Corporate Training
- ✓ Links with Educational Institutions
- ✓ B2B & Institutional Linkages

**Thank You**

**Xie Xie**