

A Winning Start for CYAP



Team Canada 1997 student participants Daniel Parker (Lakehead University) and Trevor McPherson (Seneca College of Applied Arts and Technology) with Prime Minister Jean Chrétien in Seoul, Korea.

Team Canada has always done well on the road, and the latest trip was no exception.

The Team Canada trade mission to South Korea, the Philippines and Thailand from January 9 to 20 brought back business worth \$2.1 billion for Canadian companies. The insights gained and contacts made by the participants – especially by the youth delegates on the mission – will benefit Canada for years to come.

Canada's Secretary of State (Asia-Pacific), Raymond Chan, is convinced that the presence of young Canadians is an essential element of Canada's participation in Asia-Pacific initiatives. "We're looking at Canada's future when we look to the Asia-Pacific region," said Mr. Chan, "so young Canadians are the biggest stakeholders in this whole operation. And as we begin to address questions of social and human development that are linked to economic co-operation in the region, their passion and their creativity will be critical to our success."

As the first event in Canada's Year of Asia Pacific, the trade mission underscored how important the region is for the future prosperity of this country.

"It was wonderful, absolutely wonderful," says Lisa Marie Schwartz, a young entrepreneur who is president of *The Edge Models and Talent*, a Regina-based modelling agency. "This trip allowed me to solidify contacts that will mean more business in the future. My clients were impressed. They saw I wasn't just there as an individual but that Canada was, in a very real sense, behind me."

The positive impact of Team Canada was felt by another participant, Bipasha Choudhury, who took part as a student representative of the University of Waterloo.

"The networking opportunities on behalf of the university were very good," she says, "and it's important that we take advantage of contacts to enrich the academic life and environment of our university."

"At the same time," she reflects, "you feel yourself representing more than your company or your institution. You're representing Canada and giving people there a picture of what it means to be Canadian."

"The fact that a number of young Canadians were included had a real impact," suggests Choudhury. "We were there to work, not just to tag along, and the importance we were given was, I think, a pleasant surprise to the people there."

For Canadian businesses of all sizes and Canadian participants of all ages, the Team Canada trade mission to South Korea, the Philippines and Thailand was a great kick-off for Canada's Year of Asia Pacific.

Team Atlantic Builds on Team Canada

Federal and provincial leaders have teamed up to sell Canada to Asia. Now the Team Canada approach will be used to sell the idea of doing business in Asia to Atlantic Canadians.

Canada's Minister for International Trade, Art Eggleton, will be joined by the Premiers of Newfoundland, Nova Scotia, New Brunswick and Prince Edward Island, as well as by Canada's Secretary of State (Asia-Pacific), Raymond Chan, for a series of Asia Business Seminars that will take place in St. John's, Halifax, Fredericton and Charlottetown on March 17-25.

"The leaders want to reinforce a growing awareness in Atlantic Canada of the potential of Asian markets. The Asia Business Seminars will give entrepreneurs the tools and the contacts to identify opportunities in Asia Pacific and to start doing business there," said Mr. Eggleton.

Teresa Lush, vice-president of Survival Systems Group in Dartmouth, Nova Scotia, was part of the Team Canada trade mission to South Korea, the Philippines and Thailand in January. "Right now," she says, "there are not a lot of companies from Nova Scotia exporting to Asia. The numbers are increasing, but there's still this mystique about doing business there. But when you go to Asia, you can just feel the energy and the opportunity. The federal and provincial governments have been very helpful to us in the nearly ten years we've been building export markets there."



Left: Ron Roper – Vice President ALLSCO, Behind Window: Gordon Lahanky – President ALLSCO, showing Group of Japanese buyers around their manufacturing plant in Moncton, New Brunswick to view quality of company's building products.

Survival Systems Group came back from the most recent Team Canada mission in Asia with another business venture in the region – a \$10 million project to operate a deep-water survival training institute in Bangkok.

Success stories and strategies will be at the core of the sessions. Senior Canadian diplomatic and trade officials will be on hand to demystify Asian markets and to advise Atlantic exporters. Canada's ambassadors to Japan and Thailand, Donald Campbell and Manfred Von Nostitz, will be active participants in each of the seminars along with Canadian trade commissioners from a number of key Asian nations.

"Our priorities for the seminars are clear," said Mr. Eggleton. "We want to create an awareness of the opportunity that the Asia-Pacific region represents for businesses in all of Canada's regions. And we want to help small and medium-sized businesses to realize their export potential."

The Government of Canada, through the Atlantic Canada Opportunities Agency

(ACOA), the Department of Foreign Affairs and International Trade, and Industry Canada, is working with the four Atlantic provinces under the Canada-Atlantic Provinces Co-operation Agreement on International Business Development to sponsor these events. Representatives of Atlantic businesses that have participated successfully in Team Canada trade missions to the Asia Pacific region, including the most recent trip to South Korea, Philippines and Thailand, will provide much of the leadership for the seminars.

Seminar locations and dates:

March 17-18	St. John's
March 19-20	Halifax
March 21-22	Fredericton
March 24-25	Charlottetown



More than 30 companies from Atlantic Canada participated in the January 1997 Team Canada trade mission.

Art Across the Ocean

Canada as seen through the eyes of young artists from Nova Scotia will be on display at the Osaka Youth Art Gallery from March 17 to 30. Original art works by 150 young people in the province have been gathered by the Mount Saint Vincent University Art Gallery of Halifax and will be sent for display in Japan.

The International Cultural Relations (ICR) Program of the Department of Foreign Affairs and International Trade supports projects in the areas of the arts and higher education, such as the Halifax-Osaka youth art exchange. Through CYAP, young artists from Japan will also have an opportunity to come to Canada.

"The promotion of Canadian culture abroad is one of the three pillars of Canada's foreign policy," explained Minister of Foreign Affairs Lloyd Axworthy. "I'm particularly pleased that this project reflects the talent of young Canadians to one of our most important Asia-Pacific partners."

The ICR Program has an annual budget of \$4.6 million and is aimed at reinforcing Canada's positive image abroad, building productive relations with artists and producers in other countries and supporting the export of Canadian cultural products.