

- a) **Strategic Messages Program.** In conjunction with trade development and other promotional activities in Asia-Pacific, this program is designed to raise Canada's profile with target audiences in individual countries. Initial activities will be centred on the 1991 opening of the new Embassy in Tokyo and major ministerial and/or official visits to the region. Funding will also be directed to our missions in the area to organize Canada weeks and months as well as seminars on political, security, economic and environmental issues, and to produce promotional material on Canada for the local media.
- b) **Young Leaders Program.** In an effort to promote greater contact between key individual Asians and Canadians, young Asian potential leaders, business reporters and appropriate journalists will be invited to visit Canada to learn first-hand about Canada's people, industry, resources and culture. This portion of the program will be administered by the Asia-Pacific Foundation. Exchanges of parliamentarians, and visits to Japan by Canadian parliamentary interns, are designed to enhance Canada's ties with Japanese and other Asia-Pacific legislators. This portion will be administered by the Asia-Pacific Foundation in conjunction with EAITC and, where appropriate, the Parliamentary Associations Secretariat.
- c) **International Education.** This program promotes Canada as a place to study, in an effort to develop long-term contacts for our country in the region. The first part will inform target audiences abroad about education and training services provided by educational institutions and the private sector in Canada. The second part will allocate seed money to Canadian educational institutions wishing to set up a joint venture with Asian institutions. Such institutions would be expected to focus on selected areas of education to maximize effectiveness.
- d) **Asia-Pacific Research Fund.** The Fund will support policy-oriented research performed by universities and research institutes. EAITC will provide and administer matching funds.
- e) **Pacific Institutions.** To facilitate effective Canadian participation in emerging Pacific institutions, renewed core funding will be provided for the Canadian National Committee for Pacific Economic Cooperation, Canada's member committee on the Pacific Economic Cooperation Conference (PECC). Funding will also be provided to ensure Canadian involvement in other activities designed to foster Pan-Pacific cooperation in economic, trade and other fields.
- f) **Asia-Pacific Foundation.** Renewed core funding will be provided to the Asia-Pacific Foundation, created in 1984 to promote economic, commercial, social and cultural ties between Canada and Asia-Pacific. In the next five years, the Foundation will focus on fostering better business linkages, curriculum development, research and analysis, development of cross-cultural skills and Asian language training.

***"The greatest challenge we face is developing an outward-looking trading culture, where the knowledge and expertise of Canadians match the importance of international trade to our economy."***

*The Honourable John C. Crosbie*