



11,000 direct and indirect jobs are created or sustained in Canada for each billion dollars of exports. The Team Canada 1996 trade mission to South and Southeast Asia by Prime Minister Chrétien and Canada's First Ministers saw Canadian companies announce 194 new business deals worth an estimated \$8.72 billion.

Prime Minister determined to remove trade barriers; access to markets will be improved, co-operation encouraged

On his way to the 1996 APEC Leaders' Meeting in Manila, Prime Minister Jean Chrétien made it clear that strengthening Canada's trade relationships with the nations of the Pacific Rim is a priority for the Government in 1997 as Canada takes on the chair of the Asia Pacific Economic Cooperation forum.

Speaking in Vancouver last November, the Prime Minister renewed Canada's commitment to work toward the goal of free and open trade and investment across the region by the year 2010 for developed countries and 2020 for developing countries.

Prime Minister Chrétien has declared 1997 Canada's Year of Asia Pacific (CYAP), in recognition of the growing importance of our Pacific links and as a natural extension of two of the most successful trade missions in Canadian history: the Team Canada missions to China in 1994 and to India, Pakistan, Indonesia and Malaysia in 1996.

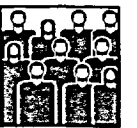
"In case after case, companies are not only filling the orders they signed on the missions, they are now dealing with new orders, from new customers. And not only from the countries we visited together, but from other countries as well. This new business means jobs and growth in Canada", stated the Prime Minister.

Canada's trade with Asia Pacific continues to rise — exports increased 32 per cent from 1994 to 1995, reaching a total of \$27.1 billion. Our exports rose by 47 per cent. Asian trade and investments by Asian companies in Canada contributed substantially to economic growth across Canada, from oil sands plants in Fort McMurray, to car factories in Cambridge.

The Prime Minister noted that CYAP will be Canada's "biggest-yet Pacific initiative". Throughout the Year, the Government will work with Canadians to explore commercial opportunities in such areas as energy, transport and the environment. It will also encourage the involvement of youth and small and medium-sized businesses in Asia Pacific partnerships, as well as cultural and artistic exchanges with the region.

CYAP will be "a remarkable celebration of commerce, culture and enlightenment", culminating with the 1997 APEC Economic Leaders Meeting to be held in Vancouver in November.

CYAP — Events and Sponsors Reach Thousands of Canadians



BUSINESS, CULTURAL AND YOUTH components of CYAP as well as the APEC Ministerial meetings taking place across Canada throughout 1997 will involve thousands of participants, including business and political leaders from some of the world's most dynamic economies.

These events, culminating in the APEC Leaders' Meeting in November in Vancouver, will be an unparalleled opportunity for Canadian corporations to reach a series of desirable target markets. A comprehensive sponsorship program is under way for companies interested in being part of APEC or CYAP.

Companies can choose to sponsor a high tech national youth conference with an Asia Pacific flair, touring arts and culture exhibits, or a series of top level meetings that will be held during the Year. Events will take place across Canada, and all will give profile to their corporate supporters.

Trade is the primary focus of all APEC gatherings. Broadening cultural understanding and deepening Canada's relationship with Asia Pacific people and economies is the primary theme of CYAP.

Canadian youth and small and medium-sized business leaders in Canada are a particular priority for CYAP.

Canada's Year of Asia Pacific offers many ways for companies to showcase their names, products and technologies to domestic and international media and audiences. It will bring more than 10,000 business people, journalists and artists to Canada in 1997 and will reach a broad audience through performances and the media. To discuss how sponsorship of CYAP could benefit your company, contact:

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Marilyn Wright, Director



Prime Minister Chrétien meets young, locally engaged staff of Canada's embassy who assisted the Canadian delegation at the recent APEC Economic Leaders' meeting in Manila.

Newly appointed Council to advise government on business strategies



International Trade Minister Art Eggleton to serve as Chairman

PRIME MINISTER JEAN CHRÉTIEN has brought together twenty prominent Canadians to advise him on Canada's business strategies in the Asia Pacific region, including trade and investment liberalization.

The Prime Minister's Council includes Canada's representatives to the APEC Business Advisory Council (ABAC), a permanent, private-sector advisory group to the Asia Pacific forum.

Paul Gobeil, Vice-Chairman of the Board of Métro-Richelieu of Quebec, has been named chair of Canada's representation on ABAC and will carry the added honour and responsibility of chairing ABAC this year. He is joined on ABAC by two other Canadian business representatives: Dr. Dorothy Riddle, President and CEO of

Service-Growth Consultants Inc. and Terry Hui, President and CEO of Concord Pacific Developments Corporation.

Other members of the Prime Minister's Council on Asia Pacific are: C.K. (Kent) Jespersen and Ken F. McCready (Alberta); Tamako Yagai Copithorne, D. Ross Fitzpatrick and Steven S.C. Wu (British Columbia); Marsha P. Hanen and Kenneth L. Matchett (Manitoba); John Risley (Nova Scotia); Dominic D'Alessandro, Robert A. Fung and Geraldine Kenney-Wallace (Ontario); Laurent Beaudoin, Jacques Bougie, Peter Kruyt and Jean-Claude Villiard (Quebec); and E.F. Anthony Merchant and Robert Peterson (Saskatchewan)

