

- Developing a reputation as a preferable alternative to other internationally accessible systems.

There are several priorities critical to the immediate and long term future of the network. These priorities must be successfully addressed to achieve the full potential of the network. They included:

- Adding up to 200 new users per year.
- Modifying pricing to provide for full cost recovery.
- Implementing the integrated Bulletin Board System (BBS).
- Enhancing "Internet" accessibility.
- Developing a "support agent" network.
- Implementing "mail-enabled" database services.
- Improving APFNET accounting facilities.

APFNET marketing efforts historically have generally raised the profile of the APFC. Adequate support to users of the system is critical to positive feedback from the user community. User inputs have drawn attention to the clear linkages between marketing and ongoing support required to make the network live up to its potential.

Better marketing materials, which adhere to the standards of the APFC and the "value added network industry" in general, are required. The budget proposed for the coming fiscal year provides for improved APFNET marketing materials, and for the marketing and support staff to help achieve the objective of improved new user support. The technical capabilities of the system must also be allowed to grow along with the user base. Present APFNET staff include the Director, Network Services (half-time), and one full-time Administrative Assistant.

In short, APFNET serves two valuable functions for the Asia Pacific Foundation of Canada. First, it aims to become the preeminent information and communication network in Canada, and possibly in the world, which focuses on the Asia Pacific region. Second, it is a tangible product of the APFC, and thereby has marketing potential for other organizations in general.

6.2.8 Regional Offices in Canada and in Asia Pacific

APFC's five regional offices in Canada (1993/94 budget \$362,000, of which \$240,000 is core funding) act as the Foundation's footprint in their areas. The directors are sources of information on Foundation activities as well as general intelligence on Asia. They maintain regular contact with provincial government sponsors, education institutions and business associations. In the Business Program, emphasis is placed on outreach to commercial enterprises of all sizes. However local seminars on business practices and other aspects of doing business in Asia are focussed mainly on small and medium sized businesses. Culture Programs are