



CYA

Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNEE CANADIENNE DE L'ASIE-PACIFIQUE

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Prime Minister's Message

IN 1997, CANADA TAKES CENTRE STAGE as a Pacific nation. I have designated this year as Canada's Year of Asia Pacific in celebration of our long-standing ties with the region.

These ties encompass many aspects of our Canadian way of life and have helped to foster our unique multicultural identity and international outlook. They make it possible for us to contribute to building the Asia Pacific region into an even stronger community — one that is built on peace and prosperity.

I am confident Canada's Year of Asia Pacific will present exciting opportunities for Canadians from all walks of life to participate and explore how Asia Pacific can be a part of their future. This year will highlight the role of small and medium-sized businesses and the potential for young Canadians in the burgeoning Asia Pacific marketplace.

By positioning our country to play an even greater role in this dynamic region of the world, Canadians

can look forward to economic growth and prosperity. We will welcome more than 10,000 business and political leaders to cities across the country to work toward freer trade and closer cooperation through the Asia Pacific Economic Cooperation (APEC) forum. This international event provides an unprecedented opportunity to show our Asia Pacific partners that Canada is a premier source of quality goods and services and an excellent place in which to invest and do business, to study and visit. Cultural, business and youth events throughout the year will involve thousands more.

The success of our Team Canada missions to Asia Pacific has demonstrated what businesses, governments and Canadians from coast to coast can achieve when we work together. I invite all Canadians to join me in making 1997 an unforgettable year.



Team Canada 1997 Mission Sets Sights on Korea, Philippines and Thailand

The Team Canada trade mission to Seoul (Korea), Manila (Philippines) and Bangkok (Thailand) takes off in January 1997. Prime Minister Jean Chrétien and Canada's First Ministers are leading the twelve day mission. These countries have a combined market of 165 million consumers and account for over \$3.6 billion annually in Canadian exports.

Team Canada 1997 includes more than 400 business people, young entrepreneurs and students as well as representatives of municipalities and educational institutions. The mission focuses on eight sectors in which Canadian businesses produce goods and services which are in high demand in these markets: telecommunications and information technologies; transportation; financial services; environmental protection, energy and natural resources; agri-food; construction and building materials; education; and cultural industries.

The Prime Minister's Team Canada trade mission approach has proven its worth repeatedly, giving Canadian business access to senior political and industry leaders and enhancing Canadian visibility and credibility in the market. The three previous missions have resulted in business deals worth more than \$20 billion for Canadian companies.

Canadian businesses have also reported an additional \$2.4 billion in new business transactions since their return from the missions.

The 1997 Team Canada mission itinerary:

January 8, 1997	Departure from Canada
January 9-14, 1997	Seoul, South Korea
January 14-16, 1997	Manila, Philippines
January 16-20, 1997	Bangkok, Thailand
January 20, 1997	Return to Canada

Federal Government Designates 1997 as Canada's Year of Asia Pacific



Left to right: John Bell, CYAP Ambassador, Amy Ho, winning design student, Jenny Kwan, MLA (British Columbia), the Hon. Raymond Chan, Secretary of State (Asia-Pacific), Vancouver Mayor Philip Owen, Anna Terrana, Member of Parliament (Vancouver East), the Hon. David Anderson, Minister of Transport.

NEW YEAR'S DAY 1997 RANG in Canada's Year of Asia Pacific (CYAP), a celebration of Canada's growing links with the Asia Pacific region. The Government of Canada, in partnership with other levels of government, business and community groups across the country, will make 1997 a period of unprecedented focus on the economic and cultural opportunities of being a Pacific nation.

The CYAP logo, unveiled by Transport Minister David Anderson and Secretary of State (Asia-Pacific) Raymond Chan in Vancouver last November, says much about Canada's hopes for the coming year. The crane — a symbol of peace and longevity associated with Asia — takes flight on wings suggestive of Canada's national symbol, the maple leaf, over the blue waves of the Pacific ocean.

"As a people and as a trading nation, Canada's ties to the Asia Pacific community run deep," said Mr. Chan.

"This special year will celebrate our Pacific dimension and help us build even stronger partnerships in Asia Pacific to create opportunities from coast to coast".

The concept for the logo comes from Amy Ho, a student at Kwantlen University College in Richmond, British Columbia, following a competition among graphic and design students across the country. This, too, reflects a priority for CYAP, that Canadian youth take a leading role in seizing Canada's Asia Pacific future.

This year, more than 10,000 business and political decision makers from Asia Pacific will come to different centres all across Canada, culminating in the APEC Leaders Meeting in Vancouver next November. Throughout 1997, thousands and thousands of Canadians will be able to participate in cultural and business activities surrounding these and other events during Canada's Year of Asia Pacific.

