

the awareness of prominent Asians, including media persons, about Canada. Meanwhile steps have been taken under the International Education Program to make Asians more aware of Canada as a place to study, and early results are sufficiently encouraging to suggest an expanded and more comprehensive approach.

3. **Client Satisfaction.** Users of Pacific 2000 programs and services that have been sampled, are for the most part satisfied and positive about the promptness and helpfulness of the services provided. In the case of program components directly administered by DFAIT, DFAIT officers are reported to have administered the programs with fast turn-around times and with empathy for clients' needs, despite severe under-resourcing for delivery of much of the program (e.g. JSTF). Where surveyed, e.g. JSTF clients (from 1990/91 and 1991/92), and language and awareness, clients have expressed satisfaction with the immediate outcomes of their Pacific 2000 projects. Clients and some stakeholders tend to be aware of the general aims of Pacific 2000, but very little knowledge of the specifics, but this may not be important.

4. **Impacts.** In view of its innovative programming, and the long-term nature of the results, changes in preparedness and competence, attributable to Pacific 2000, will naturally take sometime to become evident. However:
 - there are signs of fundamental change in Canadian attitudes to learning difficult Asian languages, and in learning about Asian cultures. For instance over 10,000 Canadians were studying Japanese last year. Also, there have been significant numbers of coop placements in Asia;
 - there is greater S and T collaboration with Japan; and
 - increasing interest of Canadian businesses in Asia Pacific. Indeed some of this has already translated into increased market share for Canadian beef products in Japan, and increased sales of other goods and services in Japan.

As the foregoing demonstrates, some of this change is already directly attributable to Pacific 2000.

5. **Partner Commitment (Matching Contributions), and Client Willingness to Pay (Cost Recovery).** The degree to which partners are willing to contribute resources in support of Pacific 2000 through counterpart funding (matching contributions or cost recovery) is a basic measure of effectiveness and value for money. Matching contribution targets have been met. A small minority of clients indicated that matching contributions requirements are too onerous, and minor adjustments to program design may be necessary in certain areas to allow for more flexibility in the rules. However such adjustments should be preceded by careful analysis of matching contribution definitions,