



2) The Canadian Manufacturers' Association (CMA) has been actively pursuing business opportunities in the ASEAN region since 1984. During that time, the CMA has sent five business missions to ASEAN. These missions have attracted a great deal of attention throughout ASEAN and have resulted in the identification of significant joint venture potential, valuable technology transfer opportunities, plus the selection of excellent agents to represent Canadian interests in ASEAN. The CMA has signed co-operation agreements with the Federation of Thai Industries, the Federation of Malaysian Manufacturers, and the Singapore Manufacturers' Association.

New air agreements facilitate cargo and passenger links between Canada and ASEAN countries. Air Canada has been serving Singapore since 1984, and Singapore Airlines began service to Vancouver in July 1988. CAIL has been flying into Bangkok since October 1987, and Thai International began service to Toronto in July 1988. CAIL and GARUDA are co-operating on traffic flow between Canada and Indonesia.

Provincial governments are also very much involved in trade promotion activities in ASEAN. Ontario, Quebec, and British Columbia have opened regional trade offices in Singapore to assist provincial trade missions and work with Canadian missions in achieving provincial trade objectives in the region.

Through membership in the Asian Development Bank (AsDB), the Canadian government contributes to the economic and social progress of developing member countries which include five of the six ASEAN nations. Membership in the AsDB also opens substantial

business opportunities for Canadian suppliers, civil works contractors and consultants in competing for AsDB-financed contracts. The Canadian Embassy in Manila has a full time Trade Commissioner dedicated to assisting the Canadian private investor to pursue projects financed by the AsDB.

Canadian companies are gradually moving beyond direct sales and more toward equity participation — transfer of technology, joint venturing, and manufacture under licence in ASEAN countries. Future growth in Canadian trade and investment in the region will increasingly depend upon an "on-the-ground" presence.

Canadian Development Assistance to ASEAN

In addition to the significant bilateral development co-operation programs Canada has with four members of ASEAN (Thailand, Indonesia, Malaysia and the Philippines), the 1981 Canada-ASEAN Economic Co-operation Agreement established a framework for development co-operation activities between Canada and ASEAN. The Asia Branch of CIDA administers the ASEAN Program, following the principles set forth by the association at the first Canada-ASEAN dialogue in 1977. These principles are that assistance to ASEAN should not preclude assistance to individual member states; projects receiving assistance should be regional, conceived by ASEAN, and beneficial to all ASEAN members; and assistance should supplement ASEAN strengths.

The ASEAN-Canada Development Co-operation Program includes projects in agriculture, fishery, forestry, science and technology, and transportation and communication. CIDA has committed \$20.1 million to these programs, and in 1987-88 spent \$3.5 million.