

OBJECTIVES

The Asian Language and Awareness Fund was established to assist Canadians in becoming Asia-literate. The Fund is directed toward strengthening the capacity of Canadians to operate in Asian markets through increased understanding of political, economic and cultural developments in the Asia-Pacific region and through the development of cross-cultural communication skills. The Fund aims to improve the links between Asian studies programs and the private sector and between Canadian and Asian opinion-makers and future leaders. Given the high level of interaction between Canada and Japan, the Fund has a strong focus on Japanese cultural awareness.