



## Istanbul - February 9-10, 2025

CAPS-I is pleased to invite its members to apply for an in-person trade mission to **Istanbul** in **February 2025**. Participation will be limited to 18 CAPS-I members.

The **2025 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 **Turkey**;
- Develop new relationships and strengthen existing ones with qualified partners;
- Meet **owners and executives** of **16 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 Turkish market.



# 2025 CAPS-I TRADE MISSION TURKEY

## 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;
- 16 one-to-one meetings with agencies from across Turkey;
- Meals and refreshments during the business day;
- 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 Istanbul;
- Accommodation arrangements;
- Local travel arrangements and airport transfers;
- Meals during travel days.

## PRICE:

- Price per one representative: **\$ 5,050 CAD**
- Price per additional representative: **\$ 300 CAD**

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

## ITINERARY:



**February 9, 2025** - Day 1 - Welcome & briefing dinner

**February 10, 2025** - Day 2 - Business meetings with education agencies

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

**Ms. Bonnie McKie**

Executive Director

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