

# CYAP Forum AC

CANADA'S YEAR OF ASIA PACIFIC

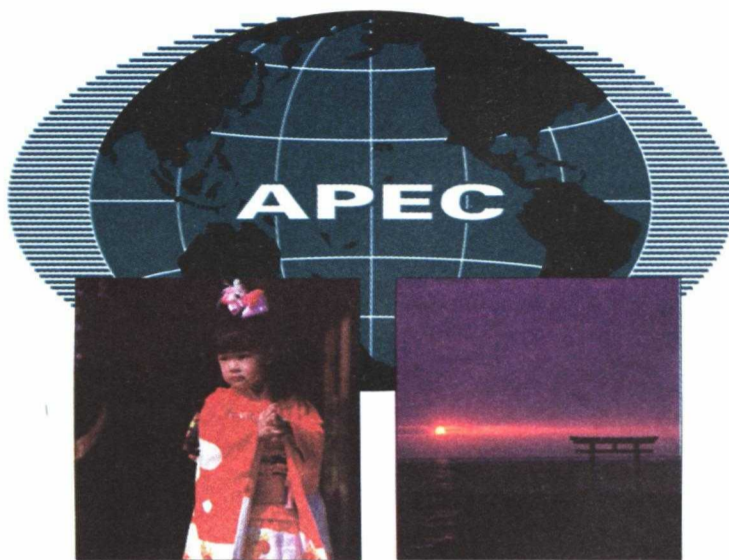
L'ANNÉE CANADIENNE DE L'ASIE-P.

This special edition of CYAP Forum gets to the heart of the Asia Pacific Economic Co-operation (APEC) forum to show how this dynamic organization is taking action to improve the lives and livelihoods of people in Asia Pacific, and how Canada is contributing to this effort as 1997 Chair of APEC.

## An APEC Vision of the Future

Picture this. You arrive at one of the largest airports in Asia Pacific, swarming with international travellers like yourself. You are whisked through customs. You breeze through immigration. With time to spare, you decide to call your family back home. No problem there. With split-second efficiency, you are connected immediately.

You decide to try out the super-speed transit system you read Canadians helped to build. Arriving at your destination, you pause to take a deep breath of clean air and admire the view. At the meeting, your potential business partners have had a chance to review the prospectus you e-mailed to them about the products your small business produces. The CEO says she's ready to talk numbers. And you land the deal. At the

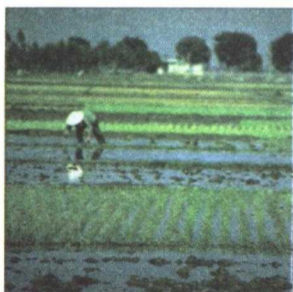
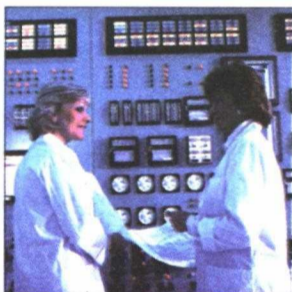
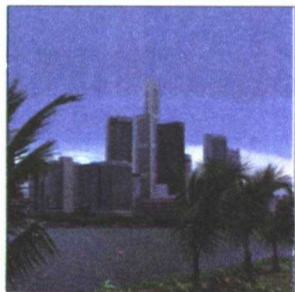


meeting's close, you bow and accept their invitation to meet later.

Within days you're back in Canada. Instead of worrying about your shipment sitting on the loading dock, you know it will arrive safely and on schedule. You leave the office early to watch your son's baseball game.

Sounds too good to be true? Not if APEC has anything to do with it.

APEC's overarching goal is sustainable economic growth and equitable development for its member economies. That means bringing down barriers to the flow of people, goods, services and investment across Asia Pacific. As we head into the new millennium, Canada's goal as 1997 Chair of APEC is to bring us closer to a bold new vision of the future.



### What is APEC?

APEC consists of a group of 18 economies from Asia Pacific, a region of escalating importance within the world economy. These economies account for an estimated two fifths of the world's population and an impressive 50 per cent of global economic activity. It is little wonder that Asia Pacific has become an economic powerhouse, and that APEC is seen as an economic organization of increasing importance and influence.

### APEC in Canada 1997

Canada is a founding member of APEC, and this year has the added distinction of serving as Chair. Meetings throughout the year will bring up to 100 APEC ministers and hundreds of business people to Canada. As we welcome our friends from Asia Pacific, Canada will have a unique opportunity to market world-class Canadian entrepreneurship to our fastest-growing trading partners.

APEC members range from Canada's most important G-7 trading partners, the United States and Japan, to established markets like Singapore and Hong Kong and emerging ones like China. They include key

hemispheric partners such as Mexico and Chile, as well as Asia's newly industrialized economies such as South Korea, Thailand and Malaysia.

APEC began in 1989, when 12 Asia Pacific countries agreed to work together to maintain high rates of economic growth and ensure that this growth would contribute to the well-being of people in the region. APEC works on the basis of shared benefits, to ensure that economic development can be both equitable and sustainable over the long term. It does so by making it easier and less costly to do business, to trade and to invest in the region.

APEC provides businesses with the means to increase efficiency and participate more fully in the world trading system. That means addressing problems like different product standards that complicate exporting, and providing better and more easily accessible information on tariff levels and government procurement systems.

Members have identified strategic sectors of the economy where they have the most to gain from increased trade and economic co-operation. These sectors include infrastructure, transportation, information

technology, environmental protection, energy and human resource development.

### Real Solutions to Growth

Many of the trade and investment issues dealt with in APEC have challenged us for years in other trade forums, and continue to test the World Trade Organization. As the driving force behind liberalization in the region, APEC has become a proven catalyst for action in the global trading system. Target dates have been established for fully liberalized trade and investment in the region: 2010 for developed members and 2020 for developing members.

APEC members recognize that challenges within the region cannot be addressed simply by opening markets. Much of APEC's value added is in the co-operation among members to share information, ideas and solutions. These solutions help protect the environment, create

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