

CYAP Forum ACAP

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE CANADA'S YEAR OF ASIA PACIFIC



Cantonese Opera Star
photo: Haji Dumat



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A GUIDE TO WHAT'S ON

Canada's Year of Asia Pacific (CYAP) is in full swing. Hundreds of events, with a focus on business, culture and youth, are taking place in every region of the country, bringing the colour, energy and excitement of Canada and Asia Pacific to a location near you. This edition of CYAP Forum explores the events that are making Canada's Year of Asia Pacific a banner year for Canadians from coast to coast.

World Chinese Entrepreneurs Makes Vancouver Debut



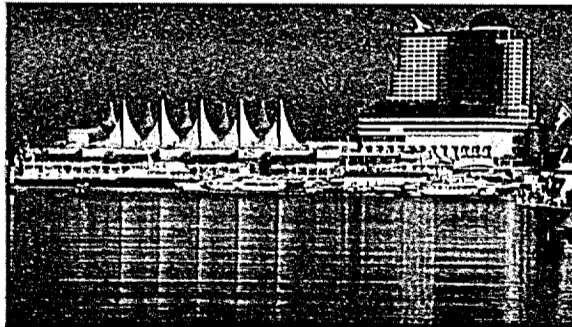
The 4th World Chinese Entrepreneurs Convention, a biennial networking event for the global Chinese business community, is being held outside Asia for the first time. And what better place to host it than Vancouver, British Columbia — Canada's Gateway to the Pacific.

From August 25 to 28, 1,500 business leaders from 23 countries will visit the bustling west coast city for a series of events, seminars and meetings. Hosting this event presents a world of opportunities for Canada's business community — to promote trade and investment opportunities with influential international Chinese entrepreneurs. Delegates will not be limited to China, but will also originate from countries like Japan, Thailand, Malaysia, Singapore and the Philippines.

According to Raymond Chan, Canada's Secretary of State (Asia-Pacific) and co-chair of the event, the event is an opportunity waiting to happen. "Canada's corporate community will have a tailor-made opportunity to build bridges not only with Chinese business people from around the world, but also with our own Chinese-Canadian business leaders," says Chan. "In time, the contacts made could lead to greater opportunities to increase Canadian exports to Asia Pacific and investment in Canada, which means more jobs here at home."

Spotlight on Vancouver

The city of Vancouver's highly advanced industries and its world-renowned quality of life are on full display for the visiting delegates. Site visits have been organized to the University of British Columbia, Simon Fraser University's Centre for Interactive Technologies in Education, and the communities of Surrey and Richmond. In Surrey, delegates will take a corporate tour of Norsat International, a company making impressive inroads into the Chinese cable market. BC Ferries, one of the largest and most



Vancouver, British Columbia, Canada

sophisticated ferry systems in the world, is also scheduled to showcase its new high-speed catamaran to delegates

The theme of this year's convention is "Telecommunications & Information Technology — Its Impact on the Global Marketplace". A premier high tech trade show is being organized, where North American firms will market their products and services to top-ranking Chinese business leaders. John Wetmore, CEO of IBM Canada and Stan Shih, President and CEO, Acer Group, will be the keynote speakers.

A Cultural Celebration

After hours, the convention will take on a life of its own by exploring Vancouver's colourful

Chinatown district. The Chinatown Festival will kick off the celebration with cultural performances. And when the sun goes down, as many as 30,000 local residents are expected to join delegates at this historic downtown neighbourhood to enjoy all the sights and sounds of a bustling Chinese night market.

Tapping into the Bamboo Network

Academics have pointed to the effectiveness of Chinese business networks, or so-called "bamboo networks," stating that they have played a key role in turning around many Asian economies. The 300 Chinese-Canadian entrepreneurs at the Convention will focus on making the most of the business network and discovering new ways to tap into future trends.

To close the Fourth World Chinese Entrepreneurs Convention, a dragon — the symbol of prosperity and strength — will set the tone for the farewell dinner. For many Canadian business people who have forged new partnerships, the story is only just beginning.

For further information, please contact the 4th World Chinese Entrepreneurs Convention, Tel. : (604) 681-6802, fax (604) 681-6307.

