

THE ASIAN BUSINESS STUDIES PROGRAM (ABSP)
Joint Centre for Asia-Pacific Studies:
York University and University of Toronto

The Joint Centre's Asian Business Studies Program offers training and market information services to companies and individuals engaged in Asia Pacific trade and investment activities. Established in 1990 with core funding from Pacific 2000, the ABSP is jointly managed by the University of Toronto and York University. The program aims to promote and enhance Canadian competitiveness in the Asia Pacific Region through language and cultural training.

Assisted by a Business Advisory Council, the ABSP works closely with companies and business associations to design and deliver programs tailored to meet concrete business needs. The program focuses on three principal activities:

Public Information & Awareness Programs. The ABSP hosts a regular breakfast speakers series, *Asia Pacific Updates*, in cooperation with the Asia Pacific Foundation's Ontario regional office and the World Trade Centre. It also offers, on a cost-recovery basis, a series of *Public Lectures*, *Business Skills Workshops* and in-house, customized training.

Research. The ABSP plays a facilitative and clearinghouse role for companies entering Asia Pacific markets. The program has funded the establishment of *Asia Pacific Research Consortium*, coordinated the market information resources of York University's Administrative Studies Library, the University of Toronto's Law Library, and Wilfred Laurier University's Trade Development Centre. It also maintains lists of qualified specialists in Asian