

Key aspects of this strategy include programs to assist Canadian companies in astutely and efficiently seeking out new trade and investment opportunities in the region, to promote the acquisition of Asian language expertise, and to enhance Canada's scientific and technological co-operation. As well, the Government of Canada will work to establish consultative mechanisms with other countries of the region to address ongoing economic and commercial policy issues.

Since the first Conference in November 1980, the Pacific Rim Opportunities Conference has become the major Canadian forum to discuss trade and investment opportunities that exist for Canadian business in the Asia/Pacific region. At PROC VI, the featured speakers, including Canadian Trade Commissioners in Asia/Pacific, senior officials from Canadian companies who are active in the region, and high-level business people from these markets, are examining in detail export opportunities in the Asia Pacific region.

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