



**CREPUQ**  
CONFÉRENCE DES RECTEURS  
ET DES PRINCIPAUX  
DES UNIVERSITÉS DU QUÉBEC

# Communiqué

**FOR IMMEDIATE RELEASE**

**“University in Québec. Discover the Difference.”**

**The Conference of Rectors and Principals of Québec Universities (CREPUQ) launches Québec universities’ new international recruitment image.**

**Paris, February 3, 2009** - On the eve of their tour to meet Parisian students who may study in Québec, Québec’s universities unveiled a new international recruiting image to the press and higher education and guidance professionals. Attending the launch was Pierre Arcand, Minister of International Relations and Minister responsible for the Francophonie, who was visiting Paris.

The recruitment of foreign students and the promotion of international mobility for Québec students are important development issues for the universities and for Québec society. In a global labour market, Québec’s universities recognize the added value of international experience for their students. Whether through the presence of foreign students at a host university, or via educational exchanges outside the country, this experience complements academic work by fostering the knowledge of other cultures and languages, creating long-lasting personal ties, developing international networking and an understanding of the world as a whole.

Given this context, the Québec universities, under the auspices of the Conference of Rectors and Principals of Québec Universities (CREPUQ), have developed a collective promotion strategy to differentiate the Québec universities’ offering on the international scene and position Québec as a desirable destination for a university education.

The difference at Québec universities lies in the diversity of the programs and specializations that cover all fields of learning and in the fact that Québec degrees meet the highest international standards. The practical, interactive approach to teaching, the study atmosphere of cooperation and teamwork, and professor availability and coaching are further distinguishing characteristics of education in Québec. Added to this are safe campuses, state-of-the-art laboratories, ultramodern, networked libraries, well-equipped sports centres, and friendly student residences.

Among the total student population – 265,000 students in fall 2008 – the Québec university system has 22,200 international students, nearly 7,000 of whom are from France. These students can enjoy many services – reception at the airport, support for learning and integration, student associations they can join and the daily availability of sports facilities – and acquire a top-notch education while paying the most competitive tuition fees in North America. Students from France are especially privileged because they pay the same tuition as Québec students.

"University in Québec. Discover the difference." This is the focus of the Québec universities' new image. It conveys the message that studying at a Québec university provides an intense, life-altering, different experience in addition to a sound education. The visuals evoke knowledge and exploration. The key words – discovery, experience, specialization and innovation – refer to recurring themes raised by international students during discussion groups to describe their university life in Québec. "These words convey enthusiasm and a thirst for knowledge", noted Daniel Coderre, a member of the CREPUQ International Relations Committee and Vice-President, Teaching and Research, at the Université du Québec.

Various communication aids (bookmarks, brochures, banner, presentation, Web site) invite students to discover the universities' offering and encourage candidates to experience Québec's diversity. Bloggers on the [www.universitesquebecoises.ca](http://www.universitesquebecoises.ca) site describe the personal enrichment they obtain from their Québec adventure and help to promote university education in Québec.

The Québec universities chose Paris to unveil their new image to highlight the special, natural ties formed over many years with students and universities in France. "Québec universities have built sustainable relationships with their French partners that have led to numerous cooperative projects in education, research and student mobility", concluded Daniel Coderre.

For information:

Céline Cloutier  
International Relations Officer  
CREPUQ  
Telephone: 06 86 28 94 37

Daniel Zizian  
Director General  
CREPUQ  
Telephone: 514 288-8524, extension 201