

selected companies will then be included in a publication to be used to promote interest in the Asian region among small and medium sized firms. The project is still in its initial stage of development.

Cross Cultural Business Skills Data-Base

The Cross Cultural Business Skills Database, still in the preparation phase and designed for use by the Canadian business community, will facilitate access to over 500 key resources on how to better understand and conduct business in the Asia Pacific environment. It will contain descriptive evaluations of recommended source materials including videotapes, audiotapes and key print resources. The subjects to be covered in the database range from negotiating strategies in the cultural context, business practices and customs, language training, cross-cultural communication and business culture.

Canasian Businesswomen's Network

The Canasian Businesswomen's Network, a joint initiative of the APFC and the Canada-ASEAN Centre, was launched in Jakarta in November 1993. Its goal is to help Canadian and ASEAN businesswomen expand their network of contacts, gain access to wider markets, and meet potential business partners in both regions. For Southeast Asia businesswomen, the network offers access to Canadian commercial opportunities, technology transfers, educational services and proximity to the huge US market. For Canadian businesswomen, it acts as a gateway to the rapidly expanding consumer and capital markets of ASEAN and other countries in the region. The Network offers a range of activities and services including personal referrals to business contacts and opportunities, a planned database of participants and their products and services, and information exchange through APFNET (the APFC's electronic mail system), newsletters, periodic speakers events, and access to trade missions.

The Business Associates Program: Canada Japan Economic Management Forum (CJEMF)

The CJEMF has been held in Japan for the last two years. It is directed at senior managers of Canadian companies who need to be brought up to date on Japan's current economic, business and social conditions because of their companies' business involvement with Japan. The forum is held for an eight day period in Tokyo, Osaka and Kyoto and is a combination of lectures, roundtable discussions and visits organized so the participants can be exposed to all aspects of present day Japan. The talks on such subjects as working in a Japanese company, political changes taking place in Japan to-day and education in Japan are presented by both Japanese and foreign speakers to give the forum participants as broad a view as possible.

Outside visits are directed at giving the maximum exposure to different aspects of life in Japan and this year included a trip to the media lab of a major Japanese corporation, a private school outside Tokyo and to selected cultural and historical sites in the three cities.

CJEMF is designed to operate as close to cost recovery as possible which because of