

"Good products and services and vigorous salesmanship are cornerstones of successful exporting. Combine these with knowledge of foreign cultures, languages and business practices, and then you will have the winning edge."

*Thomas d'Aquino,
President and CEO,
Business Council on National Issues*

- b) **Regional Post-secondary Institutions.** Regional centres across Canada will receive funding for language training and applied Asian Studies programs including curriculum development designed to cater to the private sector, and there will be "Outreach" programs for courses in the workplace.
- c) **Employment Opportunities for Canadian Experts on Asia-Pacific.** An employment clearing house will be created for businesses seeking employees with Asia-related expertise. Funding will also be provided for research and curriculum development to better link Asian Studies with international business schools and law and engineering schools. This program will be administered by the Asia-Pacific Foundation of Canada.
- d) **Corporate Language Course Participation.** This program will provide assistance to employees, particularly from small and medium-sized firms, to participate in Asian language training and applied Asian Studies programs. Funding will help offset the course fees and associated costs of participation. This program will be administered by the Asia-Pacific Foundation of Canada.
- e) **Asian Studies Conferences in Canada.** Support will be provided for conferences dealing with Asian issues, and for travel by academics to business and other conferences in Canada when their papers bear directly on Canadian bilateral and multilateral relations with Asia and on the factors which affect those relationships. This program will be administered by EAITC.
- f) **Secondary School Activities.** The funds will support enhancement of existing Asian study components and the development of new courses at a school in each metropolitan centre. Appropriate individual companies in the private sector will be encouraged to develop links with local school boards to foster and encourage interest in Asian Studies by emphasizing the relevance of such skills to future employment opportunities. The Asia-Pacific Foundation will administer these funds in conjunction with the provinces.
- g) **Japanese Language Teacher Development.** In the short-term, funding will bring Japanese teachers to Canada to overcome a serious deficiency of qualified Japanese language teachers. To meet long-term requirements, seed money will be provided to create teacher training programs in Asian languages in Canada. The Asia-Pacific Foundation will administer this program.

PACIFIC 2000 PROJECTS FUND

This program is designed to strengthen Asian awareness and appreciation of Canada in order to ensure effective delivery of our messages in the Asia-Pacific region. It includes targeted and focused events, facilitation of media broadcasts, and invitations to journalists, future leaders and parliamentarians to visit Canada.