

# New Businesses Sign on as Sponsors

The TD Bank and B.C.Tel are leading the drive to recruit sponsors for CYAP and APEC events, as Canada prepares to host the Asia Pacific Economic Cooperation (APEC) forum in Vancouver on November 24 and 25.

As Richard Thomson, Chairman of the TD Bank, stated, "It's an unprecedented opportunity to showcase Canada and Canadian industry. More than 8,000 business people, media representatives and senior decision-makers from the world's fastest-growing economies are coming to this country throughout 1997 and TD intends to be part of that."

Thomson is co-chairing the drive for corporate sponsorship with another high-profile Canadian businessperson, Brian Canfield, Chairman and CEO of B.C.Tel. They see sponsorship as a win-win proposition — it helps the government cover the cost of hosting these high-level meetings, at the same time highlighting our country's most dynamic companies in the eyes of our Asia Pacific partners. Both TD Bank and B.C.Tel are major sponsors, recently joined by Canadian Airlines, the official airline for the year, and Federal Express, the official CYAP-APEC courier. The Export Development Corporation will sponsor all APEC ministerial meetings as well as the APEC Economic Leaders' Meeting. Atomic Energy of Canada Limited will be a sponsor of the Energy Ministerial Meeting, August 27-29. Many more companies are poised to come on board in the near future.

"APEC focuses on practical solutions to trade and economic development problems, including infrastructure and telecommunications development," says Canfield. "The focus can be on Canadian business solutions to these problems as well."

In 1996, two-way trade with Asia Pacific was worth \$54 billion. Clearly these companies recognize that Asia Pacific is the fastest-growing market for Canadian goods and services. Taking part in this year's activities is an effective way to raise the profile of Canadian business.



## Canada and the World

**Canada rates high as a "desirable place to live." Nine out of ten Chinese (94%), Koreans (89%), Australians (89%) and Japanese (88%) think Canada is one of the ten most desirable countries to live in the world.**

(Source: Angus Reid, April 1997)

## Become a Corporate Sponsor

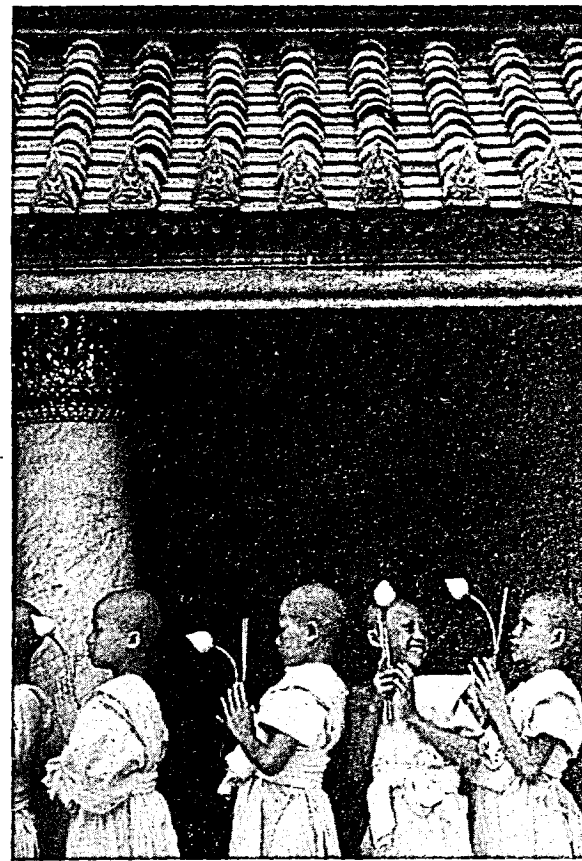
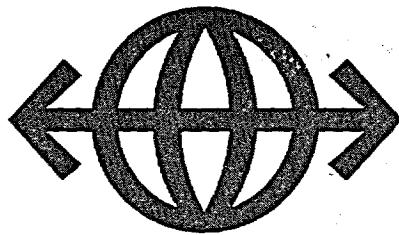
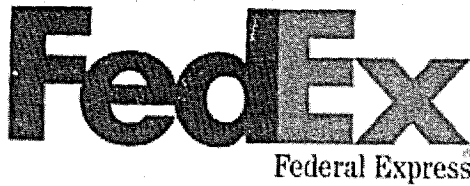
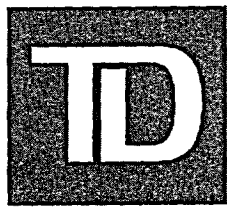
It's not too late to become a corporate sponsor or to provide in-kind support for upcoming APEC ministerial meetings, the APEC Economic Leaders' Meeting, and a range of CYAP cultural, youth and business events.

For more information, contact:

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**Novices - Lotus**  
by Suthas Roongsirisilp, Thailand

## Photo Exhibit Coincides With ASEAN Meetings

The ASEAN-Canada Business Council will meet in Montreal on May 4-5, attracting business leaders from Canada and members countries of the Association of Southeast Asian Nations. This is the first of three ASEAN-Canada meetings taking place in Montreal. The Eyes on ASEAN photo exhibit opening marks the 30th anniversary of ASEAN and the 20th anniversary of Canada-ASEAN dialogue. ASEAN is comprised of Indonesia, Philippines, Singapore, Brunei Darussalam, Malaysia, Thailand and Vietnam.

## A Media Perspective on Asia Pacific

Two upcoming conferences offer an opportunity for the media to explore Asia Pacific issues.

In Vancouver, "The News from Hong Kong: Getting to Know the Real Story after July 1, 1997" will explore the transition of Hong Kong to Chinese sovereignty and examine such issues as media access, information flow and coverage of Canadian business in Hong Kong. The forum, which takes place at Simon Fraser University from April 24-25, is being sponsored by Simon Fraser University and the British Columbia Newspaper Foundation.

The Asia Pacific Foundation has invited Canadian journalists and Asian journalists from Canada, the U.S. and overseas to a conference entitled "Canada in Asia- Asia in Media". The conference, to be held in Toronto from April 28-29, will focus on how Canadian media reports on Asia and the extent of Asian coverage in Canadian media. The conference will also examine the way Canada is portrayed in Asian media. Student representatives from Canadian journalism schools will attend the conference with the support of the Department of Foreign Affairs and International Trade.