

# CANADA'S YEAR OF ASIA PACIFIC 1997



*Canada will see the Asia-Pacific world come to its doorstep when it assumes the chair of the APEC forum in 1997. It is fitting, then, that the Canadian government has declared 1997 Canada's Year of Asia Pacific. This year-long initiative will promote increased business relations, youth involvement and cultural exchanges in order to broaden understanding within the Asia-Pacific region.*

*During Canada's Year of Asia Pacific, the Government of Canada is encouraging business associations and youth and cultural organizations, as well as other groups, to focus on Asia Pacific in their activities, for example:*

- *activities that enhance export awareness and readiness and that have the potential to foster new participants in Asia-Pacific markets;*
- *youth groups whose efforts enhance student programs and career development or that extend organizational links to Asia Pacific; and*
- *arts and cultural groups that present works with an Asia-Pacific dimension.*

*Activities and events already being organized from coast to coast will offer unprecedented opportunities for all Canadians. Events such as business forums and trade fairs will help Canadians strengthen their partnerships and learn more about doing business in Asia Pacific.*

*Other key events include the January 1997 Team Canada Trade Mission to South Korea, Thailand and the Philippines; a youth conference in Winnipeg in May; and cultural activities throughout the year to underscore the breadth of Canada's close ties with the region.*

*The Year of Asia Pacific will celebrate the deep cultural and economic ties Canadians have with the Asia-Pacific community and will help forge even stronger relationships.*

## Goals of Canada's Year of Asia Pacific

- To expand Canada's economic partnerships with the Asia-Pacific region and to equip Canada to play an increasingly dynamic role in the emerging Pacific community.
- To highlight the important role played by the Asia-Pacific region in economic growth and job creation in Canada, in the life of the country and in global affairs.
- To increase participation in Asia-Pacific markets by Canadian business by providing more information on opportunities in the region and on how best to act on them.
- To enhance cross-cultural understanding of common concerns related to peace and security, human rights and legal reform, environmental and social development, culture, education and other areas.
- To ensure a lasting legacy through new partnerships between Canadian and Asia-Pacific business and cultural institutions, better collaboration between governments and the involvement of youth and Asian Canadians.

## The Official Logo

The official logo for Canada's Year of Asia Pacific (CYAP) has cleverly integrated the Canadian maple leaf, the suggestion of a body of water, and the crane — a symbol of peace and longevity associated with Asia. The crane is a bird that can unite many geographic areas, travelling as it does without boundaries; the waves symbolize the movement of the Pacific Ocean and the dynamism of the region; and, finally, as the maple leaf completes the tail of the bird, the stroke becomes more "dry brush," reminiscent of Asian calligraphy.

The logo, designed by Amy Ho, a first-year graphic design student at Richmond, B.C.'s Kwantlen University College, was chosen from over 100 entries in the Government's logo design competition, held in September 1996.

The logo will be featured on all official correspondence, posters and other materials and will be used for events and activities related by CYAP, including the 1997 Vancouver Economic Leaders' Meeting.

Organizations wishing to apply for use of the logo and designation of an activity as an official CYAP event can visit the CYAP site on the Internet at: <http://www.dfait-maeci.gc.ca> or call: 1-800-267-8376 or (613) 944-4000 (Ottawa Region).