

funding from Pacific 2000 and CIDA, and program or non-discretionary funding from Pacific 2000, the APFC aims to receive a large proportion of its revenues from provincial governments and the private sector.

Over time, Pacific 2000 and the APFC should be judged on the extent to which Canadians adjust their perspectives to take greater account of Asia Pacific and to invest themselves in better preparing and equipping themselves to deal with the very different cultural and business environments in the region. Attitudinal changes are one of the fundamental elements and for many this is almost a generational change. Many factors other than just Pacific 2000 and the APFC will be influencing this however, often making measurement of their specific impact very difficult.

THE EVALUATION OF PACIFIC 2000/APFC

This paper presents the results of an evaluation of Pacific 2000 and the Asia Pacific Foundation of Canada. It has been jointly undertaken by the Department of Foreign Affairs and International Trade (DFAIT), the Asia Pacific Foundation of Canada (APFC), and the Canadian International Development Agency (CIDA). The results of this evaluation will be used as a basis for reporting to the Treasury Board about the relevance and performance of Pacific 2000 in the context of the Going Global initiative, and as a basis for reporting to Parliament on what has been achieved by the APFC in the last five year period.

The following results are based on background studies on three major components of Pacific 2000 (Pacific Business Strategy (PBS), Japan Science and Technology Fund (JSTF), and the Asian Language and Awareness Fund (ALAF), and a survey of managers, stakeholders, and clients of Pacific 2000 and the APFC:

The Asia Pacific area is more important than ever for Canada:

- it contains the over 50 per cent of the world's population;
- many Asia Pacific countries have very high economic growth rates which compare favourably with those of Canada, and other OECD countries, and there are enormous trade and investment possibilities:
 - the gross domestic product of the Asia Pacific region quadrupled between 1970 and 1980;
 - the Asia Pacific region has an aggregate national income twice that of the European community, and is the source of 28% of world trade;
 - eleven of the fastest growing economies in the world are located in Asia Pacific;
 - Canada exports more to the Asia Pacific area than to Europe. Japan is a larger