

seminars and other events where the Foundation is involved, and seeking to maximize awareness of the Foundation and its objectives.

Finally, the Asia Pacific Foundation publications are aimed at helping to shape government and corporate response to the challenges of Asia and assisting Canadian businesses to better understand Asia. As part of the Foundation's Public Affairs initiatives, APFC publications also provide vehicles through which the Foundation can be "seen." *Dialogue*, the Foundation's newsletter is published 5 times a year and is distributed in both French and English to a readership of over 4,000 Canadian opinion leaders, including business people, educators and politicians. *Issues*, published four times a year, focuses upon specific single issues affecting Asia and Canada's relations with the region. Close to 3,000 copies of this publication are circulated - both within Canada and around the Asia Pacific region. In total, the mailing lists for the APFC's publications contain 5,357 names -- representing an increase of 16% since March 1992 and an increase of over 70% since October 1990.

A third APFC publication, *The Exporters Handbook* series, is developed for a more specific target audience: namely, Canadian business people seeking to market products and services in Asia Pacific markets. So far, the series has covered Taiwan and Southern China. Future Handbooks on Japan and ASEAN will be released in 1994.

The APFC's Media Program team consists of a Director, a Deputy Director of Publications and Public Affairs, a Director of Special Projects (Exporters Handbook series) a Coordinator of Publications (*Dialogue*, *Issues*, Annual Review) and a Program Secretary. Together they seek to fulfil the Foundation's mandate by building greater understanding and awareness through the Canadian and Asian media, promoting organizational cooperation amongst these groups, working to provide Canadian businesses with the information they need to operate effectively in the Asia Pacific region.

6.2.4 Information Services

The Information Services unit of the APFC provides critical underpinning to the Foundation's own programs -- as well as offering information services on Asia Pacific matters to a broad range of Canadian interests across the country. It has a 1993/94 budget of \$182,000, of which \$22,000 is core funding.

Staffed by a Manager, one full-time Information Assistant, and two part-time database assistants, the Information Services unit provides research support for all program areas and all regional offices of the Asia Pacific Foundation of Canada. It receives anywhere up to 200 inquiries per month from staff, ranging from quick statistics, to verifying information, to more indepth research and issue-monitoring, allowing the APFC's staff to remain well-briefed on Asia Pacific matters.

In addition to in-house inquiries, the APFC's information unit receives approximately 200 outside inquiries per month from across the country: from businesses, educational institutions, media organizations, and other research groups. Nearly half of these requests are from