

This dynamic increase in food exports has occurred because Canadian industry and government have worked together to expand our food business in Japan.

For example, last month, the Newfoundland fisheries industry launched a \$2-million campaign to boost consumption of caplin, or shishamo, as it's called here.

This \$94-million program targets the three giant markets of the United States, Europe and Asia-Pacific. Fully \$65 million of the funds are devoted to the Asia-Pacific component, entitled Pacific 2000.

Pacific 2000 includes a Business Strategy to support large-scale sectoral exhibitions, permanent exhibition centres in key locations, the establishment of small-scale satellite offices in Japan and Korea, and tourism promotion.

In support of our investment goals, Pacific 2000 includes the establishment of on-line data bases to foster technology transfer and information programs designed to explain to potential investors the benefits of the Canada-U.S. Free Trade Agreement.

In the area of Science and Technology, Pacific 2000 aims to strengthen Canada's scientific and technological base through expanded bilateral links.

There is also a Pacific 2000 Language and Awareness program, whereby funding will be directed towards the education of our private sector in Asian languages, particularly Japanese.

And a Pacific 2000 Project Fund will support special activities aimed at improving Canada's visibility in this region.

I have not reviewed all of the initiatives to be undertaken in our Pacific 2000 program, but I am sure you will recognize from the examples I have given that the federal government is genuinely interested in assisting Canadian business in this region.

You will see another prominent sign of the federal government's commitment to building our trading ties in this area in the spring of 1991, when the new Canadian Embassy will be completed here in Tokyo.