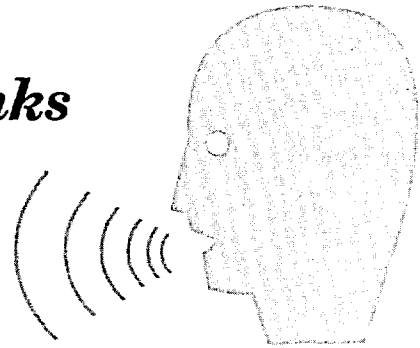


PACIFIC 2000:

Towards Improved Business Links

To foster stronger linkages, and to improve cross-cultural communications between Canada and Asia-Pacific, the Prime Minister announced the launch of a vigorous and long-sighted program in 1989, targeted on bolstering Canadian businesses in their efforts to make the most of the burgeoning economies of the Pacific Rim. This program, called "Pacific 2000", helps Canadians make the economic, cultural, academic, and linguistic links needed for success in the Asia-Pacific region.



External Affairs and International Trade Canada's **Pacific 2000** program consists of strategic components that are designed to develop the underlying economic drivers in the Canadian economy. The main focus is on influencing the development of these strategic factors to ensure long term economic benefit from and adaptation to global competition.

Traditionally, the Canadian business community has been cautious in penetrating the Asia-Pacific market. **Pacific 2000**, particularly the **Japan Science and Technology Fund** and the **Asia-Pacific Language and Awareness Fund**, encourages participation by providing assistance to Canadian businesses to actively pursue the

opportunities available in the Asia-Pacific region.

There is no doubt that the Asia-Pacific region has become an economic powerhouse that, in many ways, now sets the pace of change for the global economy. From 1970 through to the end of the 1980s, the Gross Domestic Product (GDP) of the region quadrupled in real terms, collectively averaging nearly 8 per cent during the latter decade. The region now boasts an aggregate gross national income twice that of the European Community, and is the source of some 28 per cent of world trade.

It is clear that Asia-Pacific is a region to be reckoned with, and that Canada's future is linked to the region. For Canadian companies to

be more competitive in the Asia-Pacific market place, an overall framework of economic and social relations between Canada and Asia-Pacific must be developed that would allow Canadian firms to position themselves to take advantage of this market place.

As outlined in the pages of this special **CanadExport** supplement, **Pacific 2000** is being used by a wide array of entrepreneurial Canadians to undertake innovative and effective initiatives, from the basic, vital first step of familiarizing company personnel with the languages and cultures of Asia, to undertaking complex Canada-Japan scientific and technology cooperative research projects.

CanadExport readers are invited to join in the excitement that comes from using the **Pacific 2000** program to develop the potential of the Asia-Pacific.

The Japan Science and Technology Fund

Japan is one of the hotbeds of the kind of commercially-oriented R&D that has taught many a competitor a key lesson — keep up the research pace, or you might as well get out of the market-share race. That is why you see a U.S. mega corporation like IBM striking a product development deal with Sony, why you see smaller companies from Canada and around the world knocking on Japanese doors to see if a way to work together can be found.

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The Asian Language and Awareness Fund

The game of Asian trade requires patience, and persistence. Playing the game is tough enough without the handicaps of not having people on your team who can speak the language, or who know the cultural rules. **Pacific 2000's** Language and Awareness program was established to foster better intercultural relations between Canada and Asia-Pacific. The goal is to help the Canadian business community to develop the skills needed to participate in the opportunities avail-

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