

Canadian government has funded a series of conferences, trade and investment missions, and feasibility studies aimed at expanding the commercial relationship. Canadian business interests are served by the Canadian missions in Bangkok, Kuala Lumpur, Jakarta, Manila, and Singapore (also responsible for Brunei and represented locally by an Honorary Consul).

In 1988, the Department of External Affairs supported 17 trade fairs, exhibits and missions in pursuit of trade development opportunities in the ASEAN region. In addition, under the Asia-Pacific Initiatives Program, several millions of dollars over five years have been committed to sharing the costs of new initiatives by Canadian business in developing trade in ASEAN markets.

The Industrial Co-operation Program of CIDA (Canadian International Development Agency) emphasizes technology transfer and manufacture under licence in ASEAN markets. In 1988, CIDA spent \$6 million on approximately 120 projects to facilitate investment and equity participation by Canadian companies in the ASEAN region. The budget for the Industrial Co-operation Program will double over the next four years.

The links that have been established between the Canadian private sector and counterparts in ASEAN form the most important aspect of the trading relationship and will be the building blocks for future Canadian success in the region. An Economic Co-operation Agreement was concluded between Canada and ASEAN in 1981. It outlines an ambitious program of industrial, commercial and development co-operation between them and established the Canada-ASEAN Joint Co-operation Committee to monitor the program and give it direction. For the first time in April 1988, the private sector (represented by the ASEAN-Canada

Business Council) participated in a meeting of the Canada-ASEAN Joint Co-operation Committee. This marked the beginning of an effort to bring the private sectors of both Canada and ASEAN closer to policy formulation in trade-related matters.

There are two main private sector groups with institutional relationships in ASEAN:

- 1) The ASEAN-Canada Business Council (ACBC) was created by the Canadian Chamber of Commerce and the ASEAN chambers of Commerce and Industry in October 1986. The main objectives of the ACBC are to augment human resource development programs between Canada and ASEAN; improve business relations and identify problems affecting trade, investment, development and technology transfer; promote freer exchange of information on business opportunities; and encourage broader business contacts. The ACBC has developed a list of some 750 Canadian exporters of goods and services who are active in or interested in doing business in ASEAN.

The Canadian section of the ACBC has close contacts with federal government departments, particularly the Department of External Affairs, and government agencies such as CIDA and the Export Development Corporation (EDC). The ACBC meets regularly with the ASEAN Ottawa Committee comprising the ambassadors and high commissioners to Canada of the ASEAN nations. The ACBC also works with the Canadian Executive Services Organization (CESO) in the International Development Associates Program (IDAP), which helps place Canadians in ASEAN companies and ASEAN citizens in Canadian companies.