



news release

Date April 26, 1990.

No. 087

For release

GOVERNMENT OF CANADA ANNOUNCES GRANT

TO ASSIST IN THE ESTABLISHMENT OF

AN ASIAN BUSINESS STUDIES PROGRAM

The Secretary of State for External Affairs, the Right Honourable Joe Clark and International Trade Minister John C. Crosbie, today announced that a federal grant, under the Going Global trade initiative, in the amount of \$1.6 million is to be awarded to establish a program for the study of Asian languages and business practices.

The award, the first of its kind to be made, is going to the Joint Centre for Asia Pacific Studies (JCAPS), which brings together researchers from Toronto and York universities working on topics related to Asia, and to the Ontario Centre for International Business (OCIB), a partnership of the business and law faculties of three universities - Toronto, York and Wilfrid Laurier.

"This venture underscores the importance of cooperation between government, the academic community and the private sector as a precondition for the successful pursuit of commercial opportunities in Asia and elsewhere," stated Mr. Clark.

"The government, through its Going Global trade development strategy, is committed to supporting programs like this as they will contribute to the improvement of Canada's performance in foreign markets. This initiative will provide for a series of training opportunities designed to meet the needs of Canadians involved in our trade and economic relationships with the countries of the Asia Pacific region," said Mr. Crosbie.

Funding for this initiative originates from the Pacific 2000 component of Going Global, the international trade strategy announced by the Prime Minister last fall. It is expected that further announcements under the auspices of the Pacific 2000 program will be made over the coming months.

.../2

The overall objective of the Asian Business Studies Program will be to familiarize Canadians with the business, legal, political and cultural dimensions of operating in Asia Pacific countries. Initially, this is to be achieved by providing basic language training and acquainting the mainly private sector participants with the practicalities of doing business in an Asia Pacific setting.

The government's contribution takes the form of an endowment grant of \$800,000 plus a total of \$800,000 in operating grants to be spread over five years. Federal assistance is to be matched to the tune of \$3.2 million in private sector, provincial government and university funds.

Robert Johnstone, Executive Director of the OCIB and Diana Lary, Executive Director of the JCAPS remarked that "the present recognition of the importance of understanding all aspects of the business environment in Asian countries is deeply gratifying. The cultural and language dimensions are of great importance to Canada's success in the region."

For more information, media may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874