



One of the challenges and opportunities for Canada is to help meet the growing need for specialized training, education and educational products in the developing nations of the Asia-Pacific region. Although the potential market for Canada is significant, it has not yet been fully realized. It is worth noting that Canada captures only 3 per cent of the international student market, although 51 per cent of this share is from the Asia-Pacific region.

Pacific 2000

In 1989, the Government of Canada announced a dynamic new strategy to strengthen Canada's position in this rapidly changing environment. "PACIFIC 2000" involves an integrated approach to international trade, science and technology, and investment, more properly reflecting Canada's economic priorities — and with them, the interests of Canadian industry.

The Asia-Pacific International Education Fund

A strategic component of PACIFIC 2000 is the Asia-Pacific International Education Fund, which is aimed at promoting the Canadian education system among Asia-Pacific students, marketing Canadian educational services and products, and promoting joint ventures between Canadian and Asia-Pacific institutions.