

That is the context. Those are the opportunities in Asia.

What do we do about it now?

Let me suggest three requirements.

First, we must understand the customer. Part of that understanding is language. Look at Japan, the economic superpower of the next century. Increasingly, Japan will expect those with whom they deal to respect more fully their culture, their customs, their language. They will expect us to adapt to them rather than them adjusting to us.

That is natural. It is inevitable. And Canada is not doing as well as we must. Canada has only 1200 full-time students of Japanese. Australia, with half our population, has over 15,000. The US has 140,000. Canada has a job to do. Increasing Canada's capacity in Asian languages is part of the Pacific 2000 strategy The Prime Minister announced last fall. I have launched major business language programs to be run by Simon Fraser University and the Ontario Centre for International Business, and which will lead to the establishment of regional centres for language training in Alberta and elsewhere. But the effort must be much broader than that. We must understand and respect the cultures of Asia. And we must do that abroad and at home.

Second, we can learn from Asia about working together in our own economy. Successful Pacific economies have established novel and productive pattern of cooperation between Governments and business. They provide new models to relate science to technology. They prove the advantage of non-adversarial approaches to management and organization. There is a degree of national consensus which can only offer lessons to governments and societies in the West.

The Canadian Government is playing an active role in Asia. That will increase. We have fifty-eight experienced Trade Commissioners in the region, and international Trade Centres in Calgary, Edmonton and other Canadian cities. Alberta business should consider these officials as an extension of your sales office. They are there to identify markets, point to decision makers, provide advice and support, and cut the red tape. If they are not doing that, let me know and I'll fix it. I urge you to use the services Canada provides to open new opportunities in Asia.

Those services include CIDA - the Canadian International Development Agency. NOVACORP credits CIDA with opening the door for its \$41 million Malaysian contract. Willowglen found its Singapore contract as part of a CIDA mission.