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Business Training Workshops

Seminar and workshop activities include regular **Asia Pacific Updates** which provide information and insight on individual Asia Pacific countries, bringing together companies doing business in Asia to keep them up to date on recent economic, political and business developments in the region. **Business Opportunities Seminars** are held periodically across Canada to provide information to Canadian companies on strategic growth areas and new market opportunities. **Asian Business Practices** are interactive workshops aimed at companies already active in Asia who seek more in depth knowledge of business practices and negotiating techniques of a particular country.

Seminar activity has doubled over the last year even though this section is working with fewer resources. Asian Business Practice Workshops have been reconfigured on a targeted, invitation only basis in close cooperation with bilateral trade associations and other suitable organizations across Canada. Small and medium size businesses remain the main participants for most of the APFC seminars/workshops as large corporations can often afford to run their own training programs. Greater emphasis has been put on the post-evaluation component of each event.

From 1989 to March, 1994, there will have been more than 250 business related events across Canada, organized or contributed to by the APFC, attracting over 2,500 business people. Activities increased in the regions as APFC offices opened in Quebec, Ontario, Saskatchewan and Alberta and in 1993 alone, 42 business related events were held at various locations across Canada with the number attending reaching about 1,500 nationally.

The Corporate Language Training Program

This program is intended to raise the Asian language capability of Canadian business people dealing with Asia. It provides assistance to employees from small and medium sized firms to participate in Asian language training and applied Asian studies programs. Funding is provided directly to private sector companies.

The program has had little success in enrolling business participants. In the last three years the APFC has funded only 124 students in Asian language and cross cultural management programs. In studies conducted in Vancouver and Calgary, responses showed that ability in Asian languages for employees of small and medium sized companies in most cases is not a priority of management. There has been the suggestion that this program should be restructured after a wider sampling of the needs of small and medium sized companies is obtained.

Canadian Success Stories

The APFC has collected one hundred examples of Canadian companies reported to be successful in doing business in and with Asia. These reports will be checked for accuracy, and