



Seoul - September 16-17, 2026

CAPS-I is pleased to invite its members to apply for an in-person trade mission to Seoul in **September 2026**. Participation will be limited to 19 CAPS-I members.

The 2026 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 **South Korea**;
- Develop new relationships and strengthen existing ones with qualified partners;
- Meet **owners and executives of 17 carefully selected agencies** interested in promoting and sending prospective students to public high schools in Canada;
- Access **market intelligence seminars** by Canadian Trade Commissioner Service;
- Keep up with the latest initiatives in the South Korean market.



2026 CAPS-I TRADE MISSION SOUTH KOREA

PRICE INCLUDES:

- Research, pre-selection and recruitment of education agencies;
- 5-star meeting venue with internet connection;
- Welcome dinner and briefing;
- Presentation by Canadian Trade Commissioner Service;
- 17 one-to-one meetings with agencies from across South Korea;
- 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 Seoul;
- Accommodation arrangements;
- Local travel arrangements and airport transfers;
- Meals during travel days.

PRICE:

- Price per one representative: \$5,600 CAD
- Price per additional representative: \$350 CAD

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

ITINERARY:



September 16, 2026 - Day 1 - Welcome & briefing dinner

September 17, 2026 - Day 2 - Business meetings with education agencies in Seoul

Please submit a completed application form by **Friday, January 30, 2026, 4:00 pm PST** to:

Ms. Bonnie McKie

Executive Director

Canadian Association of Public Schools - International (CAPS-I)

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