

9.0 OVERALL CONCLUSIONS

This paper provides evidence to support the following propositions:

1. The Asia Pacific area is more important than ever for Canada.
2. Although Canada has historic ties with the region in terms of aid, trade, immigration, investment, participation in peace-keeping, etc, many parts of Canada are still Eurocentric in culture, and North America focussed in trading habits, and is only beginning to be aware of the potential of Asia Pacific.
3. Canada's potential (see definition in section 2.3.1) vis-a-vis Asia Pacific is high due to its competitiveness in sophisticated new technologies in telecommunications, environment, transportation and an aggressive service sector, a highly developed education system, a growing small and medium size business sector with world class products, a superior record of development cooperation in Asia Pacific, and a large cadre of Asian Canadians with contacts and networks in Asia.
4. due to government commitment and support, Canada's preparedness (see definition in section 2.3.1) vis-a-vis Asia Pacific is perceived to be at least equal to that of European countries, and the US, but inferior to that of countries such as Australia and New Zealand.
5. Canada's competence (see definition in section 2.3.1) vis-a-vis Asia Pacific is perceived to be generally inferior to that of most competitor countries (e.g. EEC members, US, and Australasia), although there is a small minority of Canadian individuals and firms who can match the abilities of anyone.
6. Success in Asia means that both Asians and Canadians should gain from closer contacts and improved relations. On the Canadian side, this requires that Canadians have an increased awareness and understanding of Asian cultures, and an increased motivation to learn Asian languages and business practices. Canada must also be able to project its culture to Asia, and to its new immigrants of Asian origin. In North America business deals are impersonal and often anonymous. In Asia much depends upon establishing mutual trust and friendship, and this takes time. A long-term planning horizon is needed for any Canadian organization or firm.
7. Both the Pacific 2000 program and the APFC are innovative and somewhat experimental, but both need to be able to explain better, to their actual and potential constituencies, what is being attempted, and what is being done. In both cases planning, monitoring, performance measurement, and evaluation systems need to be strengthened in order to improve accountability.