

4.0 PACIFIC 2000: RESULTS SO FAR

The character of Pacific 2000 programs is fundamentally different from previous ones undertaken by the Department. In undertaking the evaluation, certain aspects of some of the programs were targeted for attention and treatment in greater depth in order to best utilize the finite time and resources available.

4.1 Pacific Business Strategy

The Pacific Business Strategy (PBS) (\$13 million over five years) is designed to address the particular needs and special characteristics of a distinct and challenging marketplace. It supports the pursuit of significant Asian commercial opportunities arising from ongoing import liberalization measures. It focusses on the development of longer-term Canadian export capabilities in specific high-growth value-added sectors and develops broad awareness throughout Asia Pacific of Canada as an attractive place in which to do business. The strategy also serves to expand Canada's presence on the ground by way of additional satellite offices. Finally, it works to involve Canadian business groups for the purposes of exporter education and the expansion of private sector relations with overseas partner organizations. The PBS has five main sub-programs:

- Trade promotion (an extension of the National Trade Strategy (NTS))
- Key sectors market penetration
- Expanded trade representation (an extension of the trade commissioner system to new locations in Asia Pacific, e.g. Taipei, Fukuoka, Nagoya)
- Business linkages
- Investment development (an extension of the Investment Development Program)

Key sectors (\$2.3 million over five years) and business linkages (\$0.5 million over five years) are unique to Pacific 2000 and Going Global, and are the focus of this review. Due to time constraints it was decided to carry out case studies of three projects in order to better understand the key sectors and business linkages initiatives, and assist PBS managers identify reasons for apparent success and failure. The Canada Beef key sector project was selected as an apparent success. Other sectors which were addressed under this key sector component in 1992-93 included seafood (lobster, salmon, herring roe), primary agriculture (alfalfa), automotive and livestock genetics. In the case of business linkages, the ASEAN Canada Business Council and Canadian Exporters' Association import specialist projects were selected for review because there were apparent problems that required resolution. Other projects carried out in 1993-94 under business linkages included the provision of support to the Canada China Business Council to help that organization expand its membership and furnish high-quality advice to exporters, a similar funding arrangement with the ASEAN-Canada Council, and assistance to the Canadian airlines to encourage maximum development of the rapidly expanding Taiwanese and Korean tourism sectors.