



Mexico City - September 23 - 26, 2024

CAPS-I is pleased to invite its members to apply for an in-person trade mission to **Mexico** in **September 2024**. Participation will be limited to 18 CAPS-I members.

The **2024 CAPS-I Trade Mission** has been created specifically for Canadian public schools and provides a superb opportunity to continue building long-lasting partnerships with key decision makers in carefully selected, screened and trusted agencies, gain up-to-date information about latest industry and market developments and trends from high-level government officials, and diversify international student populations.

WHY ATTEND?

- Explore and empower market presence in **Mexico**;
- Develop new relationships and strengthen existing ones with qualified partners;
- Meet **owners and executives of 32 carefully selected agencies** interested in promoting and sending prospective students to public high schools in Canada;
- Access **market intelligence seminar** by Canadian Consulate officials;
- Keep up with the latest initiatives in the Mexican market.



2024 CAPS-I TRADE MISSION MEXICO

PRICE INCLUDES:

- Research, pre-selection and recruitment of education agencies;
- 5-star meeting venue with internet connection;
- Welcome dinner and briefing;
- Presentation by Canadian Consulate officials;
- 32 one-to-one meetings with agencies from across Mexico;
- Meals and refreshments during business days;
- Networking cocktail reception;
- Complete event management;
- Handbook featuring agency profiles with pictures;
- Additional agent contacts from waitlist (if applicable).

PRICE EXCLUDES:

- Airfare to and from Mexico City;
- Accommodation arrangements;
- Local travel arrangements and airport transfers;
- Meals during travel days.

PRICE:

- Price per one representative: **\$ 6,200 CAD**
- Price per additional representative: **\$ 700 CAD**

**Representatives of the same school district will share the same table and meeting schedule with agencies.*

ITINERARY:



September 23, 2024 - Day 1 - Welcome & briefing dinner

September 24, 2024 - Day 2 - Business meetings with education agencies from Mexico City
(up to 16 meetings per day)

September 25, 2024 - Day 3 - Individual arrangements

September 26, 2024 - Day 4 - Business meetings with education agencies from across Mexico
(up to 16 meetings per day)

Please submit a completed application form by **February 21, 2024, 4:00 pm PST** to:

Ms. Bonnie McKie

Executive Director

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