

The overall objective of the Asian Business Studies Program will be to familiarize Canadians with the business, legal, political and cultural dimensions of operating in Asia Pacific countries. Initially, this is to be achieved by providing basic language training and acquainting the mainly private sector participants with the practicalities of doing business in an Asia Pacific setting.

The government's contribution takes the form of an endowment grant of \$800,000 plus a total of \$800,000 in operating grants to be spread over five years. Federal assistance is to be matched to the tune of \$3.2 million in private sector, provincial government and university funds.

Robert Johnstone, Executive Director of the OCIB and Diana Lary, Executive Director of the JCAPS remarked that "the present recognition of the importance of understanding all aspects of the business environment in Asian countries is deeply gratifying. The cultural and language dimensions are of great importance to Canada's success in the region."

For more information, media may contact:

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