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MONIQUE LANDRY OPENS THE SIXTH PACIFIC RIM
OPPORTUNITIES CONFERENCE (PROC VI)

Montreal: Minister for External Relations and International Development, Monique Landry, today called on Canadian companies to make an "extraordinary effort" to benefit from opportunities resulting from booming economic growth in the Asia Pacific region.

In an address to the Sixth Pacific Rim Opportunities Conference (PROC VI), the Minister identified a strategy to meet the political, commercial, economic, cultural, and technological challenges of what she called "our encounter with Asia".

"What is truly striking is how the potential of the Asia Pacific region, its economic growth, and its dynamic cultures and civilizations are coming alive in Canada", said Minister Landry.

With the Asia Pacific economy expected to account for 50% of global production and 40% of consumption by the year 2000, the region's economic significance for Canada is profound. The Minister noted that the Government is developing a Pacific 2000 strategy, "a comprehensive, multi-program initiative to make Canada a key partner with these dynamic Asia Pacific economies".

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Minister for
External Relations and
International Development

Ministre des
Relations extérieures et du
développement international

Key aspects of this strategy include programs to assist Canadian companies in astutely and efficiently seeking out new trade and investment opportunities in the region, to promote the acquisition of Asian language expertise, and to enhance Canada's scientific and technological co-operation. As well, the Government of Canada will work to establish consultative mechanisms with other countries of the region to address ongoing economic and commercial policy issues.

Since the first Conference in November 1980, the Pacific Rim Opportunities Conference has become the major Canadian forum to discuss trade and investment opportunities that exist for Canadian business in the Asia/Pacific region. At PROC VI, the featured speakers, including Canadian Trade Commissioners in Asia/Pacific, senior officials from Canadian companies who are active in the region, and high-level business people from these markets, are examining in detail export opportunities in the Asia Pacific region.

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