

ments. Expectations are that the meetings will facilitate discussions of mutually attractive trade and investment opportunities.

The first tour in the series was held in February when the group spent a day in Toronto at briefings by senior staff of six major Canadian banks. The ASEAN diplomats profited from these meetings to discuss sectors and firms that could

be interested in investing in the ASEAN region. At the same time, various banks were able to outline their investment promotion activities and trade involvements with ASEAN countries.

Visits to the remaining Canadian provinces will be organized for the ASEAN diplomats with programs oriented to the particular business and industrial strengths of each region. ❖

## CIDA Sponsors ASEAN Managers at BSAM

DURING the past several years the Canadian International Development Agency has sponsored participants from ASEAN countries to attend the Management Development Program at the Banff School of Advanced Management (BSAM)—a prestigious institution.

This year's course in Banff, Alberta, is being held from October 17 to November 26. It is designed for middle-level managers and covers three major areas: management of human resources, managerial technology, and environmental factors.

There are 70 participants from the private and public sectors in Canada and overseas attending. The five from ASEAN will be given a two-week post

course orientation tour of Canada that will provide a better understanding of Canadian managerial techniques and expertise as well as exposing participants to Canadian industrial capabilities.

BSAM was established in 1952 and sponsored as a co-operative undertaking by the Universities of Alberta, British Columbia, Manitoba and Saskatchewan, and later the University of Calgary. By pooling the teaching resources of the five universities and supplementing these with a careful selection of instructors from other universities, government and business, the BSAM has been able to offer a distinctive program that has met with an enthusiastic response from business institutions in Canada and abroad. ❖

## Cuso: Volunteers for Development

BACK IN 1960 a graduate student at the Canadian University of Toronto undertook a visit to Southeast Asia to collect information for his doctoral thesis. During the trip he made a number of contacts and on his return to Canada co-founded a volunteer organization that ultimately became a founding member of the Canadian University Service Overseas (CUSO).

This international development organization, best known for the skilled Canadians it posts overseas to fill temporary manpower gaps, was set up to co-ordinate the efforts of a number of Canadian volunteer agencies, and in 1961 the first group of 15 Canadians left for a year of service in India, Ceylon, and Sarawak.

Its program in Asia has evolved enormously since those early days—and so has the organization. At first it recruited mainly university graduates who worked as teachers. Today requests are more specialized and include business and trades people, health professionals, agriculturalists and forestry workers, engineers and technical personnel. And the name Cuso is no longer an acronym but the full title of the organization, in keeping with its more general focus.

The objectives and locales of the program in Asia have also changed in response to the dramatic events which have taken place in the last 20 years.

Cuso's approach is now more regional and includes identifying and supporting local initiatives and community projects as well as initiating development service centres throughout the region.

Cuso currently has programs in 11 Asian nations, four of them members of ASEAN—Thailand, Malaysia, Indonesia and the Philippines. At any one time, Cuso has some 25 Canadians working in Thailand and 14 in Malaysia. In all these countries it supports a number of projects, ranging in size from small, \$500 discretionary village projects to large \$3-million rural development programs.

The Thailand program concentrates largely on development of agriculture and water resources, and supports rural development through local non-governmental organizations. And, in 1980, Cuso undertook its largest fund-raising campaign in Canada—to raise money for a Cambodian refugee camp in northeast Thailand. Individual Canadians and the Government of Canada contributed almost \$1.5 million towards the cost of setting up the Cuso camp for 10,000 refugees, where self-help is encouraged under the Thai government's organization and administration.

From that evolved Cuso's Northeast Thailand (NET) project—a rural development program in the poorest part of Thailand aimed at assisting farmers

displaced from the Thai-Cambodian border area and existing villages. Many of the villagers are as poor as the refugees who flooded the region from Cambodia. The NET project aims to help them acquire basic health care, primary and adult education, improved agricultural production and new income-generating activities.

Cuso workers currently in Thailand include a number of extension agriculturalists. Funding for their projects—plant nurseries, demonstration plots, small dams and animal raising—come



*Cuso volunteer Craig Pugh (standing) is a water-resource project civil engineer in Thailand's northeastern Buriram Province. Local rice farmers provide the labour.*

from various agencies, including the Canadian Embassy, through its Mission Administered Fund. Other Cuso workers are involved in forestry, teaching English as a foreign language in teacher-training colleges in up-country provinces, and water resources.

In Malaysia, Indonesia and the Philippines there are hundreds of local non-governmental organizations that already have comprehensive programs covering every sector from rural, agricultural and community development to environmental and consumer issues. Most of these groups need organizational and financial support to demonstrate to their governments that they can play an important and constructive role in the development process.

Cuso is currently providing admini-

---

All figures in this publication are in Canadian dollars unless otherwise specified.