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APEC 1997: BRINGING ASIA PACIFIC TO CANADA

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Canada's trade and economic orientation has historically been established along trans-Atlantic and continental lines. However, as sources of technical innovation, global competition and potential investment have diversified, the Asia-Pacific region has emerged as a centre of dynamism and growth. Canada's active participation in the Asia Pacific Economic Cooperation (APEC) forum positions us to better understand and profit from what the World Bank has called "the Asian miracle".

In November 1997, APEC's Leaders and Trade and Foreign Affairs Ministers will meet in Vancouver, British Columbia. In consultation with senior business representatives drawn from the region, they will take stock of economic trends, assess trade and investment liberalization, and review APEC's activities to facilitate business in the region. In preparation for this landmark meeting bringing together approximately 8000 political leaders, senior business people, and media representatives, over a dozen events will be held across the country involving Canadians from a wide range of sectors in discussions about ways to increase growth and prosperity. Of particular relevance to business will be five sectoral Ministerial meetings to be held in Canada this year on trade, environment, transportation, energy and small- and medium-sized enterprises. Each meeting will feature a major private-sector event offering opportunities for networking and discussion with Ministers and business people throughout the region.

This brochure explains what APEC does, why it matters to Canadian businesses, and therefore affects jobs and economic growth in Canada, and how interested organizations can get involved in shaping Canada's activities in APEC.