

ada-Japan Forum in 1991 to serve as a non-governmental "eminent persons" group mandated to develop recommendations for a stronger and more effective bilateral partnership. Forum members are selected to represent the business, media, academic and arts communities from each country and serve the unique objective of ensuring ongoing, high-level input by Canadian and Japanese citizens into the bilateral relationship. The recent co-chairs of the Forum were Don Campbell, Executive Vice-President of CAE Inc. (and former Canadian Ambassador to Japan), and Peter Yoshiyasu Sato, Advisor, Tokyo Electric Power Company (and former Japanese Ambassador to the People's Republic of China).

The Forum produced reports in 1992, 1995, 2000 and 2006. On the economic front, Forum reports have made recommendations on bilateral trade and investment between Canada and Japan, NAFTA's impact on Canada-Japan trade, the value of open bilateral economic cooperation (including the promotion of joint investment and cooperation at APEC), improvement of access to the Japanese market, a potential Canada-Japan free trade agreement, and the establishment of a multilateral trade organization, which was eventually realized in the WTO.

The most recent report, which was presented to the Prime Ministers of Canada and Japan on June 28, 2006, suggested that Canada and Japan should intensify their efforts to deepen the bilateral economic relationship, with emphasis on, *inter alia*, the promotion of trade and investment (including a free trade agreement as the ultimate objective of this Joint Study, addressing challenges of small and medium-sized enterprises), the promotion of tourism, and joint research on environmental and energy issues.

CCCE and Nippon Keidanren: A Long History of Cooperation

The CCCE and Nippon Keidanren have worked together for more than two decades on the Canada-Japan economic relationship and have been central in the development and conclusion of the Eco-