

Options for Solving this problem are as follows:

- discontinuing support to the ACBC, and relying instead on the existing individual bilateral organizations at the individual country level. This option is simple, but DFAIT should consider whether it might lose a valuable source of policy advice at the ASEAN regional level;
- having the ACBC play a more specialized role on a country or sector basis, without duplicating existing bilateral organizations, and develop a local base for the ACBC within Canada.

Whichever option is followed, it is more appropriate for the initiative to come from the micro/grass roots level, and then apply the same common sense principles as in the CBEF key sector approach. Private sector drive is the most important factor missing in the ACBC, and is at the root of the lack of business participation on the Council.

Apart from the above, there is a need to review the roles of different business groups that the federal government might fund in the ASEAN countries, and determine how best to coordinate efforts. Core funding should be granted to trade promotion organizations only on the basis that they are likely to become self-sustaining in an agreed upon time-frame.

4.1.3 The Canadian Exporters' Association (CEA)/Japan External Trade Organization (JETRO) Import Specialist Business Linkage Project

This project had its origins in Japan's efforts to expand imports to achieve trade balances more agreeable to its trading partners. The import specialist program is administered by JETRO, a quasi-government organization, which operates under the auspices of the Japanese Ministry of International Trade and Industry (MITI). In early 1990 DFAIT welcomed this initiative and reached an agreement with the CEA to provide the home base for the import specialist. In September 1990 the first import specialist began work in the CEA's office in Ottawa for the initial two year term ending March 31, 1992. In April 1992 it was agreed to extend the project for a further two years, ending March 31, 1994. The second import specialist took up his assignment in the fall of 1992.

Funding for this import specialist is as follows:

- salary, living, and operational expenses are paid by JETRO;
- from PBS business linkage funds DFAIT provides the CEA with financial assistance to cover the costs of administration, salary and benefits of one full-time secretary for the import specialist, postage, stationary and office supplies, phone, telex, facsimile, and miscellaneous materials. Since its inception yearly contributions from the PBS have been