

Brian Terry, one of the participants in a St. John's, Newfoundland seminar. "But the opportunities for advanced technology companies like our own are very great."

Throughout 1997, various industry associations made special efforts to showcase the economic potential of Asia Pacific. For example, the Canadian Pulp and Paper Association (CPPA) held an Industry Open Forum to highlight opportunities for their members in Asia Pacific, where 1996 imports of Canadian pulp and paper soared by 31 per cent. The forum focused particular attention on China, where the government's new Five Year Plan calls for a doubling of its paper industry over the next 15 years, requiring infrastructure investments of more than \$32 billion. Participants at this CYAP-designated event were also told that strategic alliances and technology exchanges would help.

Over twenty-five other industry associations incorporated CYAP into their activities and featured the logo at their events. Examples include: the Certified General Accountants Association of Canada; the Canadian Electricity Association; the Women Entrepreneurs of Canada; the Canada Export Housing Conference & Exposition; the Canadian Bar Association; and the Globe '97 Telecommunications Conference.

It was clear from the outset that bilateral business associations between Canada and Asia Pacific economies would also be important participants in the year's activities. For example, business associations representing Korea, Japan, China, Taiwan, Hong Kong, the Philippines, Thailand, and India, held their annual meetings under the CYAP banner.

The Joint Meeting Annual Meeting of Association of South East Asian Nations (ASEAN)-Canada Business Council from May 4 to 6 kicked off a busy CYAP month in Montreal. A series of high-profile events provided an unprecedented opportunity for Montrealers to showcase their city. Capping off the ASEAN-Canada event was the opening on May 6 of *Eyes on ASEAN*, a 120 photograph exhibit detailing the rich ethnocultural diversity that characterizes this part of the world. Sponsored by Bombardier, the exhibit opening brought together an impressive cross-section of artists, ethnic communities, academics, and business people.

The APEC Symposium on Customs Procedures which commenced on May 7 in Montreal, made significant progress in harmonizing customs procedures within APEC, creating positive momentum for the APEC Trade Ministerial Meeting held in the city later in the week. These two meetings contributed to one of the key outcomes on trade facilitation at the APEC Economic Leaders Meeting in November.

These meetings were followed closely by the prestigious Conférence de Montréal, which brought together some of the world's leading authorities on Asia Pacific trade and business. Speakers included: Renato Ruggiero, Director-General of the World Trade Organization, Mickey Kantor, former U.S. Trade Representative, Canadian economist Dr. Sylvia Ostry, and Chin-Ning Chu, author of the best-selling *The Asian Mind Game*.

Montreal was not the only Canadian city to temporarily take centre stage during Canada's Year of Asia Pacific. APEC ministerial meetings were also held in Victoria for transport ministers, in Toronto for environment ministers, in Edmonton for energy ministers, and in