

Canada-ASEAN Developments



Shown in animated conversation from left to right are Mr. R. A. Kilpatrick, Mr. Barry Desker, Deputy High Commissioner of Singapore and H. E. Vitthaya Vejajiva, Ambassador of Thailand.

ASEAN Ottawa Committee Briefed on JCC Projects

The ASEAN Ottawa Committee met with senior officials of the Canadian Government on February 8, 1984. The meeting was co-chaired by the Indonesian Ambassador to Canada H.E. Hasjim Djalal and by Mr. R. A. Kilpatrick, Assistant Deputy Minister, Asia-Pacific Branch Department of External Affairs. Participants at the meetings included ASEAN Heads of Mission accredited to Canada (and members of their staff), and on the Canadian side, representatives of External Affairs, the Canadian International Development Agency (CIDA), the Export Development Corporation (EDC), the Canadian Commercial Corporation (CCC) and the International Development Research Centre (IDRC).

The meeting had a number of objectives: (a) to review developments which had taken place since the last meeting of the Canada-ASEAN Joint Co-operation Committee (JCC) which was held in April 1983. (Under the Economic Co-operation Agreement which ASEAN and Canada concluded in 1982, a Joint Co-operation Committee was established which would normally meet annually.); (b) to provide a forum at which representatives of a number of Canadian Government departments and agencies could outline their policies and specific interests in the region to the ASEAN representatives. In this connection there were presenta-

tions from EDC, CIDA-special programs branch, CCC and IDRC; (c) to provide ASEAN Heads of Mission with an update on other areas of mutual interest including Canadian trade policy and commercial activities, developments on Asia Pacific Foundation and progress on EXPO 86, an exposition in which it is expected most of the ASEAN governments will be participating. Briefings were also provided on Canada's refugee policy and its administration in the Southeast Asian region. The meetings were conducted in a relaxed and constructive manner which allowed for the maximum possible exchange of ideas and reactions. Both the ASEAN and Canadian sides considered that the meeting had accomplished a great deal in focussing attention on prospects for further progress in the relationship.

The day-long meeting was a particularly useful means of updating both sides on the significant progress which has been made particularly on a number of development assistance projects of interest to ASEAN. CIDA provided a status report on a series of project proposals which had been discussed in earlier meetings. The meeting served as a highly useful step between the last JCC meeting held in April 1983 and the next meeting which will be held later this year in an ASEAN capital.

ASEAN Businessmen Attend Canadexpo 84

Over the past five years the number of Canadian companies active in the Asian market-place has increased by some five-fold. In 1983, Canadian exports to the Asia-Pacific region totalled \$8.6 billion with two-way trade at \$14.54 billion. Significantly, Asia has overtaken Europe as a market for Canadian products. Over 600 Canadian firms have branches and subsidiaries in Southeast Asia.

In order to encourage the flow of goods between Asia and Canada, the Canadian Department of External Affairs will stage "Canadexpo 84", a trade fair which will take place 16-20 May in Hong Kong. Eighty-five Canadian companies and seven Provinces will exhibit in the show. Each Canadian mission in ASEAN will be inviting selected businessmen to attend the Fair and learn about the latest and best Canada has to offer.

Canadexpo 84 will have two specialty profiles — products and services for industry, and products and services for the consumer. These products will range from CAD/CAM and computer and telecommunications equipment to electrical power and mobile telecommunications equipment as well as oil and gas and heavy industry equipment. The consumer profile will include kitchenware products and foodstuffs as well as decorative building materials and furniture.

Following participation in Canadexpo 84 in Hong Kong, Canadian Government officials and the exhibitors will visit Singapore to participate in Communicasia 84 and to follow-up representation and joint venture initiatives.

Seminars Organized to Promote ASEAN Exports to Canada

Seminars on market opportunities in Canada have now been held in Thailand, Malaysia and Indonesia. They were organized with close cooperation of export promotion authorities in each country, Canadian diplomatic missions and Canada's Trade Facilitation Office.

A prime feature of events was a film, specially produced for the seminars, and presentations on specific aspects of the Canadian market by sector experts. After formal seminars, individual appointments were arranged with exporters to discuss actual business transactions.

The enthusiastic response from participants suggests that this same format, due for implementation in Singapore and Manila in November 1984 will be a significant factor in enabling ASEAN countries to promote their exports to Canada.