

to be successful if:

- the private sector works together and plays a prominent role;
  - there is a business plan and precise market penetration objectives;
  - there is a strong Canadian presence and/or representation in Asia, deployed in relation to the demands of the market place;
  - government support is timely and flexible.
- it may be best to give higher priority to language training for those businesspersons who are likely to resident in Asia for extended periods of time. For those who are not, it is more cost-effective to invest in in-depth cross-cultural training covering business customs, negotiating strategies, and a limited exposure to language;
  - there is a need for more linkage and interplay of the various parts of Pacific 2000;
  - in the past five years the APFC has expanded its activities, becoming an executing agency for Pacific 2000, in addition to taking on the management of the Globe series and the TRANSP0 initiative. The further development of a strategic focus will allow the APFC to continue to build its priority client base in response to the challenge facing Canadians in the Asia Pacific region.
  - CIDA, DFAIT, and the APFC all have programs directed to serving Canadian interest vis-a-vis Asia Pacific. There are opportunities to ensure these are mutually reinforcing in order to serve Canada's interests in this very competitive region.
10. **The rationale for Pacific 2000 is sound, and the program is needed further to sustain a long-term approach to Asia Pacific. Public intervention is needed to make Canadians more aware of the opportunities available, and to enable them to take advantage of these opportunities. Traditional trade and investment development initiatives and incentives are insufficient to overcome language and culture handicaps, and the high costs of entering the Asia Pacific and developing contacts, networks, and long-term relationships.**
  11. **The rationale for the APFC is sound. There continues to be a need for a non-governmental Canadian institution such as the APFC to provide a unique and strategic focus to Canada's efforts vis-a-vis the Asia Pacific, and to deliver programs where governments and/or the private sector are less effective as delivery agents. Since its services are mainly in the public interest, it requires resources that bear a closer relation to the size of its mandate, and on a basis that matches the long-term planning horizon needed for Asia Pacific relations.**
  12. **Difficult as it may be in certain areas, future evaluations should include a rigorous**