

Success in Asia means that both Asians and Canadians should gain from closer relations. On the Canadian side, this requires that Canadians have an increased awareness and understanding of Asian cultures, and an increased motivation to learn Asian languages. Canada must also be able to project its culture to newly arrived immigrants from Asia, and encourage the Canadian business community to use Canadian-Asian talents, contacts, and networks. In North America business deals are impersonal and sometimes anonymous. In Asia much depends upon establishing mutual trust and friendship, and this takes time. A long-term planning horizon is needed for any Canadian organization or firm

Canada has made progress in its level of preparedness and competence in the last five years, and some of this progress is due to Pacific 2000 and the APFC. However this progress is still short of what is needed. Progress has included the following:

- greater numbers of Canadians are being exposed to Asian cultures, business practices, and languages through the educational system, and through business seminars, exchanges, etc. For instance:
 - post-secondary enrolment in Asian language classes has risen from a low of 500 in 1988/89 school year to 6,928 in 1992/93;
 - the total number of Canadian (BC, Alberta, Manitoba, Saskatchewan, and Ontario) high school students studying Japanese and Chinese rose from 1463 and 1498 respectively in 1989/90 to 5081 and 4055 in 1992/93;
 - the David Lam Centre in Vancouver trained a total of 610 business and professional people in Asian language and cultural awareness between 1990/91 and March 31, 1993. In this case Pacific 2000 funding is credited with doubling the number of enrolments;
 - between 1989 and March 1994 there will have been over 250 business related events across Canada, attracting over 2500 business people, organized by, or contributed to, by the APFC;
 - over the last two years 20 senior business executives visited Japan, at their own cost, under the APFC-run Canada Japan Economic Management Forum;

This progress is being consolidated by coordination of Asian language and awareness curriculum development for the school system, and Japanese teacher training assignments in Canada;

- cooperative student placements in Asia are growing. For instance it is reported that for the Co-op Japan Program funded under the JSTF, there were 48 placements as of June 1993;
- there have been increased exchange visits of Canadians and Asians in the fields of business, potential leaders in Asia, and the media. Since 1989 the APFC has assisted 45