



Canadian and ASEAN delegates assemble at the Manitoba Institute of Management, in Winnipeg, Manitoba.

Conference on Enterprise Development promotes sharing of ideas and experience

FOURTEEN DELEGATES from Southeast Asia travelled to Canada in April to take part in the ASEAN/Canadian Enterprise Development Conference organized by the Manitoba Institute of Management in Winnipeg.

The conference brought together representatives from government, the private sector, associations and academia with a common interest in the creation and development of enterprise. The participants from Southeast Asia were joined by fifteen Canadians from similar backgrounds and one other delegate from Barbados, in the West Indies.

The goal of the Manitoba Institute of Management, as conference organizer, and of the Canadian International Development Agency, which provided financial support, was to create a forum for exchanging views and developing on-going relationships. It was hoped that both Canada and Southeast Asia would be enriched, and that the resulting transfer of knowledge would lead to more effective strategies for enterprise development in each participating country.

The program in Canada was divided into three segments, beginning with a one-week conference in Winnipeg. The activities during that week included:

- * exchange of information on enterprise development in each of the participating countries;

- * discussion and analysis of preliminary results of an extensive survey of 119 people from Canada and ASEAN on the subject of enterprise development;
- * visits to enterprise development pro-

grams sponsored by the Government of Manitoba and the University of Manitoba;

- * a panel discussion with entrepreneurs who have been involved with a variety of enterprise development programs;

- * and planning of an information exchange network for people involved in enterprise development in Canada and Southeast Asia.

The highlight of the program for many participants was the second segment: a series of visits to different sites in Canada to view enterprise development projects. Each delegate chose two or three projects that most related to his or her individual needs and interests.

The program concluded with a visit to Ottawa where the delegates from Southeast Asia attended a number of functions. Their activities included meetings with representatives of CIDA and the Department of Trade and Commerce to discuss Canadian support for enterprise development in Southeast Asia. In addition, the group visited the Parliament Buildings, attended a reception held in their honour by the Department of External Affairs, and they were received by the Governor-General of Canada.

During the next eight months, the Canadian participants are to pay a return visit to Southeast Asia to further develop the exchange of ideas started at the conference. The majority of the Canadians are planning to travel in mid-September, so that they can attend the 10th. International Small Business

PM names founding committee for Asia-Pacific Foundation

THE IDEA of establishing an Asia Pacific Foundation, designed to enhance Canada's ties with Asian and Pacific nations, was officially endorsed on March 9 with the naming of a 14-member founding committee by Prime Minister Pierre Trudeau.

The committee is charged with determining the structure, objectives and activities of a foundation that would foster Canadian understanding and awareness of Asia and the Pacific. The committee will also secure funding for the foundation from the various levels of government and the private sector.

The Prime Minister's announcement recognizes that increased understanding will strengthen the relationship between Canada and the countries of Asia and the Pacific, a region of dynamic growth and expanding political and economic importance for Canada.

The committee is headed by Vancouver businessman John Bruk who last year prepared a report for the Secretary of State for External Affairs recommending establishment of a foundation, after interest in the idea had been expressed by representatives of business, government and the universities. The committee is made up of leaders from the private sector, labour, the academic community and other sectors from across the country.

The federal government has agreed to provide funding for a minimum of five years matching contributions from other levels of government and the private sector. It has also agreed to cover the founding committee's interim expenses.

The Prime Minister attended the inaugural meeting of the committee in Vancouver, B.C. on March 10 and noted that the establishment of the committee showed that the federal government was paying greater attention to the Asian and Pacific dimension of Canada's international interests. He expressed the hope that a foundation would provide a link between government and non-government sectors in developing new and innovative approaches to Canada's relations with the region.

Congress in Singapore, in conjunction with site visits.

In the meantime, conference participants have called for a continuation and expansion of the program. And, as a result of the conference, plans are underway to expand the information-exchange network by means of a newsletter.

All figures in this publication are in Canadian dollars unless otherwise specified.