

away from dependence upon the participants in the provincial ministries of education and more toward those parties and organizations which have a direct interest and commitment in working in the Asia Pacific region.

- ▶ Strategic planning in expanding Canada's awareness of the Asia Pacific should be a balanced approach of culturally-driven activities to complement business-focused endeavours.

#### **4.4 Asians' Awareness and Knowledge of Canada**

##### **4.4.1 APFC Delivery of the Future Leaders Program (FLP)**

One of the most important components of succeeding in Asia is to establish personal relationships. This applies to relationships established by countries as well as between individuals. The growing economic power of many countries in Asia reinforces the need for Canada to identify potential leaders and establish good relations with them early in their careers. By having these Future Leaders visit as guests in Canada to learn more about the country and its people and to have them return to their home countries much more aware of opportunities to cooperate in the future, is the main aim of the Future Leaders Program.

To this end the FLP focuses on short term study and intensive orientation visits to Canada by rising politicians, bureaucrats, business and media people. The targets are individuals who have demonstrated that they will be future opinion makers in their country.

In order to get the program off to a quick start, it was decided to focus at the beginning on Asian media people. As indicated in the separate section under the media program, since 1990, twenty-four Asian media people have visited Canada and reported back to their home countries on Canadian topics.

It was decided also that it would be more efficient to bring small national groups of three or four participants to Canada rather than single individuals. In addition to the media groups, two commercial Future Leaders programmes were arranged which brought four agricultural specialists from Taiwan and four software producers and researchers from Japan. It was not expected that the 1993 Japanese Software FLP would have immediate commercial returns but, the APFC reports that the response from the four participants was enthusiastic and their referrals have resulted already in commercial dealings with Japan in Canadian software purchases.

Partners working with the Foundation on the FLP program have been established in Asia and across Canada. The program could not run without the co-operation of governmental officials, research institutes, private sector companies, and business associations. Contact is maintained with all participants in past Future Leaders' Program.