

CYAP Forum ACAP



CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE



APEC 1997: Canada at the Helm

The year 1997 will be an exciting one for Canada as it hosts and chairs the Asia Pacific Economic Cooperation (APEC) forum. A relative newcomer on the international stage, APEC is a group of 18 countries whose economies produce more than 50 per cent of global economic activity. Throughout the year, over 100 ministers and thousands of business leaders from the Asia-Pacific region will come to Canada's doorstep.

This is a perfect opportunity for Canada to show its APEC partners how much it has to offer across the country and in a wide range of sectors.

APEC's great strength lies in its diversity and in its commitment to increased international contact and trade through consensus and co-operation. Thus, active participation in APEC is an important way to open doors for Canadian business throughout the Asia-Pacific region.

As Canada takes the helm, APEC has charted a course that includes firm commitments to liberalize trade and investment and to break down structural barriers to the flow of goods and services. Its members have pledged to reduce the costs of doing business – for example, by making

standards more comparable and by simplifying customs procedures.

APEC economies will soon launch the projects needed to meet the region's huge infrastructure needs. The World Bank estimates that in the developing economies of East Asia alone, infrastructure spending over the next decade will exceed US\$1.5 trillion. This will present an opportunity Canadians can't afford to miss.

The Government of Canada wants to ensure that small and medium-sized businesses will participate fully in setting Canada's agenda for the Asia-Pacific region, and that they will benefit directly from the work of APEC.

"Canada knows that Asia Pacific is the future," said Prime Minister Jean Chrétien as he departed on his third Team Canada trade mission in January.

Hosting APEC will give Canada an unprecedented opportunity to heighten its activity and extend its influence in the region. It will foster greater harmony and co-operation at the international level and promote more jobs and a healthy economy at home, both today and into the next century.

Culture Advances Canadian Trade Policy

Amid the excitement and pageantry of Chinese New Year celebrations in Toronto, Foreign Affairs Minister Lloyd Axworthy officially launched the cultural component of Canada's Year of Asia Pacific (CYAP). The event took place at Harbourfront Centre in early February and attracted leading members of the business and Chinese-Canadian communities. Secretary of State (Asia-Pacific) Raymond Chan took part in a parallel event in Richmond, British Columbia.



Foreign Affairs Minister Lloyd Axworthy drums in Chinese New Year and launches CYAP's cultural component.

Mr. Axworthy spoke about the role of culture and explained

how this special program will be a dynamic part of CYAP. He also announced \$1.9 million in federal funding for the Year's cultural activities.

"Culture is the face of Canada abroad. The CYAP cultural component is part of the third pillar of Canada's foreign policy, international cultural relations," the Minister said. "It will bring the rich, diverse culture of the Asia-Pacific region to communities across Canada and showcase some of the finest traditional and contemporary work by Canadians on Asia-Pacific themes."

Performing and visual artists from across Asia will present their work to Canadian audiences throughout 1997. Canadian artists, organizations and ethnocultural groups will also produce a variety of cultural activities linked to Asia-Pacific cultures.

"Above all," emphasized Minister Axworthy, "we want the Asia Pacific to capture the imagination of our youth. Canadians, especially our young people, must act now to ensure that Canada is an active participant in the Pacific community."

Five kinds of cultural projects will be featured throughout CYAP:

- 1) Asia-Pacific-related projects initiated by Canadian community organizations;
- 2) activities undertaken by artists and arts organizations to highlight different aspects of Asia-Pacific culture;
- 3) co-operative projects involving Canadian and Asian artists in the creation of original works;
- 4) travelling exhibitions of art works from the Asia-Pacific region, sponsored by Canadian arts organizations; and
- 5) joint projects bringing together artists or art works from three or more Asia-Pacific countries.

A limited amount of financial support is available for CYAP projects. Those interested in further information should contact the Regional Co-ordinator in their area:

British Columbia
Laura MacMaster
(604) 521-4785

Atlantic Provinces
Mary Sparling
(902) 422-2100

Prairies
Mary Chan
(306) 791-8778

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Ontario
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(416) 952-1937

The deadline for funding applications is March 21, 1997.

Speaking of Asia Pacific... call our Speakers Bureau

Would your organization or association like to broaden its knowledge of Asia-Pacific issues? If so, look no further than the CYAP Speakers Bureau.

The CYAP Speakers Bureau can provide guest speakers who will address your organization on topics ranging from trade information on Asian markets and the APEC group to export development programs and the cultural and social development issues that highlight Canada's growing involvement in the region.

Canadian governmental and trade representatives, as well as business leaders, academics and artists well acquainted with Asia-Pacific issues can bring added insight and interest to your event.

For more information, contact Jean-Carol Pelletier at the CYAP Secretariat – (613) 996-7157.



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