

senior executive briefing tours in Asia; publication and information services; visits management; and conference services etc.

These various service activities have resulted in a steady growth of private sector payments contribution to the Asia Pacific Foundation for services received. However it is unrealistic to assume that private corporations will donate substantial financial resources to the Foundation based on a charitable, altruistic or good corporate citizenship rationale.

Indeed the experience has been that corporations are supportive for projects or activities that are of benefit directly or indirectly to them and for which the Foundation has a deemed expertise. It is this expertise and residual knowledge within the Foundation that must be broadened and deepened if the Foundation is to adequately engage the private sector. Like any new undertaking this requires front end investment that is not tied to specific short term outputs but to longer term capacity development. This investment which is in its most basic form is aimed at the common good of all Canadians, is by its nature not a clear priority for private sector investment in Canada. (It should be noted here that the majority of the Foundation's financial contributions from governments is also tied up in short term delivery i.e. as an executing agency or delivery vehicle).

The development of a strategic capacity within the Foundation, based at least partly on increased analytical capability, and focused on the long term relationship with the Asia Pacific region would allow the Foundation to provide a focus for non-governmental leadership and coordination that is needed in this area. In addition, it would enable the APFC to produce a core set of products and services that could be offered to the private sector on a fee for service basis that would meet the tests of the marketplace, and non duplication.

6.2 APFC Activities and Outputs

6.2.1 Education Program

The APFC Education program has a 1993/94 budget of \$1,428,000 of which \$30,000 comes from core funding. It is delivered under various components of Pacific 2000 Language and Awareness. The main purpose of the program is to educate Canadians in Asian languages, business and culture to provide a professional workforce equipped to perform effectively in dealing in and with the dynamic economies of the Asia Pacific. This process begins with the development of curricula for use in Canadian universities, colleges and schools. From this base, Asian studies programs are established to provide the training, awareness and learning experience for the students to become knowledgeable about the Asia Pacific area.

The evaluation of APFC delivery of the Pacific 2000 language and awareness components, described in a previous section on Pacific 2000, indicates that the APFC has been very successful in delivering the components for which it is responsible.

A review of all sectors of the Education Programs was undertaken in the current fiscal year. On time reporting of program performance by funded institutions is stressed and criteria