

which are unique to it. No attempt is being made to evaluate those parts of Going Global which are add-ons to other trade and investment development programs. In the case of Pacific 2000 this means that the scope of the evaluation encompasses the key sectors and business linkage components of the Pacific Business Strategy, and all three other components of Pacific 2000 (i.e. the Japan Science and Technology Fund (JSTF), the Asian Language and Awareness Fund (ALAF), and the Projects Fund (PF)). These unique programs account for the majority of Pacific 2000 funding.

Given the broad scope of Pacific 2000 and its complexity, and the time and resources available, the following approach has been taken in evaluating individual components:

1. The evaluation of the Pacific Business Strategy key sector and business linkages was contracted out, and is based on three case studies. The first case study chosen was the Canada Beef Export Federation (CBEF) key sector initiative, the second was the ASEAN/Canada Business Council business linkage, and the third was the Canadian Exporters' Association Import Specialist business linkage project. The criterion for selection of these case studies was usefulness to PBS management. Also they assist in understanding the key sectors and business linkage initiatives and what they aim to do. The CBEF key sector initiative was chosen so as to pinpoint the reasons for apparent success. The other two case studies were selected because each had not lived up to potential, and managers wanted to find out why, and where improvements could be made.

The original intention was that the clients and stakeholders interviewed in the course of these three case studies would provide an unbiased sample of the clients of the APFC business program. However it was found that this sample had had little or no contact with the APFC business program, and it was impossible to draw any conclusions about the APFC business program on this basis.

2. The evaluation of the JSTF is based on the results obtained from a case study of the JSTF which was undertaken by the Audit and Evaluation Division, DFAIT (MIV) in the context of an interim evaluation of Going Global earlier this year. This evaluation is based largely on the results of a questionnaire survey of sixty JSTF clients (forty-two respondents) who completed projects in 1990/91 and 1991/92.
3. The evaluation of the language and awareness programs funded by Pacific 2000 and delivered by DFAIT and/or the APFC was undertaken by consultants, and the methodology is explained under the section on language and awareness below (section 4.3).
4. The evaluation of the APFC as an institution, and its business, culture, media, young leaders, and other programs (excluding education) was undertaken internally by APFC,