

CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

Agriculture and Agri-Food Canada

1997

Agriculture et Agroalimentaire Canada

Canada's Year of Asia Pacific

THE GOVERNMENT OF CANADA officially designated 1997 as Canada's Year of Asia Pacific (CYAP).

Canada assumes the chair of the 1997 Asia Pacific Economic Cooperation (APEC) forum and will serve as host of a series of Ministerial meetings culminating with the Economic Leaders Meeting in Vancouver in November. The federal government, in partnership with other levels of government and business and community groups across the country, is working to increase the interaction between Canadian and Asia Pacific business people, cultural groups and youth.

Over the course of Canada's Year of Asia Pacific, more than 3,000 business and political decision-makers from Asia Pacific will be involved in APEC meetings, which will be covered by more than 3,500 journalists from around the world.

CYAP is a unique opportunity to showcase Canada to our Asia-Pacific partners, and to encourage more Canadians to explore cultural and business relationships with the region.

Agriculture and Agri-Food Canada will be active throughout the Year assisting Canadian agri-businesses in showcasing their products and increasing their client base in one of the fastest-growing regions of the world.

Message from the Minister of Agriculture and Agri-Food Canada

IT IS FITTING THAT 1997 has been designated as Canada's Year of Asia Pacific (CYAP). This special year will celebrate our Pacific dimension and will build on the strong foundation of co-operation that exists between Canada and the Asia Pacific Economic Cooperation (APEC) forum.



Ralph Goodale

My department will play a key role during CYAP to raise national awareness among Canadian agriculture and agri-food businesses of the immense Asia-Pacific opportunities.

Numerous activities and events across Canada have been planned so Canadian agribusinesses can forge and strengthen partnerships and learn more about trading in Asia Pacific, particularly our priority markets of Japan, China, Hong Kong, South Korea, Taiwan and the ASEAN countries, especially Indonesia.

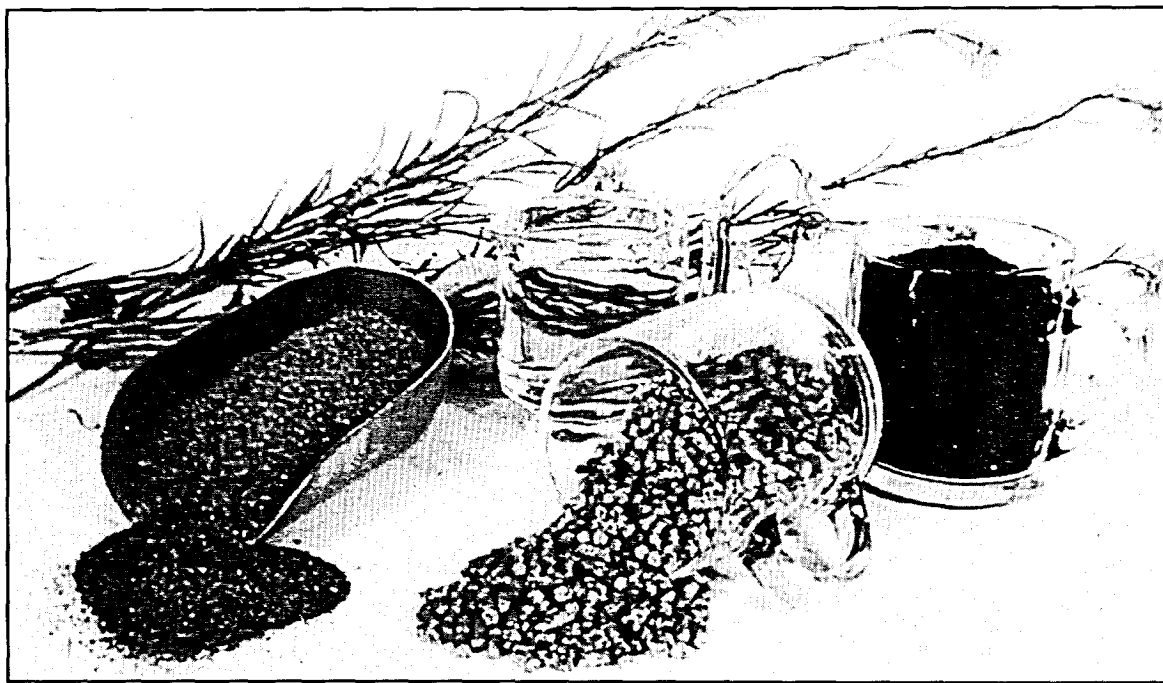
The potential of the Asia-Pacific market is absolutely enormous. By the year 2000, the region will account for 60 per cent of the world's population; 50 per cent of the world's GDP and 40 per cent of global consumption. By 2020, seven of the top 10 economies in the world will be in Asia Pacific. And it is increasing its share of world merchandise trade — from about 37 per cent in 1983 to 48 per cent in 1995.

Canada's total agri-food exports to the world reached an all-time record of \$17.5 billion in 1995, of which Asia-Pacific markets generated \$4.2 billion. Preliminary figures for 1996 show an increase of at least 5% over 1995.

This is important business for Canada's agriculture and agri-food industry, and it's growing year-by-year. But we are still only scratching the surface. To secure our full growth potential in the Asia-Pacific region, we will need to be ever more aggressive, imaginative, persistent and enthusiastic.

And that is why we will spend this year exploring new Asia-Pacific business opportunities, making Canadian agriculture and agri-food companies aware of the tremendous potential to increase exports, increasing Canada's profile in these markets for a diversified range of high quality bulk commodities and finished consumer-ready products — and thereby creating jobs and growth for Canadians.

No exporter, and certainly no nation as trade-dependent as Canada, can afford to ignore this great new economic powerhouse. It is my hope that by the end of 1997, a very large number of new and established exporting agribusinesses will include, if they do not already, Asia Pacific in their international business plans.



Canola oil is a hit with health-conscious consumers in Asia Pacific

Canadians know canola oil is a healthy food choice. As Asian consumers become more affluent and health conscious, canola oil sales are growing in the region.

Canadian canola oil is on Singapore grocery shelves under at least four brand names — Maple Leaf, Sunora, Sunfrie, and All Goodness. Lucerne Foods and Sunora Foods of Calgary, Fazio Foods of Vancouver, Maple Leaf Foods of Toronto and Canbra Foods of Lethbridge are all working to get their product to new mar-

kets in Singapore and Brunei. Consumer education is key to sales in these two markets, and Canadian companies are actively involved in product promotions with major local grocery chains.

Sunora Foods of Calgary signed a joint venture agreement in January 1996 with a Pakistan-based food distributor for the sale of refined canola oil to that country. The agreement will go beyond processed food sales and be followed by export of Canadian canola seed stocks for production and processing in Pakistan. Canadian canola oil

is now on the shelves in Lahore, Okara, Sahiwal, Multan, Bahawalpur, Rahim Yar Khan, Gujrat, Fujranwala, Faisalabad and Sargodha.

Interest from Taiwanese processors and distributors is also high.

Agriculture and Agri-Food Canada, in cooperation with the Department of Foreign Affairs and International Trade, has been working closely with the Canadian canola industry to assist industry initiatives in developing the market for canola oil throughout Asia.

