

Canada will face next year and in the next generation in the Asia Pacific -- will be critical in framing the Foundation's future program initiatives, in developing its strategic focus, and in coordinating and developing a network of research partners to support the furtherance of Asia Pacific research in Canada.

### **7.3 Coordination**

Many private and public sector players on "Team Canada" have identified the need for better coordination amongst governments and private sector activities in the Asia Pacific. To this end, the Foundation is expected by many stakeholder groups to play a coordinating role -- whether in assisting provincial governments, coordinating the activities of Asia Pacific business associations, or playing an advocacy role concerning Asia Pacific matters.

This is a role which the Foundation seeks to undertake wherever possible. For example, in responding to the perceived "alphabet soup" of Asia Pacific organizations (e.g. PECC, PBEC, APEC, etc.), the Foundation has sought to facilitate greater integration between the Canadian involvement in PECC and PBEC, beginning with closer collaboration at the Secretariat level and with a view to further integration at the Committee level. The APFC states that this initiative has been viewed positively by both public and private sector stakeholders.

Other examples of this coordination role in action is the APFC's Canada/Asia Transport and Trade Forum (TRANSPO) initiative, which developed out of the perceived need for a greater sharing of views and coordination of action with regard to Canada's transportation infrastructure and its implications for global competitiveness. Partnerships and alliances are also key components of the APFC's business training workshops, which are almost always developed in association with local and/or national partners. Similarly, the APFC's national education conferences have been effective at bridging provincial boundaries to work toward coordinated national strategies with regard to Asia Pacific education issues.

Ultimately, however, the APFC's ability to provide this coordination function is contingent upon the extent to which the various stakeholder groups are committed to this course of action, and are willing to support and work in partnership with the APFC in accomplishing this important coordinating function.

### **7.4 Clients**

The evaluation of APFC's delivery of the language and awareness components, and the interviews with a very small number of clients of APFC's other programs indicates a high level of satisfaction with the services provided by the APFC. Client demand is certainly one measure of success. Indeed the Foundation finds itself in a position where it is called upon by a wide range of "interest communities" to assist, support, and advise on a myriad of divergent initiatives. These range from coordinating itineraries, to giving speeches, to providing support