

- to develop a strategic framework for relations with the Asian region;
- to excite business firms about the opportunities that exist for them in East Asia; and
- to develop an understanding within the community of New Zealand as a country of the greater Asian region.

Through *Asia 2000*, the government provides information and delivers seminars to the New Zealand business community on particular Asian economies. The *Asia 2000 Fellowship Program* further provides business people with first hand experience of the business practices and languages of Asia. The main focus of the *Asia 2000* program to date has been on stimulating interest in business opportunities in the economies of Asia.

The *Asia 2000 Foundation* was established in January 1994. While serving to further develop the *Asia 2000* program, its main role will centre on the key objectives of the *Asia 2000* program. The Ministry of Foreign Affairs and Trade will continue to coordinate the program, however, the Foundation will now manage the business and media fellowships programs as well as *Asia 2000* activities held in New Zealand.

Education will likely realize a stronger role in meeting the Asian challenge. The Government has recognized a need for changes in school curricula to build a stronger emphasis on Asia. The *Asia 2000 Foundation* is also to be involved in actively enhancing the role of education in promoting greater understanding and increased language skills.

### Germany

The level of government involvement in facilitating private sector growth dispels the common notion that the strong performance of German industry is coupled with government inactivity. Recently, the German Government turned its attention to Asia and released a policy paper stressing the need for a more active political and economic strategy for the Asian market. The objective is that the German economy be supported by coordinated and cohesive policies in order to strengthen Germany's market share in this fast growing region.

The policy paper calls for an Asian strategy to develop business cooperation in S&T, telecommunications, environment, job training and further education as well as furthering culture and media ties. Key elements will include promoting cooperative business ventures between German and Asian enterprises and intensifying technological cooperation between Germany and Japan. The emphasis is to be placed on enhanced economic cooperation with the entire Asia Pacific area.

Existing instruments, supply of information and concrete assistance for German entrepreneurs who want to do business in the Asia Pacific area will continue to be improved and increased. In particular, small and medium sized companies will be encouraged to become involved to a greater extent. The Government will also intensify its trade promotion efforts in