

focus toward Asia Pacific and for programs tailored to this increasingly important region. It was accepted that the programs had to recognize the need for longer term investment, aid Canadians in dealing effectively with difficult and different Asian languages and cultures, and address the higher costs of operating in the region. It was against this background that Pacific 2000 was initiated in 1989 to provide funding support for such longer-term activities.

### 3.2 Pacific 2000

Pacific 2000 is the fundamental component of the Going Global (\$82.6 million over the first five years<sup>5</sup>) initiative that was started in 1989. Going Global's purpose has been to assist Canadians to use the Canada/US Free Trade Agreement (FTA) as a springboard to take advantage of the rapidly expanding economies and opportunities in the Asia Pacific area, and of European integration following 1992.

The Pacific 2000 portion consists of funding of \$58.3 million over five years (see Appendix 3) to assist Canadians to overcome cultural, linguistic and economic barriers to forming contacts and developing networks and doing business with Asians. The objective has been to enhance Canada's competitiveness, not just through trade initiatives, but in science, technology, and investment.

It should be noted that Pacific 2000 budgets have been cut significantly in the 1989-1994 period. The original budget was \$65.2 million.

Pacific 2000 consists of four main sub-components:

- the **Pacific Business Strategy (PBS)** which consists of new and unique initiatives such as Key Sectors and Business Linkages, as well as funding additions to existing programs such as the National Trade Strategy (NTS) and the Investment Development Program (IDP);
- the **Japan Science and Technology Fund (JSTF)** which is aimed at encouraging Canadian scientists and engineers to establish contacts and collaboration with their Japanese counterparts. This program is unique to Pacific 2000;
- The **Asian Language and Awareness Fund (ALAF)** is unique to Pacific 2000 in that it provides funding to encourage Asian cultural awareness and language training for Canadians;
- the **Projects Fund (PF)** is also unique to Pacific 2000. It provides funding for a variety of initiatives in support of activities and institutions which are pursuing Pacific 2000

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<sup>5</sup>The original (1989) budget for Going Global was \$94.6 million.