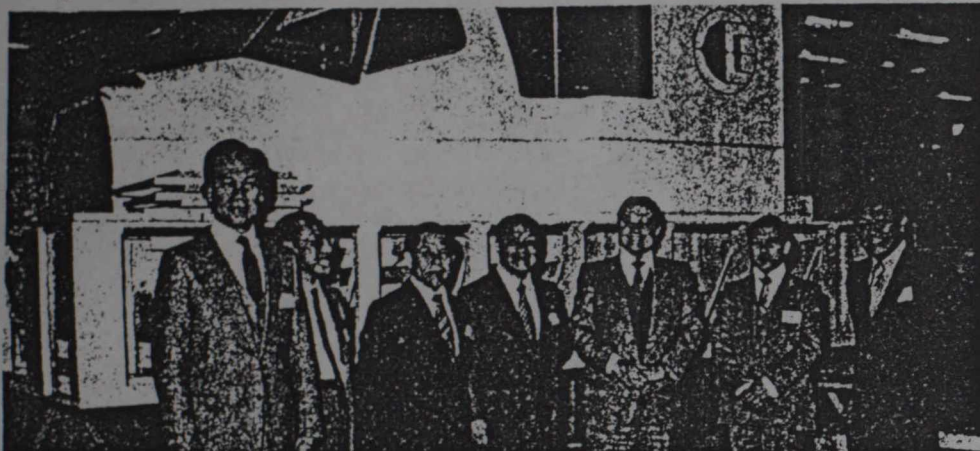


structure in each country can be best upgraded to enable it to take over a larger share of both products and services that may currently be paid for with scarce foreign exchange. Although this is a

complex program, APS is confident that it can produce a practical offset program within the time constraints of the study.

The final report is expected to be released in September, 1981.



ASEAN diplomats in Canada beside Malaysian Airlines' flight simulator at CAE Electronics in Montreal. Pictured from left are Minister Romeo O. Fernandez, Philippines; Minister-Counsellor Sabar Padmadisastra, Indonesia; Ambassador Chinda Attanan, Thailand; Ambassador Roman V. del Rosario, Philippines; CAE President Byron Cavadias; Acting High Commissioner Mohd. Azhari Karim, Malaysia; and Ambassador Widodo Budidarmo, Indonesia.

Envoys Tour Montreal Industry

SENIOR representatives from ASEAN diplomatic missions in Ottawa recently toured two large Canadian companies headquartered in Montreal, the SNC Group and CAE Electronics.

Tours of Canadian firms provide ASEAN diplomats with an opportunity to get a first-hand view of Canadian industry. Both SNC and CAE are well known in the Asian and the Pacific region, SNC as one of Canada's foremost firms of consulting engineers with extensive experience in offshore projects and studies and CAE as a leader in the manufacture of flight simulators. CAE recently sold a simulator to Malaysian Airlines System and is hoping to supply F-28 and B-747 simulators to Indonesia's Garuda Airlines. Also, CAE has just signed a \$34-million contract to develop three simulators for the Canadian Armed Forces' new fighter aircraft, the McDonnell Douglas CF-18 Hornet.

Information: Key to Trade and Commerce

Dear Reader,

As another link in Canada's growing exchange of information and commercial knowledge with ASEAN, I would like to congratulate our diplomatic missions in this important part of the world for their initiative in launching *CANADA-ASEAN*.

In recent years, it has become clear that the Pacific Rim region is one of the most dynamic economic and commercial areas of the world. This vitality has attracted increasing attention from the federal and provincial governments and the Canadian business community.

To underline the priority of the region, I chaired the Pacific Rim Opportunities Conference organized in Vancouver in November last year to focus Canadian attention on the potential for expanded and mutually beneficial relations between Canada and countries of the Pacific Basin.

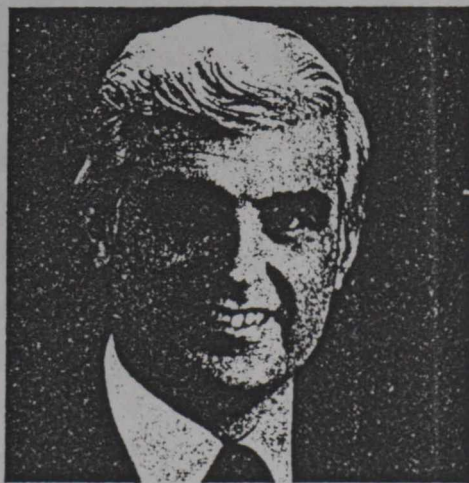
During the conference it became evident that there is a significant information gap between Canada and our Pacific trading partners about our respective cultures, economies, business practices, and industrial and resource capabilities that must be closed if we are to maximize our complementary interests. *CANADA-ASEAN* is an excellent step in this direction.

Of our Pacific Rim trade partners, the importance of the ASEAN countries has increased at a tremendous rate. For example, as the April issue of *CANADA-ASEAN* detailed, total two-way trade has more than trebled during the period 1976-80, from \$352 million to \$1,141 million. With annual growth, the GNP averaging over eight per cent in ASEAN during the past decade, there is excellent potential for a continuation of this trend. Canada's world-renowned expertise in such sectors as resource development, agriculture, electrical power, oil and gas, transportation, and communications has real prospects for complementing ASEAN economic development objectives.

Having had the opportunity to see first-hand each of the ASEAN countries on my trade missions last year and to discuss the future of Canada-ASEAN commercial activities, I am personally convinced that while we have made a good start in expanding our relations there is much more that needs to be done. I am confident that even so fundamental a matter as the exchange of information, as embodied in *CANADA-ASEAN*, will contribute to the enlargement of our commercial relations.

Ed Lumley

Minister of State for Trade



IN ORDER TO illustrate the potential for increased economic co-operation, the following articles discuss trade and commercial developments in Canada and ASEAN.

ASEAN diplomatic missions in Canada have provided information on market prospects in Canada and joint-venture potential. Contributions from Indonesia, Malaysia, and the Philippines are included on the following pages together with surveys of market opportunities in these three countries for Canadian firms.

In the October issue the series will conclude with similar contributions about Singapore and Thailand.