

industries efforts better; that size for size, Canadian firms can hold their own in competing with US counterparts . This implies that monopoly power/muscle can be a factor (i.e., multinational corporations would have an edge over smaller companies). The majority view put forward is that, although Canadians are improving their competence at the individual level, there is a need for more synergy. In particular, although there are already some successful examples of a "Team Canada" approach there is a need for more of the same unified approach to Asia Pacific markets. More specifically, there is a need for an even more integrated approach to representation by Canada in each of the countries in the region, along the lines of a 'Canada House' (similar to the present arrangement in Tokyo). This would incorporate all (or at least the main players) services under one roof - APF, provincial representatives, trade offices, missions, CIDA, etc - as appropriate/feasible (the International Business Development Branch has been studying this issue).

Concerns were expressed by some of those already active in the region about Canada's ability to respond quickly enough to new ventures. It has been pointed out that some of our competitors have strategies we would do well to emulate. For example, there is a need for a Canadian infrastructure designed for flexibility and speed in responding to fast breaking developments on the ground.

### **2.3.2 What Other Countries are Doing**

In an attempt to determine how Canada's efforts compare to those of our competitors, we solicited readily available information (due to time and monetary constraints) from key missions and reviewed annual reports and other publications of programs/institutions with activities similar to Pacific 2000 and the APFC. The objectives and types of activities of Pacific 2000 and the APFC are similar to initiatives of several other countries.

#### **Government Policies and Programs**

Government involvement in furthering economic and cultural ties with the Asia Pacific area varies from country to country, and likely responds to several factors including private sector abilities and Government inclinations vis-a-vis desired levels of involvement. One thing is certain, most economically advanced countries recognize a critical importance in close economic links with the Asia Pacific area, regardless of whether this conviction is reflected in general policy statements or translates into more active Government involvement.

The focus on the selected countries reflects the linguistic and cultural barriers vis-a-vis the Asia Pacific area that these countries share with Canada. The following discussion does not provide an exhaustive listing of the countries' efforts in furthering economic and cultural ties with the Asia Pacific area. It is intended to provide a general understanding of both the areas of focus and the level of commitment for the particular countries.