

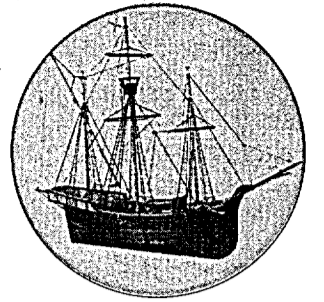
Bridging the Pacific: CYAP in Atlantic Canada



John Cabot:
Photo: National Archives Canada

Over 50 Cultural Projects Span the Atlantic

When John Cabot arrived in Atlantic Canada 500 years ago, he mistakenly believed that he had reached the coast of Asia. This summer, as a modern replica of Cabot's ship the *Matthew* tours the region, its crew might be surprised to find Asia Pacific culture flourishing this summer on Canada's east coast. Artists, organizations and ethnocultural groups throughout the Atlantic region have brought the CYAP cultural program to life.



Model of the *Matthew*
Photo: National Archives Canada

Fishing Exhibit to Visit

Lunenburg, Nova Scotia
(September 2-26)

Visitors to the Fisheries Museum of the Atlantic will get a glimpse of life along the waterways of the Pacific. The exhibit, *Fishing Baskets of Asia Pacific*, reveals the vitality of the fishing sector throughout the region. The exhibit will include contemporary hand-crafted



fishing baskets, as well as nets and traps from the region. Audiences will also discover first hand the fishing culture: techniques, methods of weaving baskets, materials used, and the economic importance of fishing to the lives of peoples in the region.

Senator Wilfred Moore was on hand for the official opening of the exhibit on July 23 in Lunenburg. (Other venues are Toronto, September 5-26 and Victoria, October 6-9)

Other CYAP Activities Throughout the Maritimes

The Nova Scotia College of Art and Design is host to several CYAP initiatives. "The Energy of Asia Design," opening October 7, will examine contemporary Asian product and graphic design from several points of view: how it is used, consistency in form and function, and the influence design can have on our social environment. The exhibit will also travel to Toronto and Calgary in the fall. For information contact Harbourfront Centre at (416) 952-3246

The Arashi Daiho Drum Troupe

In Prince Edward Island, Montreal's Arashi Daiko drum troupe joined Acadian dance groups at the Festival Mondial de Danse in Wellington from June 4 to 6. And at the Confederation Centre Art Gallery and Museum in Charlottetown, *Arts Atlantic Magazine* is presenting Vancouver-based artist Jin-Me Yoon's photo-based work from June 15 to October 15. This exhibit will explore Korean

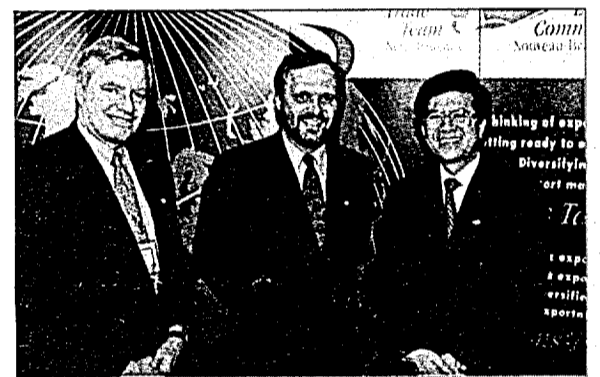
cultural identity within mainstream Canadian culture. For more information, call (902) 628-6138.

The Woodpecker Singers

Canada's Year of Asia Pacific joined forces with Newfoundland's Cabot Year at "Festival 500: Sharing the Voices" to present the Woodpecker Singers, an all-male choir from Taiwan from June 20 to 23. In New Brunswick, the Gallery Connexion in Fredericton will welcome video artist Amanda Crowley this fall from September 20 to October 12 for a series of workshops presented by the Australian Network for Art and Technology. (For information call (506) 454-1433).

Opportunities Conferences in St. John's, Halifax, Fredericton and Charlottetown attracted a total of 500 participants to learn more about Asia Pacific markets and methods of doing business in the region.

The diverse nature of the business audience



Secretary of State (Asia Pacific) Raymond Chan, CYAP Ambassador John Bell and Mr. Arun Adakar, Chief Representative for the North America Asian Development Bank, at the New Brunswick business seminar.

went beyond traditional exports, such as sea products, to include numerous small firms from Atlantic Canada offering sophisticated high-tech products and services. The conferences also reached out to young entrepreneurs, recruiting business students from local universities to attend the seminars.

Atlantic Canada Business Seminars: A Resounding Success

Ambassadors, trade commissioners, and experienced exporters to Asia Pacific all shared their advice with small and medium-sized enterprises throughout Atlantic Canada last March. The Atlantic Canada Asian Business



An Interview with Raymond Chan, Secretary of State (Asia-Pacific)

In 1993, Prime Minister Jean Chrétien appointed Raymond Chan Canada's first-ever Secretary of State (Asia-Pacific). Since then, Chan has travelled to every country in the region, leading trade missions and promoting democratic development throughout Asia Pacific.

Q: What is the most important thing for Canadians to understand about Asia Pacific?

Change. Asian societies are in transition. The most powerful social development is the emergence of a well-educated, ambitious and affluent middle class. It is estimated that by the year 2000, at least 400 million Asians will have middle-class incomes. They are moving to the cities and turning more to considerations of sustainable economic development, a higher quality of life, good governance and improved rule of law.

Canadians have to start looking at the region in a different way than they are used to.

Q: Why is it important for Canadians to understand these changes?

As Asian societies transform themselves, there are tremendous opportunities to increase Canadian exports to the region and create jobs here at home. Canadian areas of strength, such as telecommunications, energy, agri-food, and environmental technologies match up very well with the sectors Asian economies are trying to improve. Asia Pacific's emerging middle class also has greater discretionary spending power for consumer goods, tourism, education and cultural industries.

Also, Asia Pacific will represent a real centre of power in the world economy and play a more prominent role on the international stage.

Q: What sorts of things are you doing to promote trade and investment with Asia Pacific?

To build on the success of Prime Minister Chrétien's Team Canada trade missions, I have led smaller, focussed missions to some of Asia Pacific's emerging regional markets.

Last March, I led a Canadian trade mission to the interior of China, and in May of 1996, I brought over 40 Canadian companies to China's coastal region. Economic growth rates in these

regions are surpassing the national average. Per capita income is advancing by about 10 per cent a year. Ambitious modernization projects in real estate, transportation and the environment match up very well with Canadian areas of strength. I have also led trade missions to India and Pakistan, where we also made the effort to travel outside the major centres. What has become increasingly evident is that if we do not pay attention to the various regional markets throughout Asia Pacific, we will exclude ourselves from important opportunities.

Q: What are your hopes for Canada's Year of Asia Pacific?

I hope that Canada's Year of Asia Pacific will spread throughout the entire country the sort of enthusiasm you feel on a Team Canada trade mission. For me, one of the most exciting aspects of these missions is watching federal and provincial politicians, CEO's, young entrepreneurs, and small business people exchanging business cards and getting to know each other. Each has their own reasons for being on the mission, but there is also a sense that we are accomplishing something together. I hope that, through CYAP, we engage our youth, Asian Canadians, and small businesses in a similar spirit of cooperation to realize Canada's full potential as a Pacific nation.