

price levels in Japan, makes it an expensive program for participants. Even so, it has been very well received by the 20 business people who have signed up in the last two years. Participants have commented on the excellent array of speakers, the good mix of culture and business and the efficient way the program was run. Most recommended that their company send an executive on the next forum.

Canada Asia Transport and Trade Forum (TRANSPO)

The purpose of the *Asia Transport and Trade Forum* is to enhance the Canadian transportation industries awareness of the Asia Pacific market place by organizing high level interactions between Asian and Canadian Chief Executive Officers in the transportation and trading communities. The activities of the Forum were managed by the Asia Pacific Foundation, with the financial support of key government departments (both federal and provincial), and by several major private sector organizations such as Canadian Airlines, Air Canada, CN Rail, CP Rail, Vancouver International Airport Authority, Fraserport and the Vancouver Port Corporation. A great deal of additional support in kind was provided by such prominent Forum members as Swire Group in Hong Kong.

The project was initiated in 1991 with the first meeting held in Vancouver. This led to a number of smaller interactions (Focus Groups) designed to deal with specific problem issues and wide range of consultative research. This led to the development of the "Gateway Concept", i.e. the development of a Pacific Gateway to North America located on Canada's West Coast.

The Forum had conducted an extensive communications program involving public speeches by key Forum members, the publication of a comprehensive report and issues papers, and the preparation of the materials to be used for various meetings on key Gateway-related matters.

The APFC states that because of the active support of senior ministers of both levels of government, the Forum has been able to influence policy development in this important area and to help the industry coalesce its efforts to achieve the goal of improved access between Asia and North America through the Vancouver Gateway.

The Globe Series

The Globe series of international conferences and trade fairs are aimed at enhancing Canadian competitiveness in the business of the environment. With the market for environmental services and technologies expected to boom in the Asia Pacific region over the next decade, the Globe series is aimed at positioning the Canadian environmental industry to access this burgeoning market. The APFC is managing the Globe series through the establishment of a subsidiary Foundation, the Globe Foundation of Canada. Financial support for this initiative is provided by the Government of Canada, the Province of BC, and the corporate sector. The Globe series is managed by a Senior Vice President of the APFC and a contracted staff.