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Canada World View

ISSUE 25 • SPRING 2005

Asian Fusion Canada looks East

- Special report on the response to the tsunami
- Doing business in Asia Pacific



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About *Canada World View*

Canada World View provides an overview of Canada's perspective on foreign policy issues and highlights the Government of Canada's international initiatives and contributions. *Canada World View* is published quarterly in English and French by Foreign Affairs Canada.

Opinions expressed by named contributors do not necessarily reflect those of the Government of Canada.

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Our cover

University of Alberta professor Wenran Jiang rolls the ball in the lion's mouth for good luck at the gate marking the entrance to Edmonton's Chinatown. The gate was built by the people of Harbin, China, where Jiang comes from.

photo: CP (Sean Connor)

This page

A Sri Lankan fisherman casts his net into the sea at Cheddi Palayan, east of Colombo, one week following the tsunami that killed more than 30,000 people in the country.

photo: CP (Rafiq Maqbool)

ISSN 1491-4573

Canada Post Agreement No. 40064047

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CANADA IN A SHIFTING WORLD



David Crane is an award-winning Canadian writer on economic, political and environmental issues whose column appears in a number of publications, including *The Toronto Star*. He is currently writing a new book that sets out what Canada should do to be a successful society in the new global economy, with the working title of *Big Canada or Little Canada: The Choice is Ours*, to be published by Penguin Books early next year.

In the second half of the 20th century, Canada enjoyed remarkable influence in the world. But that era is over, and Canada is now faced with the critical challenge of repositioning itself as an active participant in a much different world. Finding that new role is important, because Canadians want to influence the kind of planet we will inhabit in the years ahead. Unless Canada finds a productive role in the global community, it could become irrelevant and lose much of its sovereignty as an increasingly dependent satellite of the United States.

At the end of the Second World War, Canada emerged as an important member of the group of allies that had defeated Nazism and its Japanese equivalent. Canadians had played an impressive role in wartime and were ready to play an equally important role in building peace in the post-war world, helping to create the United Nations and the Bretton Woods Institutions (the International Monetary Fund (IMF), the World Bank and the General Agreement on Tariffs and Trade). Likewise, Canada was active in creating the North Atlantic Treaty Organization (NATO), and made an important contribution to peace and stability through its armed forces and diplomatic capabilities.

Canadians served under the UN flag in the Korean War. And the international role of Canada was highlighted in 1957 when Lester B. Pearson was awarded the Nobel Peace Prize for his role in ending the Suez crisis and introducing a new peacekeeping role for the UN. But while Canada continues to make an important contribution in world affairs—based, for example, on its membership in the G7/G8—its influence has declined for a number of reasons.

For one, Canada has not maintained its military and aid capacities, so its ability to respond to global challenges has diminished. For another, the U.S. has changed; it no longer needs Canadian airspace for defence and its

priorities have shifted to the war against terrorism and to dealing with the emergence of major new powers such as China and India. Finally, the decision of major nations that had operated closed economies to open themselves to the world has radically changed the trajectory of future global development.

The next several decades will see remarkable shifts in world power and activity. The U.S. National Intelligence Council, in a recent report called *Mapping the Global Future*, warns that “at no time since the formation of the Western alliance system in 1949 have the shape and nature of international arrangements been in such a state of flux.”

The likely emergence of China and India and others as new major global players will transform the geopolitical landscape, the report says, “with impacts potentially as dramatic as those in the previous two centuries. In the same way that commentators refer to the 1900s as the American Century, the 21st century may be seen as a time when Asia, led by China and India, comes into its own,” it adds. “The very magnitude and speed of change resulting from a globalizing world—apart from its precise character—will be a defining feature of the world out to 2020.” Globalization in the 21st century is more likely to have an Asian face than an American one, as China and India boost their investments in education and research and development, building their own multinationals and expanding their economic reach.

What will this mean for Canada? In international bodies, the country’s voting power and role may diminish. UN reform could lead to a new Security Council that would be more reflective of a 21st-century world with, for example, new seats for Japan, India, Germany, Brazil and South

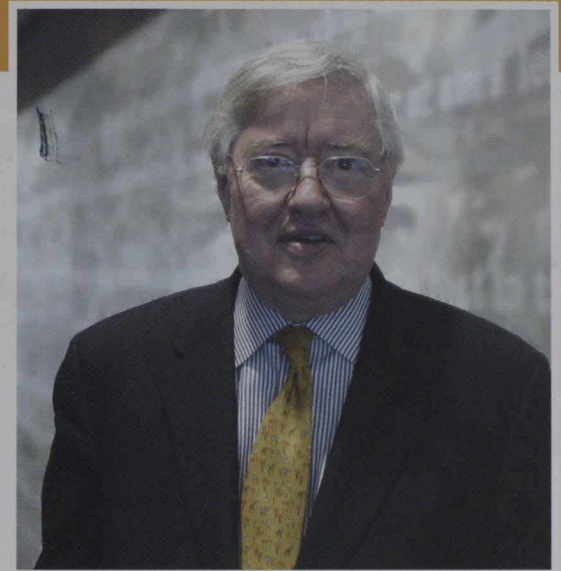


photo: Danielle Lépine, FAC

Writer David Crane: The next several decades will see remarkable shifts in world power and activity.

A new place for Asia

"The likely emergence of China and India, as well as others, as new major global players—similar to the advent of a united Germany in the 19th century and a powerful United States in the early 20th century—will transform the geopolitical landscape, with impacts potentially as dramatic as those in the previous two centuries. In the same way that commentators refer to the 1900s as the American Century, the 21st century may be seen as the time when Asia, led by China and India, comes into its own."

U.S. National Intelligence Council

Percentage share of world GDP (in terms of purchasing power parity)

	2004	2050
United States	27.2	18.6
China	16.2	27.4
India	6.1	17.5
Russia	3.4	3.1
Brazil	3.4	4.3
Japan	9.3	3.2
Germany	5.6	2.3
United Kingdom	4.0	2.0

Source: Goldman Sachs estimates

Redrawing the map

"...how we mentally map the world in 2020 will change radically. The 'arriviste' powers—China, India and perhaps others such as Brazil and Indonesia—have the potential to render obsolete the old categories of East and West, North and South, aligned and non-aligned, developed and developing. Traditional geographic groupings will increasingly lose salience in international relations."

U.S. National Intelligence Council

Number of cars owned (thousands)

	2005	2020	2030	2040	2050
United States	148,656	176,932	195,651	214,713	233,174
China	19,251	131,632	273,760	423,491	514,041
India	9,039	38,644	114,812	324,209	610,902
Brazil	27,917	60,026	95,545	130,973	147,343
Russia	27,127	57,517	74,086	78,480	75,441
Japan	56,780	60,711	60,304	57,476	54,344
Germany	45,776	49,549	49,371	48,767	47,130

Source: Goldman Sachs BRICs Model Projections

Africa. Canada's voting power at the IMF and World Bank could be reduced as other nations gain a larger share. The G7/G8 could be replaced by a new entity that might exclude Canada, which would have to work much harder to make its concerns felt and influence the future course of the planet.

But Canada's capacity to play the global role that Canadians aspire to will depend on many factors, including creating and allocating the resources that allow it to do so. This means Canada has to be an economic, social and environmental success at home. In particular, Canada has to make the transition to a knowledge-based society, with a high level of literacy and capacity for innovation.

The country's military spending will continue to be important, not only for the surveillance of its own coastlines and airways—including, increasingly, the Arctic—but also to be a credible member of NATO and capable of supplying peacekeeping or other forces around the world. If Canada is to have credibility, it must be able to back words with deeds.

At the same time, Canada must improve its capacity as a global problem solver. This will mean allocating resources and ideas to helping solve world challenges, such as achieving the Millennium Development Goals, addressing the long-term issue of climate change, dealing with public health and infectious diseases, and assisting in the building of institutions and capacities in the developing world. It will also mean working to strengthen the institutions of global governance, which will be even more important in a world of 9 billion people than they are in a world of 6.4 billion people. Prime Minister Paul Martin's proposal for an active L20 to provide leadership on global governance is an important contribution. At the same time, Canada will need to enhance its diplomatic capabilities, working with coalitions of like-minded nations on key issues, as it did on the landmines treaty and the International Criminal Court.

No one can accurately say what the future will bring, as we cannot predict the inevitable surprises that will occur. But we do know that the next 50 years will see challenges and that Canadians want to be actively engaged in helping to address those challenges. This is why it is so important today that we identify the most effective means by which we can be global players of influence in the years ahead. 🍁

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ASIA IN FOCUS

Reflected in the Canadian response to the tsunami and reinforced by recent visits to the region by Prime Minister Paul Martin and a high-level trade mission, Canada is fully committed to engaging in Asia Pacific.

Wenran Jiang is leading an ideal Asian-Canadian existence. Born in Harbin, a large industrial city in northeastern China, Jiang immigrated to Canada when, as a doctoral student in Ottawa in the mid-1980s, he met and married a Canadian. He moved to Edmonton to find the city twinned with Harbin, its Chinatown featuring a Harbin Road (a counterpart to Edmonton Road, the main airport thoroughfare in Harbin) and graced with a ceremonial gate constructed by the people of Harbin as a gift to their sister city. Jiang's nine-year-old son, Hadrian, attends a primary school where he is taught in English and Mandarin in one of the most extensive public foreign-language programs on the continent. Son Tristan, five, will start there in the fall. The family home is what Jiang calls an "East meets West compromise": Chinese antiques and carved panels mix with contemporary furniture, all arranged according to *feng shui*, the mystical Chinese art promoting energy and balance.

"In Canada, I couldn't be closer to home," quips Jiang, 48, an associate professor of political science at the University of Alberta. He perpetuates this East-West balance as a specialist on East Asia focusing on foreign policy, human rights and development studies. He moves easily between his new home and Asia, an observer, advocate and instrument of closer ties with the region. He is especially an expert on Canada's relations with China in the energy sector, the subject of recent conferences he's organized between the two countries.

Jiang is an example of the expanding personal, economic, political, cultural and developmental links between Canada and Asia Pacific. Reflected in the outpouring of sympathy and generosity following the devastating Boxing Day tsunami and reinforced by recent visits to Asia by Prime Minister Paul Martin and a high-level trade mission, Canada is fully committed to engaging in the region.

"Asia is no longer foreign; in many respects, we are an integral part of it, and it is part of us," says David Mulroney, Assistant Deputy Minister of Bilateral Relations

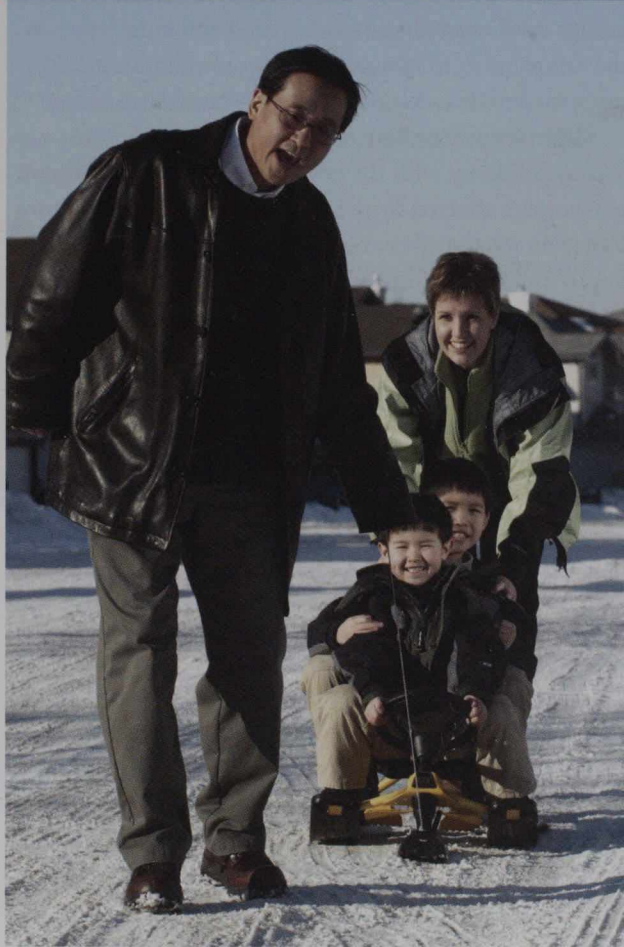


photo: CF (Sean Connor)

East-West balance: University of Alberta professor Wenran Jiang and his wife Tanya Casperson with their sons Hadrian, 9, and Tristan, 5.

at Foreign Affairs Canada (FAC). "This is a region where economic interests intersect with security and personal interests to strategically affect Canadian interests... Engaging with Asia Pacific is not optional; it is key to our prosperity and security, especially in a globalized world."

A strategic involvement

Canada has long-standing and long-range relations with the vast and diverse Asia Pacific, which stretches from Afghanistan to Tahiti and from Mongolia to New Zealand. Historical ties were based on both immigration, with the early Chinese, Japanese and South Asians who came to build the Canadian Pacific Railway, and trade, beginning with a booming export to China of wild ginseng by Jesuit missionaries in Quebec in the early 1700s. Links with Asia Pacific have grown, with the region accounting, for example, for half of all new immigrants to Canada in the last decade.

Today Canada is focused on the century's emerging powers, China and India, as well as on deepening relations

with Japan. Beyond these priority relationships, Canada continues to engage with the rest of Asia as a founding and active member of Asia-Pacific Economic Cooperation (APEC) and through constructive interaction with the Association of Southeast Asian Nations (ASEAN), a major market for Canadian outward investment and partner in the campaign against terrorism. Canada also has strong ties with countries such as South Korea and Australia.

Mr. Martin, travelling in the region in January to express solidarity with the governments and populations of countries affected by the tsunami as well as to advance Canadian interests there both bilaterally and multilaterally, forged a number of historic agreements and declarations to further ties. These include a Canada-Japan Economic Framework to establish a comprehensive economic partnership between the two countries; a commitment by China to grant Approved Destination Status, allowing Chinese tourists to visit Canada more easily; and discussions with India on improving global governance and institutions. "The world's power patterns are changing," Mr. Martin said. "Asia is a dynamic region that holds tremendous opportunity."

Opportunity...

The numbers speak for themselves. Within a generation, three out of the world's four largest economies will be

Japan, China and India. By 2020, the gross domestic product of northeast Asia alone as a percentage of global GDP is expected to eclipse that of the United States.

A mission led by International Trade Minister Jim Peterson in January to Shanghai, Beijing and Hong Kong, which included representatives from 280 Canadian companies, further developed commercial ties with China. More than 100 agreements were signed between Canadian and Chinese companies. "With China redefining global trade, a China business plan is no longer an option for Canadian companies; it's a must," said Mr. Peterson, who will visit India this spring.

Canadians are bullish about economic prospects in Asia and feel that stronger ties are vital to the well-being of this country. Those surveyed in a poll conducted last summer for the Asia Pacific Foundation of Canada said that Asia represents a region of dynamic growth and an opportunity for Canadian businesses and investment. More than 70 percent said that the Government of Canada should promote increased trade with Asia, while 73 percent believe that Canada should diversify its trade to be less dependent on the U.S.

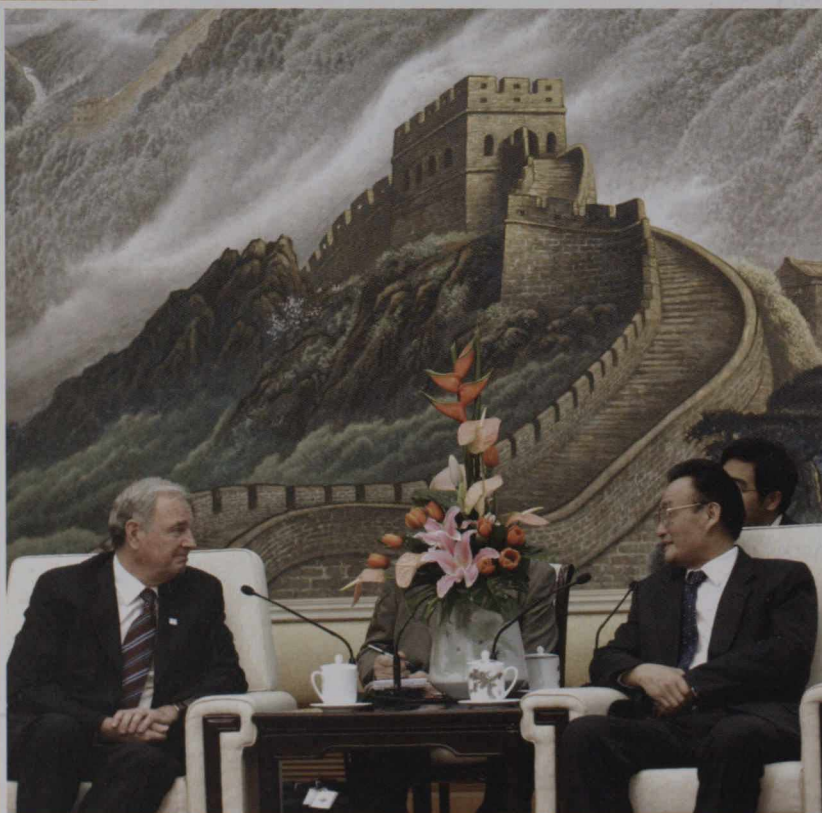
"The survey underscores the value that Canadians place on building stronger economic ties with Asian countries," says John Wiebe, President and CEO of the foundation. "Canadian firms that are skilled at delivering high-end services such as architectural and environmental design, education, financial services, software and telecom are succeeding in Asia. More can do the same."

However, succeeding in Asian markets requires preparation and commitment, says Ken Sunquist, Assistant Deputy Minister of the World Markets Branch for International Trade Canada. "Companies need to be prepared for the long haul in establishing relationships and building solid networks in Asia," he says, adding that the region is not homogenous. "Canadian companies need solid business plans that recognize both the challenges and opportunities in a specific market and build on the strengths of the relationship between the two countries."

...and challenge

The region is equally important to security. Canada is working cooperatively with countries there to address threats posed by the proliferation of weapons of mass destruction, ballistic missiles and terrorism.

Canada actively advocates non-proliferation, is helping to build counterterrorism capacity and supports good governance initiatives throughout the region, including the promotion of human rights and judicial training as well as election monitoring and voter education in countries such as Indonesia.



Advancing Canadian interests: Prime Minister Paul Martin meets with Wu Bangguo, Chairman of the National People's Congress, at the Great Hall of the People in Beijing.



photo: CIDA-ACDI/Roger LeMoigne

Development success story: A laboratory worker at Medigloves Ltd. in Thailand, a country that has advanced from being a recipient of aid to becoming a full economic partner with Canada.

A good case study of the Canadian strategy on security and governance is in Afghanistan. Canada is active in the country on diplomacy, development and defence fronts—the so-called 3-D approach—in an effort to restore stability, support growth and help build democracy there. Canada contributed close to \$24 million to the Afghanistan presidential election last October, which was considered a watershed in the country's transition toward a democratic, self-sustaining state.

Development partnership

Over the last 25 years, a number of Asian countries receiving assistance from the Canadian International Development Agency (CIDA) have made significant progress. In Malaysia and Thailand, for example, health, nutrition, life expectancy and other indicators of human development have improved to the point that the countries are graduating to becoming donors in their own right.

"It's been a great success story, a shift from these countries being recipients of aid to becoming full economic partners," says Bob Johnston, Director General of Strategic Planning for Asia for CIDA. However, he cautions that there are still large pockets of poverty in the region. "The bottom line reality is that 60 percent of the world's poor live in Asia...Overall the numbers are still quite intimidating."

The tsunami disaster galvanized Canadians into focusing on the region in particular and on humanitarian assistance more generally, not just in times of crisis but for the long term.

"The crisis has presented an important opportunity for building relationships and solidarity among communities that should be supported," Foreign Affairs Minister Pierre Pettigrew told the ASEAN Leaders' Meeting on the aftermath of the disaster in Jakarta in January. "The international community will need to remain engaged

in the region over the longer term...Canada will be there—as a full partner—for as long as it takes."

The tsunami was "a tipping point," says Paul Evans, Acting Director of the Liu Institute for Global Issues, "flushing money into the region on an unprecedented scale" and bringing international attention to deep-seated conflicts in countries such as Sri Lanka and Indonesia. "The seal is broken," he says, adding that the new eyes may bring new players and a new context for the internal issues.

A role for Canada

How Canada should and can play a role more broadly in the region is a topic of intense discussion. In China, for example, it is important to make certain that Canada capitalizes on the country's tremendous economic growth, while ensuring that China is a responsible member of the international community. "Canadian commercial activities in Asia are only one part of the picture," Evans says. "I'm worried about the single lens that's being put on the relationship; we can't be active in Asia without a social, security and political focus as well as an economic approach."

Wenran Jiang, who worked on a dairy farm for five years during the Cultural Revolution and led student protests in Ottawa in 1989 against the Chinese government's actions in Tiananmen Square, says that Canada must work with the Chinese to try to have an influence on the country in a strategic way. A "spotlight approach," he says, will not work.

"There shouldn't be any question of whether we engage; the question is how we engage China," he says. "We can try to assert our influence effectively to help China be more open-minded, more of a society based

Foreign Affairs Minister Pierre Pettigrew surveys the tsunami damage in Phuket, Thailand, in January: "The international community will need to remain engaged in the region over the long term. Canada will be there—as a full partner—for as long as it takes."



photo: EAC



Cross cultural play: Team Canada's Cassie Campbell closes in on Team China goaltender Hong Guo at the 2004 World Women's Ice Hockey Championship in Halifax, Nova Scotia.

on the rule of law, more gradually moving toward a democracy." Canada is especially a model of a multicultural, tolerant society, he says. "China would very much like to learn about Canada, as much as Canadians want to learn about China."

Indeed, links with Asia Pacific bring a wealth of "human capital," adds Reeta Chowdhari Tremblay, a professor of political science at Concordia University in Montreal. Her university has established China and India as priorities, encouraging academic exchanges, research collaboration and access to distance education with the two countries. Canada can especially benefit from dialogue with India, she says, in areas such as parliamentary democracy, collective versus individual rights, Aboriginal issues and the relationship between justice, law and politics.

The region is also the demographic heart of Islam and thus affords significant links to the Muslim world. The majority of the world's Muslims live in Asia—Indonesia is the largest Islamic country and Bangladesh the second largest—making Canadian ties with the region critical to better understand and engage in a dialogue with Muslim communities.

Personal ties

Today one in three Canadians has family links in Asia. These Canadians are increasingly involved in foreign policy as citizens, business people, politicians, scholars and students to help Canada build bridges with the region. But that significant population also means that Asian issues resonate on the domestic political scene.

Tremblay, who comes from Kashmir in northwest India and married a francophone Canadian, says she "walks in

and out of the two cultures very easily." However, Tremblay says, many Asian immigrants can bring with them links to separatist movements and internal conflicts, as well as sensitivities about long-standing cultural and class norms that clash with the Canadian experience. Their children, meanwhile, will be much more able to promote positive links to their homelands.

"The next generation is going to be different," she says. "These kids who are growing up here, they're trilingual, they're going to be the future."

Responding to these trends is vital. The Speech from the Throne in British Columbia in February emphasized a role for the province as a gateway to Asia Pacific, a "golden opportunity" to forge new relationships in terms of trade, investment, visitors and cultures. It announced education measures such as the promotion in schools of Punjabi, Mandarin and other Asia Pacific languages.

Future imperative

The importance of Asian languages—and the trade, cultural and other ties they bring—was driven home in a provocative way when *The Globe and Mail* filled the front page of a Saturday edition last fall with 20 Chinese characters in a type size usually reserved for war or moon landings accompanied by the English: "If you can't read these words, better start brushing up...." In the largest single undertaking in the newspaper's history, three dozen journalists put together a comprehensive portrait of contemporary China. Explained Edward Greenspon, Editor in Chief of the newspaper, "Make no mistake about it: China is rising."

Jiang says that although the benefits of greater connections with the region are significant, they will not come without work, sacrifice and some adjustments. He passed up a career opportunity, for example, so that his son could enter the Chinese-English bilingual program in Edmonton three years ago. He moved his family to a new neighbourhood within an easy distance of the school—and since then has endured the frustrations of a child learning a difficult new language.

"It's a lot of pain, a lot of me helping him, a lot of struggle," Jiang explains. "But for Hadrian, this is about a lot more than cultural identity. It will help him and others to have that language. It's a reality that we have to cope with." 🍁

Find out more about Canada's relations with Asia Pacific and subscribe to a monthly newsletter showcasing Canadian people, business, development assistance and culture in the region at www.international.gc.ca/asia-pacific.

Lasting bonds

When the University of British Columbia found that it had more than 3,000 former students as well as research and development ties in one community, it decided to open an office there.

The location? Hong Kong—just one of many cities throughout Asia Pacific where UBC is deeply networked through academic partnerships, research initiatives and active alumni.

"We hold a very vital link for Canada in this region," says Kenneth McGillivray, Director of UBC International, which develops global alliances for the university. "We have six decades of work there."

While governments forge the broad context in which trade, political and cultural exchange takes place between nations, it is ultimately a myriad of people-to-people links that carry the current between societies.

Cities such as Montreal, Toronto, Calgary and Vancouver are home to substantial populations from China, India, South Korea, Vietnam, Taiwan and elsewhere, new Canadians with trade, professional and cultural ties to their countries of origin.

With some 4,000 international students, many from Asia, UBC has institutionalized such connections. On campus is Korea House, a residence for 200 Korean students created through an alliance with the South Korean government. UBC is trying to build a quadrant of such facilities, explains McGillivray, noting that "very strong and lasting relationships" with Asia Pacific have strengthened the university.

Students from Asia make up some 40 percent of the 53,000 international post-secondary students in Canada, according to Statistics Canada. They bring considerable wealth to this country and carry Canadian knowledge and personal associations home with them.

UBC's Pacific coast location has been a benefit in this regard. Yet while there are 353,000 residents of east and southeastern Asian origin in Vancouver, Toronto's population of 488,000 from the same region can reach out to Asia Pacific just as readily.

"Some of our people here export back overseas," comments Ken Ng, an immigrant from Hong Kong and a family physician who is chair of the Chinese Chamber of Commerce in Markham, the booming north Toronto suburb peppered



photo: CP (Steve White)

▲ Signs of change: Asian Canadians have brought a unique mix of culture and commerce to Canada, such as this stretch of Toronto's Chinatown.

with new Asian malls and housing. Links with mainland China are deepening, notes Ng, with the ease in immigration from there.

Conversely, it was with tremendous difficulty that many of Canada's 210,000 people of Vietnamese origin came, largely in the seventies and eighties. But Phung Van Hanh looks at his community of some 40,000 Vietnamese Canadians in Montreal with great pride today.

"We have many engineers, we have about 10,000 technicians in computer work," says Phung, former president of the Vietnamese Canadian Federation. "The situation is better day after day," he says, adding that the province of Quebec, home to 60,000 Vietnamese in all, was an immediate fit for many who arrived in this country with fluency in French.

The diversity within Canada's Asian communities creates a breadth of important bonds with societies that Canadians need to better understand. Immigrants from Bangladesh and Malaysia, for example, bring links to the Muslim world, while those from places such as Japan facilitate cultural exchange with their home countries.

Connections with the region have especially proliferated in the last decade,

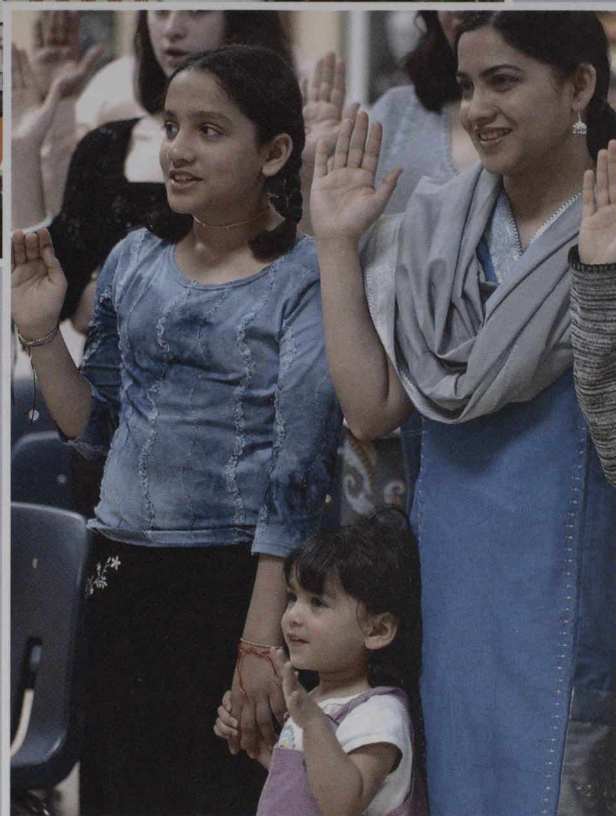


photo: CP (Keith Grosse)

▲ Family links: Although she was born a Canadian, two-year-old Ushmi Kabir raises her hand to take the citizenship oath along with her mother Nasima (right) and big sister Lamia at a ceremony in St. John's, Newfoundland, in 2004. The family is originally from Bangladesh.

says Willy Lumbanraja, President of the Indonesian Canadian Community Association in Mississauga, Ontario. "Before that, Indonesians didn't know a lot about Canada."

They are learning quickly. And while the some 4,500 Indonesians in the Toronto area carry much knowledge of their culture, it is in Canada that they seek to use it, Lumbanraja remarks. "Most of us say we want to stay here, especially the children."

HELPING CANADIANS IN NEED

The magnitude of the Boxing Day tsunami that slammed the coasts of 12 nations across the Indian Ocean prompted an unprecedented effort by Canada's Consular Affairs Bureau to bring order into chaos, assisting Canadians in the region and those concerned about them back home.

THE CALL FROM CANADA

In the early hours of December 26, as reports of the tsunami disaster began to reach the media, Canadians worried about friends and relatives in the region began calling the Consular Affairs Bureau's 24-hour helpline in Ottawa.

The calls came in to the Operations Centre, a sprawling office tucked in a high-security corner of Foreign Affairs Canada (FAC). The crew of two manning the phone lines on Christmas night had logged 35 pages of calls by morning. A regular night shift usually produces four pages of calls.

The concern of callers heightened as hours and then days passed without word. Many reported the names of people who might have been on the washed-out beachfronts or elsewhere in the affected countries. Others inquired about relatives, friends, neighbours or colleagues travelling

somewhere in Asia, fearing that fate had put them in the path of the waves.

As the calls increased, Serge Paquette, Director of Emergency Services for FAC, drew on off-duty staff from the Consular Bureau to answer the phones.

By the morning of December 27, the crisis centre—an inner circle of work stations unused since the September 11 terrorist attacks in New York City—buzzed with activity, the division's 14 operations officers augmented by hundreds of staff from across FAC and International Trade Canada manning a bank of 40 phones around the clock.

"I knew it was an overwhelming volume of work and that it was important for Canadians to get through to someone," says Amy Galigan, a political officer in FAC's Eastern Europe and Balkans Division who came forward to work for six days in the centre. "To be able to help people in times of distress is something I don't get to do everyday."

More than 100,000 calls were logged in the two weeks following the tsunami. Over time the focus shifted to phoning people back to check for news of those missing or to collect additional details for their files. Sometimes it was the person feared lost who answered the phone, having returned safely from a resort hundreds of kilometres away from the catastrophe. The person's name was crossed off the list and the news transmitted to any others who had been concerned.

Galigan, who made many such "happy calls," says, "I've never had people say 'bless you' so many times in my life."

Nevertheless, out of the 3,948 people originally on the centre's list, at the time of printing 15 are confirmed dead, 5 who were clearly in the region are still missing, and 7 who might

have been there remain unaccounted for. Friends or relatives of the missing have provided the RCMP with dental records, x-rays and DNA samples such as hair from brushes to be compared with forensic data from 5,000 unidentified bodies across the region. Experts will need months to complete the task.

The Consular Affairs Bureau provides families with help to repatriate bodies or deal with legal work if there is no confirmed death and thus no death certificate. Last year 808 Canadians died abroad, while more than 12,000 were injured, robbed, in trouble with the law or stranded in foreign nations. 🍁

The 24-hour Consular Affairs emergency line is at 1-800-387-3124 or (613) 943-1055.

If you go...

Take some precautions to ensure you are prepared if disaster strikes:

- Read the Travel Report for advice on safety and security, health conditions and entry requirements;
- Buy travel insurance;
- Leave a hotel number or your itinerary with someone at home;
- Register with the local Canadian embassy—you can do it on-line;
- Keep a photocopy of your passport in a separate place;
- Bring along the telephone number of the nearest Canadian mission.

For additional tips consult the booklet *Bon Voyage, But...* Find it as well as Travel Reports and other information on the Consular Affairs Web site at www.voyage.gc.ca.



Consular help: Serge Paquette, Director of Emergency Services for FAC.

THE SEARCH IN THAILAND

By mid-morning each day over the Christmas holidays, Diane Therrien, a Canadian living in Phuket in southern Thailand, was usually on the beach with her mother, visiting from Trois-Rivières, Quebec. But at 10:30 a.m. on December 26, when the tsunami hit, the two had gone to visit a Buddhist temple.

When they returned home, a neighbour told Therrien about a big wave that had hit the other side of Phuket, an island about the size of Montreal. Only the next morning did she learn from a newscast the extent of the tragedy on the beaches facing the open ocean.

She rushed to action. Therrien, the head librarian at a British college and fluent in Thai, had signed up last September with the Canadian Embassy in Bangkok as a volunteer warden to assist Canadian nationals in emergencies. Along with her mother and a Thai friend, she began to look for Canadians in the heavily affected areas. The three were astonished by what they found.

"Many big hotels on the beach had bars and restaurants in the basement; the people in there didn't stand a chance," she says. "The water just came in and filled up the hole. They couldn't escape."

By that time, Diego Tremblay, the Embassy's Second Secretary and Consul, had established Canada's formal presence in Phuket. On Boxing Day evening, Tremblay set up a table in a conference room of a government building that had been transformed

into a temporary base for a number of embassies. "A sea of people poured into the room," he remembers.

Some were still wearing bathing suits, others wore life jackets. They walked around with lost expressions under the glare of bright lights. "I was caught in the wave..." "I was on the beach..." "I was in my room..." They told their stories with few tears, Tremblay remembers, "as though they were apart from it. They were in shock."

For four days, Tremblay, bolstered by more and more staff and volunteers, recorded the names and details of those present and missing, and issued emergency documents for survivors to fly to Bangkok, where embassy personnel could take care of them. The ranks of those taking part in the Canadian assistance effort swelled to 70, including vacationing Canadians who distributed Tremblay's cellular telephone number on posters and cards and an influx of more than 20 consular staff from as far away as Turkey and Trinidad and Tobago.

The team effort to find Canadians was vast. For several days Therrien, her mother and her friend visited hotels and hospitals to survey records of guests and patients who had come and gone. Brian Jackson, a defence attaché at the Canadian embassy who had come to the island the day after the tsunami along with Canadian Ambassador to Thailand Denis Comeau, combed ruined beach resorts for traces of Canadians identified on lists or mentioned in the accounts of other foreigners.

The Canadians affected by the disaster who remained in Phuket, many of them sleeping in makeshift



accommodations on temple floors, were urged to go to the capital. Jackson offered one man, whose wife appeared to have been lost on a Khao Lak beach, his Bangkok apartment, where he could settle in and communicate with his family by phone and e-mail.

The stricken man spent days at the embassy, desperate to keep busy with tasks, says Trade Commissioner Colleen Baker, who assumed the position of tsunami volunteer coordinator. She put the man in charge of buying water and snacks for the reception area set up for survivors. Embassy staff, their spouses and volunteers visited the dozen or so Canadians who were in hospital, collected donated clothes and food or just sat in the reception area listening to those who needed to talk about their experiences.

All who helped in the tsunami effort have now returned to their regular lives and work, but they will forever be marked by the event, says Therrien, who will continue as a warden in Phuket.

"It took two, three weeks to be able to think 'We are lucky, we escaped,'" she says. "We wish we could say the same for everybody." 🍁

Order into chaos: The scene outside of Phuket's provincial government offices, which were turned into a temporary base for a number of embassies.

AFTER THE TSUNAMI: MAKING A DIFFERENCE

Canada has provided expertise, funds, emergency relief and long-term support to offset some of the suffering caused by the tsunami—and help get the region back on track.

Mary Heather White is helping Sri Lankans put their lives back together. White, from Lion's Head, Ontario, manages a vocational training program for World University Service of Canada in Batticaloa, Sri Lanka, that provides poor and unemployed people with the skills to earn a living but is now focused on addressing the devastation after the tsunami.

In Banda Aceh, Indonesia, Canadian insurance company Manulife Financial, its own local offices destroyed and some 20 staff lost or unaccounted for in the disaster, has contributed \$200,000 to the relief effort and is expediting the processing of claims filed by victims.

At a Buddhist temple converted into a morgue in Krabi, Thailand, RCMP Inspector Neil Fraser and a team from Canada worked with forensic experts around the clock on the physically and emotionally demanding job of identifying victims of the deadly waves.

"The scope and scale of the disaster were beyond people's imagination," says Fraser, of Halifax, Nova Scotia, who shared responsibility for leading the 10-member team from Canada that worked for several weeks in January.

"Knowing that we were helping made our work very satisfying. We knew we were making a difference."



"Local people were the first to respond": Mary Heather White stands with Sri Lankan women involved in the carpentry program run by World University Service of Canada (WUSC), which is helping people to put their lives back together.

Whether providing expertise, donating money and relief supplies, or working directly in the 12 countries affected by the tsunami, Canadians from all walks of life, sectors, organizations and parts of the country have made a difference following the disaster. The outpouring of support for those affected in Asia Pacific builds on a long-standing relationship between Canada and the region as emergency relief turns to rehabilitation, reconstruction and other long-range efforts.

Within hours of the massive waves, the Government of Canada sprang into action at home and abroad. Foreign Affairs Canada (FAC), which is responsible for coordinating the overall government response to the crisis, convened a special disaster task force that brought together resources and expertise from more than a dozen federal departments and agencies, providing everything from forensic teams, immigration services and satellite images of affected areas to

assistance for Canadian companies looking to get involved in the reconstruction process.

The Canadian International Development Agency (CIDA) responded immediately by working with multilateral and non-governmental organization (NGO) partners to channel Canada's aid. The Government of Canada has allocated \$425 million toward humanitarian assistance, rehabilitation and reconstruction over the next five years.

Perhaps one of Canada's most visible contributions has been the involvement of the Disaster Assistance Response Team (DART), a military unit assigned in January and February to provide medical support and water purification to Ampara, a region in Sri Lanka where 10,000 people died and 180,000 lost their homes. During their stay, the team treated 5,500 patients, produced more than 2.5 million litres of drinking water, transported some 55,000 people

across a local waterway and took on community projects such as repairing schools, building temporary shelters and clearing rubble.

One DART member, Captain Karen Trainor, a nurse practitioner based in Petawawa, Ontario, helped treat 30 to 70 people a day in mobile health clinics around the area. "Most of the hospitals were destroyed, and many doctors and nurses were killed," she said as she returned to Canada. "DART made a big difference in the eyes of Sri Lankan people."

In addition to federal funds, the provinces and territories have donated roughly \$20 million. Municipalities climbed on board as well, with cities such as Calgary contributing emergency supplies and organizations like the Federation of Canadian Municipalities providing expertise to their counterparts in the region to rebuild local administrations and re-establish essential services such as sewage treatment, drinking water and public transit.

Canadian companies and unions have committed funds to help tsunami victims and are matching employee and member contributions. Firms such as Air Canada and Apotex Inc. worked with World Vision Canada to ship relief supplies like water purification equipment, clothing and non-perishable goods, and Air Canada provided transport for aid workers.

Canadian NGOs, many of which have field offices or partners in the affected communities, were able to respond quickly to diverse priorities, from transporting the injured to hospital and building temporary housing to distributing food, medicine and clothing.

Strong ties between the NGOs and their local counterparts in Asia have helped those in need receive appropriate assistance. Both the United Church of Canada and Presbyterian World Service & Development, for example, support the Institute for Development Education (IFDE) in India, which in turn helps local



photo: MCpl Paul MacGregor, Canadian Forces Combat Camera

women from marginalized and poor communities work together to break cycles of poverty. Even in the midst of the chaos following the tsunami, the groups took time to understand the needs of families in devastated fishing villages, creating a sense of partnership with aid recipients.

"(It made) the community feel treated with dignity and respect," IFDE Director Anitha Mahendira wrote in an e-mail to her Canadian partners.

Surely the most remarkable Canadian response to the tsunami came from the public, with individuals donating almost \$200 million in contributions.

Subject to guidelines, the Government of Canada will match

Making a contribution: Captain Karen Trainor, a nurse practitioner with Canada's DART, helped treat people in mobile health clinics in Sri Lanka, such as this girl with a skin condition.



photo: Jennifer Hart, FAC

Open house

At the front of a two-story house in Banda Aceh, Indonesia, within sight of washed-up cars and ruined buildings, a Maple Leaf flag announces a new presence for Canada on the scene of the tsunami's worst devastation. Opened on January 30 by Randolph Mank, the Canadian Ambassador to Indonesia, "Canada House Aceh" is helping to channel Canadians and Canadian support to those hardest hit by the disaster.

"It's important for people to know that Canada is here, and trying to help as best we can," says Karen Foss, a political officer posted in Indonesia and one of a team of several staff who have relocated from Jakarta to work and live at Canada House.

Diplomat Karen Foss: "I'll be here as long as I'm needed."

Located about 50 metres from where the waves stopped, the large house has quickly become a focal point for Canadian involvement in relief and reconstruction efforts. It provides on-the-ground contact for Canadian International Development Agency representatives, Indonesian officials, other donors, non-governmental organizations and even individual Canadians wanting to assist in the rehabilitation work.

Canada House is always busy, with staff coming and going between projects in the field and meetings with local people and then working long into the night on reports and preparing for the day ahead.

"I'm very proud of how the Government of Canada has responded, and impressed by all of the support coming from Canada," says Foss. "That's what makes this work so rewarding. I'll be here as long as I'm needed."



Honouring the victims: Thevi Ampi says prayers for those lost in the tsunami at a remembrance service at a Hindu temple in Richmond Hill, Ontario.

such public donations to qualified aid groups. CIDA will receive proposals for the use of this money in the coming weeks and months.

Some individuals have felt compelled to go well beyond writing cheques, from organizing memorials and myriad events including school toonie drives, church suppers and benefit concerts in support of tsunami relief to heading to the region with organizations to lend a hand.

Mark Evans, an engineer with CBCL Limited, a consulting engineering company in Halifax, travelled to the Maldives to help Oxfam International rebuild water supplies contaminated by salt water. Evans's firm granted him a three-month paid leave of absence to do the job. "It was an opportunity

that Mark did not want to pass up, and we were glad to support him on behalf of the company and of Canada," says Doug Brownrigg, the firm's Manager of Municipal Engineering.

The international community is now looking ahead to the next phase of support for affected communities in Asia: rehabilitation and long-term reconstruction.

Oxfam International, for example, is working closely with local partners in the region to design appropriate strategies for rebuilding livelihoods—everything from restoring bicycles to small-scale fishmongers to offering credit to households newly headed by women. "The bottom line is that the people affected should be in the driver's seat," says Rex Fyles, who manages Oxfam Canada's humanitarian assistance program.

The Government of Canada is working to identify the best ways for Canada to support long-term reconstruction. A team from Environment Canada, Natural Resources Canada and CIDA has assessed the environmental impact of the tsunami and how to support more sustainable development of coastal communities. And scientists for Environment Canada are working on helping

countries such as India to develop tsunami early warning systems.

Canadians recognize the need for long-term commitment to the region, says Bob Johnston, coordinator of the tsunami disaster response for CIDA, adding that government agencies in affected countries have already worked with the World Bank, the Asian Development Bank and others to assess reconstruction needs. "CIDA has been in close contact with these organizations and will develop programs accordingly, responding to priorities established by affected governments themselves."

Mary Heather White says that the focus of her vocational program's work has entirely shifted to long-term rehabilitation, with the carpentry, welding, masonry and plumbing it teaches needed badly in the time ahead.

"It's important to remember that local people were the first to respond using the capacity they had," she says. "We're going to continue to build on those skills so that people are better able to recover from this and any future disasters." ❁

Visit the Government of Canada tsunami response Web site at www.gc.ca/tsunami.

Helping hands and hearts

When Jill Sampson, a semi-retired veterinarian from Qualicum Beach, British Columbia, saw images of the tsunami on television, she knew she had to help. Sampson, who runs a small non-governmental organization called Poco a Poco that supports health and education in Guatemala, hooked up with a team from British Columbia's Children's Hospital and headed to Sri Lanka.

Once in Kalmunai, one of the country's hardest hit districts, Sampson put her medical knowledge to work by helping set up a pharmacy. But like everyone involved, she pitched in wherever she could, working alongside members of

Canada's Disaster Assistance Response Team who were stationed nearby to build temporary shelters for refugees—with some help from back home.

"UNICEF provided some tarps, but we needed tools and other supplies to actually get the shelters in place," she says. Just as she was about to buy \$5,000 worth of equipment herself, the town council of Qualicum Beach put up the funds to purchase saws, hammers, wood and twine for the job.

"The entire Qualicum Beach community got behind the project," says Sampson, who stayed in Sri Lanka for three weeks and has been replaced by another member of her community to continue organizing the building of housing in Kalmunai. "We want this to be the start of a long-term relationship."



photo: courtesy of Jill Sampson

Long-term relationship: Jill Sampson and her community of Qualicum Beach, British Columbia, are helping the people of Kalmunai, one of the hardest-hit districts in Sri Lanka.

BUILDING PEACE, REBUILDING LIVES

A witness to the tsunami that devastated the coast of Sri Lanka, Valerie Raymond has been consumed by the aftermath of one of the greatest natural disasters in the region's history.

On December 26, Valerie Raymond, Canada's High Commissioner to Sri Lanka, like many other Canadians, was enjoying a few days' holiday. As fate would have it, Ms. Raymond and her partner were at a resort near Galle on Sri Lanka's southwest coast and experienced first-hand the devastating tsunami that so dramatically affected the island—and the world—that day.

The two watched from their second-storey room as the sea eerily receded and then surged to shore. But it wasn't until the water was calm once more and she went downstairs that Ms. Raymond began to grasp the devastation the waves had wrought: the hotel lobby gutted, shops destroyed, concrete walls flattened and cars strewn about like toys.

Sri Lanka was hard hit by the tsunami, with more than 30,000 deaths and vast stretches of coastal areas ruined. Since she found her way back the following day to the mission in the capital of Colombo, a city on the coast that escaped the ravages of the tsunami, Ms. Raymond's life and job have been consumed by the disaster.

Initially, consular matters took priority, with those in the High Commission spending exhausting days helping to account for Canadians in Sri Lanka, finding them accommodation, contacting their families and easing their way home. Ms. Raymond

and her staff also worked closely with officials in Ottawa on Canada's humanitarian response to the tsunami, a key part of which was bringing the 200-member Disaster Assistance Response Team to provide medical support, clean water and other assistance to the island's devastated Ampara district.

Ms. Raymond lauds the dedication and professionalism of the hard-working Canadian and locally engaged mission staff, as well as the temporary reinforcements sent by Foreign Affairs Canada. She has been inspired by the resilience of the Sri Lankan people, whom she has come to know well through Canada's efforts in support of ending the country's long-standing and brutal civil war.

The conflict zone in the northeast was badly hit by the waves, Raymond says. "Many of these people had suffered for many years before the tsunami and now have to face another disaster. The devastation and the destruction are absolutely heartbreaking." Yet, she adds, there have been heartening stories of people from the country's three main groups—the Sinhalese, the Tamils and the Muslims—helping each other.

Being centrally involved in a front-page disaster is perhaps ironic given that Ms. Raymond, who was born in Winnipeg and was "a news junkie from a young age" growing up in Edmonton, began her career as



photo: Nick Westover, FRC

a reporter for *The Ottawa Citizen* in the mid-1970s.

She moved on to a series of communications positions in the government and in 1986 joined the Department of External Affairs and International Trade to work in a series of senior jobs. "I had the good fortune to come of age just at the time in the late 1970s when doors were opening to women," Ms. Raymond says.

She served as Canada's High Commissioner to New Zealand from 1997 to 2001.

Ms. Raymond plans to return to Ottawa when her three-year appointment to Colombo ends this summer, but life after the tsunami won't ever be the same. Each evening, she looks at the seashells she collected while strolling on the beach near Galle on Christmas Day and tries to comprehend the force of nature that took so many lives yet spared her own. "I don't think we can try to understand these things. We simply have to try to make a small difference, and that's very sustaining." 🍁

Canadian High Commissioner Valerie Raymond on Sri Lanka's coastline near Colombo: "I don't think we can try to understand these things. We simply have to try to make a small difference, and that's very sustaining."

PICTURING TRAGEDY

Jonathan Manthorpe is the international affairs columnist for the *Vancouver Sun* and the CanWest group of daily newspapers. A foreign correspondent for nearly 25 years based in Asia, Africa and Europe, Manthorpe is an associate of the Institute for Media, Policy and Civil Society, which assists professional development among journalists in emergent democracies and developing countries.

It was the scores of photographs of the missing with stark, plaintive messages attached that first conveyed to me the particular horror of the disaster. They were everywhere in the compound of Thailand's Phuket provincial government offices: taped to walls, stapled to makeshift notice boards and pinned to trees.

What made these pictures of the missing so compelling and poignant was that they had clearly been taken only hours before the tsunami struck Thailand's west coast resorts.

Many showed men, women and children caught in Christmas Day celebrations. A young Swedish woman raised a glass of champagne to the camera. Dad and two children frolicked on the beach, waving and smiling broadly. A group of roistering guys and gals grinned beerily over a table thickly covered with bottles and glasses.

And already, less than 48 hours after the waves, there were the grim pictures posted by local hospitals of the recovered bodies of the victims.

This was the first major natural disaster to occur in the digital camera age. In the resorts of Thailand and southern Sri Lanka catering to North American and European tourists, almost every moment of the horror was captured and broadcast to the world through e-mail and Web pages as well as television and newspapers. People at home might not have been to Phi Phi Island or Patong Beach,

but the terror of an idyllic sea that turns suddenly vengeful was easily imaginable.

The enormity of the disaster and the vast areas and populations in South and Southeast Asia affected by it were evident when I arrived in Bangkok from Vancouver a day after the tsunami struck. On the long flight, I had had plenty of time to draw up an initial plan of campaign, always a critical first step for a lone reporter confronting such a massive and multifaceted story.

My good fortune was to learn the foreign correspondent's craft in Africa—no stranger to man-made and natural disasters—in the company of skilled and experienced colleagues. A golden rule is to address the story that's in front of you, and not be beguiled into chasing off after others that may sound more compelling. It's a discipline that is both practical and emotionally important; it is easy to be overcome by the highly strung atmosphere and lose judgment.

In Thailand on December 27, I faced no internal debate about where to go and what to do. The immediate story was about the Canadians who had died, were unaccounted for or had survived. Soon I was at the hub of the disaster response in Phuket and beginning to assimilate the human dimension of what had happened from the pictures on the walls of the government compound.

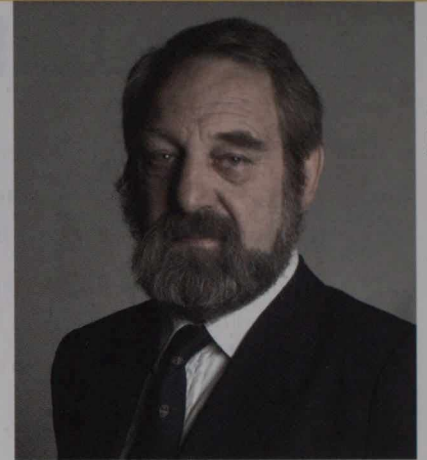


photo: courtesy of The Vancouver Sun

International affairs columnist
Jonathan Manthorpe

Posted alongside were lists of thousands of names of the missing, about 200 Canadians among them. It was the daunting task of trying to determine the fate of these people that confronted the Canadian Ambassador to Thailand, Denis Comeau, and his team of diplomats and volunteers. They did an exceptional job under the most trying circumstances.

My task was to seek out Canadian survivors and report their experiences within the context of the overall emergency response. Some found relief in telling their stories. Others, especially those desperately hunting for missing friends or relatives, were consumed by inner turmoil and more reticent.

As days passed, the lack of answers and the emotional roller-coaster rides between hope and anguish sometimes resulted in outbursts of anger. But, in truth, there was for the most part no information to give. One could only dumbly sympathize with people slowly acknowledging the bleak realization that there might never be an answer to what happened to their loved ones—and that the Christmas Day pictures would be their last memory. ❁

LEARNING FROM THE BATTLE OF HONG KONG

As Canada marks the Year of the Veteran, a new generation is finding out about a brutal chapter in the country's military history.

It has all the makings of a Hollywood blockbuster. An enduring story about the original band of brothers. An epic battle costing 290 soldiers their lives through 17 days of combat. Those 1,184 who survived were sent to prisoner-of-war camps to endure four years of torture, starvation and forced labour, many never to return home.

Yet, few Canadians are even aware of their countrymen's involvement in the Battle of Hong Kong in December 1941. As the number of survivors has dwindled with each passing year, memories of this landmark event in Canadian history have slowly faded, becoming a mere footnote in most standard high school texts.

Now, however, a new generation of Canadians is learning about their country's role in countering the Japanese invasion of Hong Kong. And the sacrifices of the veterans who died or were brutally imprisoned there are being acknowledged.

"Just lately, we're getting more recognition than we've ever had," says veteran John Lowe, 83, of White Rock, British Columbia, who fought with the Winnipeg Grenadiers. "We never talked too much about it. When you did talk about it, most people thought you were nuts or exaggerating...you couldn't live like that."

Awareness of the Battle of Hong Kong heightened with Prime Minister Paul Martin's visit to China

in January. Standing before a large gathering at the Sai Wan Bay War Cemetery in Hong Kong, Mr. Martin and Veterans Affairs Minister Albina Guarnieri paid tribute to veterans of the battle. Some of the survivors later visited an international school to talk with classes.

Among those in attendance at the ceremony was Lawrence Stebbe, 83, of Beauséjour, Quebec, one of the Royal Rifles of Canada based in Quebec City. For him, recalling his experiences, especially to youths, is new.

"It was such a severe degradation that most people, if you started talking about it, they wouldn't believe you," says Stebbe. "I never spoke about it to my children—and I have four of them and seven grandchildren. It took me 30 years before I ever started talking about anything that happened to us."

Today, as Canada marks the Year of the Veteran, such heroes are sharing their stories with captivated young audiences through the efforts of The Dominion Institute's Memory Project and Veterans Affairs Canada. The goal, says Veterans Affairs spokesperson Janice Summerby, is to help a whole new generation of Canadians gain a greater sense of the past.

"These veterans are advanced in age, and we really need to pick up that torch and remember," says Summerby, adding that the challenge is "to turn youth on" in new ways. "We have to approach them in their own world with technology."

Veterans Affairs this spring is launching a new database on its Web site of audiovisual interviews with veterans in an effort to preserve a part of history that is silently slipping away—and to help today's youth identify with yesterday's heroes.

Veteran Aubrey Flegg, 86, also a Winnipeg Grenadier, understands the difficulty that Canadian youngsters, who "want for very little," have in understanding what he and his comrades endured more than six decades ago.

"For younger children to really grasp what it was to be a prisoner-of-war, it's pretty hard," says Flegg, of Kelowna, B.C. "All our people should know what their veterans went through." 🍁

To learn more about the Battle of Hong Kong go to www.hkvca.ca, for the Year of the Veteran see www.vac-acc.gc.ca and to view The Dominion Institute's Memory Project Digital Archives, visit www.thememoryproject.com.

A Canadian officer (below) greets POWs of the Sham Shui Po camp (above) after the Japanese surrender in 1945.



THE ASIAN EQUATION

Pursuing opportunity or hoping to reduce costs and remain competitive, Canadian business is looking to the East.

When Research in Motion Limited (RIM) of Waterloo, Ontario, introduced its BlackBerry service to India last October, the company knew it had potential.

Sales of the portable phone and e-mail devices have been exponential in North America; it took RIM five years to reach the 1 million subscriber mark and just 10 months to double it. The same snowball effect in India would add up to jaw-dropping results: some 50 million people in the country subscribe to mobile service, a fairly modest five percent of the population, although between 1.5 and 2 million more sign up each month.

Already, since RIM launched its star product on the subcontinent along with mobile service provider Airtel, business people across corporate India are thumb-typing on their BlackBerrys, with some 50,000 users expected by this spring.

For Patrick Spence, Asia Pacific Vice-President for RIM, this latest move is part of a four-year push into the region. RIM is actively looking for a partner in China, where more than 230 million people use cellphones.

“Participating in those markets is important to our

Exponential potential: RIM's BlackBerry 7730 handheld is newly available in India and will soon be coming to other Asian markets.

long-term health and viability as a business,” says Spence.

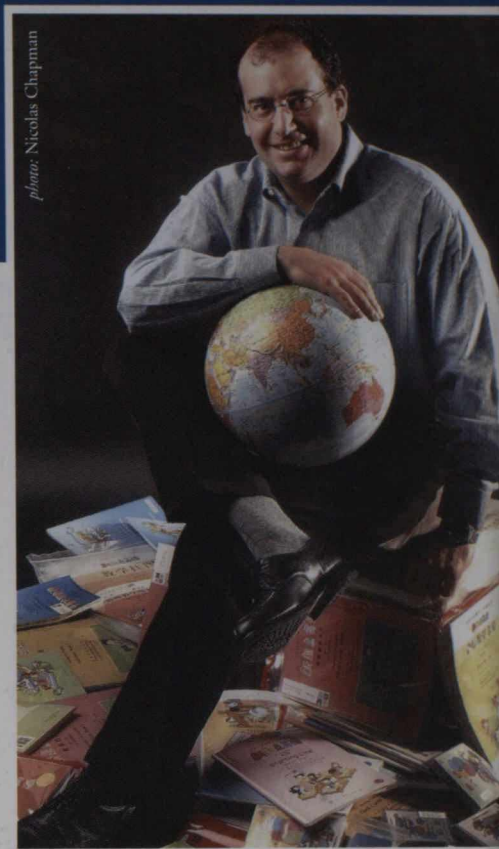
Like RIM, almost every sector of Canadian business is compelled to look to the East. Asia Pacific's big markets offer unprecedented opportunity for growth, while the capacity for low-cost production there redefines the terms under which companies the world over compete.

“We are an externally oriented nation,” says Bob Keyes, Senior Vice-President International for the Canadian Chamber of Commerce in Ottawa. “It's important we be there.”

Market opportunities are to be found with Canada's oldest and most mature trade and investment partner in the region, Japan. Much potential remains untapped in this market, especially with the two emerging giants of China and India. Within the next few decades, China will be the largest economy in the world, followed by the United States and India, reports the Goldman Sachs Group.

International Trade Canada (ITCan) is developing a strategy for these emerging markets, says Kapil Madan, Deputy Director for Trade with the China and Mongolia Division at ITCan. Manufacturers have no choice but to analyze China's effect on their industries, he says. “Frankly, if a company has not considered its China strategy, it is already behind its competitors.”

Mega Bloks Inc., a toymaker in Montreal, began buying electronic parts from a factory in Shenzhen in southern China in 1997, to be installed



Building relationships: Michael Kraft, President and CEO of Lingo Media, a textbook company in Toronto, invested time and money and found the right partner to succeed in the Chinese market.

into products in its Montreal plant. By 2002, the company was having its Dragon series of wing-flapping beasts, fortresses and warriors entirely made in Shenzhen, considered the new toy capital of the world.

Eric Phaneuf, Manager of Finance and Investor Relations for Mega Bloks, says that having some of its products made in China allowed the company to carve out a place for itself in a market dominated by toy multinationals. The Mega Bloks staff of 1,000 in Montreal has remained stable, but there are now fewer plant workers and more engineers, industrial designers and marketing experts.

Manufactured goods are only one element of the Asian trade and investment equation. Resources figure prominently; forest products, minerals, potash, wheat and other agricultural products are a major part of Canadian exports to the region, and resource-hungry economies



photo: courtesy of Research in Motion Ltd.

in Asia are driving investment in Canada. The relationship is also growing to include a wide range of services, including telecommunications, financial services, landscaping, education and tourism.

As International Trade Minister Jim Peterson was leading the trade mission to China in January, the Canadian and Chinese governments were actively negotiating Canada's designation as an approved tourist destination to allow for group tours from China. The Canadian Tourism Commission, which recently opened an office in Beijing, expects a 20 per cent jump in visitors the first year after Canada receives its approved status.

The range of contacts made and contracts signed during the week-long mission attests to the scope of opportunities that Canadians are developing in China. Representatives of consulting firms, real estate developers, architects, schools and colleges, food manufacturers and mining companies penned a wide range of agreements.

Hongwen Zhang, Co-Founder and Chairman of Wireless Edge Canada Inc. in Calgary, Alberta, signed a contract with Surekam, China's largest information technology service provider, to offer its network security product to Surekam's corporate customers across China. The deal comes after Wireless Edge worked for more than a year to customize its technology to suit broadband telecommunications operators in China.

Doing business in eastern markets can be challenging. When RIM was exploring opportunities in India, it found the country's business practices, financial data and legal systems

more complex than those in other countries where it operated, says Spence, so it took longer to assess risk there.

Finding the right partner is also critical. Lingo Media, a textbook company in Toronto, saw two major China contracts fall through despite being paired with a market leader, says Michael Kraft, Lingo's President and CEO. The company found a new co-publisher, Kraft invested his time and money in building relationships and, to date, 94 million Lingo Media textbooks have been sold in China.

For companies looking to do business in the region, ITCan provides on-the-ground help with market intelligence, contacts and cultural briefings, says Madan. Canada is also negotiating bilateral agreements with Asian nations to ensure that Canadian companies are treated on a par with domestic or other foreign investors.

"These are some of the most dynamic economies of the world," says Yuen Pau Woo, Chief Economist for the Asia Pacific Foundation of Canada. "There is no region more important for the long-term growth of Canadian trade than Asia." 🍁

To read the latest news on investment and trade with Asia Pacific, see the April issues of *CanadExport*, International Trade Canada's biweekly trade and investment publication. Search the *CanadExport* archives for more Asian trade news at www.canadexport.gc.ca.

Growing connections

Hanfeng Evergreen Inc. is a Canadian company with deep roots in Asia.

When Xinduo Yu, a businessman from Dalian, a port city in northeast China, immigrated to Canada in 1994, he knew the Chinese government was eager to beautify and create greener, more livable urban spaces for residents. A former city planner, Yu established Hanfeng Evergreen in China to connect Canadian landscaping expertise and products with the thriving market back home. From landscaping, Hanfeng expanded into the ornamental tree business and fertilizers.

With a deep understanding of the local business culture, Hanfeng has encountered few barriers in relations with its 125 Chinese employees and its efforts to identify new opportunities in China.

Yuen Pau Woo, Chief Economist for the Asia Pacific Foundation of Canada, says that immigrants to Canada from the region can benefit from familiarity when doing business with their home countries. "The most interesting deals I've seen in China have Chinese-Canadians involved in them," Woo says.

The foundation has identified 148 associations that marry Canadian business with the region, such as the Indo-Canada Chamber of Commerce.

Chamber president Pradeep Sood says that through his organization, the strength of the market in India can be tapped by all Canadians, no matter their origin. "Our role is to connect people," Sood says.

Greener spaces: A cultural park in Haining, just southeast of Shanghai, is one of the many projects designed and constructed by Canadian Xinduo Yu's Hanfeng Evergreen Inc. in China.

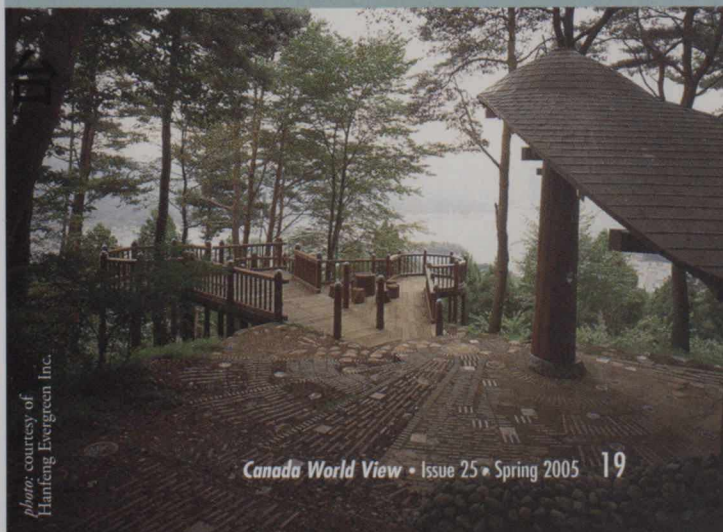


photo courtesy of Hanfeng Evergreen Inc.

SHOWCASING CANADIAN CULTURE IN ASIA

Canadian culture is finding new openings in Asia Pacific, bringing diverse talents, contemporary creativity and Canada's wider interests and priorities to the region.

In South Korea, a little Canadian turtle helps schoolchildren with their studies.

Books featuring Franklin, the plucky character created by

Winnipeg-born author Paulette Bourgeois, are used in classrooms across the country to bring English-as-a-second-language (ESL) lessons to life.

Indeed, South Korea orders large numbers of almost all of the titles that publisher Kids Can Press produces, notes Barbara Howson, Vice-President of Rights the Toronto

company. "They buy our books and create ESL programs around them," she says.

The success of Canadian children's literature is one example of the many cultural products from

Canada that have a markedly increased presence in Asia Pacific. Changing patterns of immigration combined with globalization, an increased interest in Western culture and greater openness within traditional societies mean that

Artistic niche: Canadian animators such as Cookie Jar Entertainment of Caillou fame are making significant inroads in Asia.

Canadian artists are finding new opportunities in the region.

Those entry points mean more than an expansion in trade or a boon to Canadian cultural industries. The arts can convey deeply held values, concerns and aspirations in ways that appeal more intimately than official transactions, in the process extending understanding and warming diplomatic relations.

Foreign Affairs Canada (FAC) and International Trade Canada (ITCan), through missions abroad, help to showcase Canadian artists not only to expose them to an international public, but also because it supports Canada's wider interests and priorities, whether political, economic or governance-related. As one veteran foreign affairs observer puts it, "a generation ago, culture was having a Canadian pianist come to a diplomatic ball." With today's popularity in Asia Pacific of such diverse Canadian talent as singer Avril Lavigne, theatre director Robert Lepage, filmmaker Denys Arcand and author Austin Clarke, we have come a long way.

And while Canadian books, animated films and recordings carry many admirable qualities, so does the country they come from, Howson adds. "Publishers from other countries come to us because we're viewed very positively, and our books are multicultural."

Canada's cultural offerings in the region are diverse. La La La Human Steps' 2002-2004 world tour of its acclaimed creation, *Amelia*, included

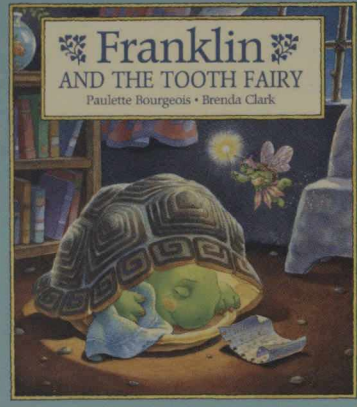
performances in South Korea, Hong Kong, Japan, Taiwan, Singapore, Australia and New Zealand.

Alberta Ballet visited China twice in 2004, and had further offers to return even before completing its six-city tour of *Carmen* there last Christmas. "Whenever our name comes up as Alberta Ballet in China, the word 'Canada' comes with it, and that has a huge impact," explains Harry Patterson, Director of Production for the Calgary ensemble. Patterson first travelled to China with Les Grands Ballets Canadiens in 1982, and notes that the receptivity today is far greater. "You can see it by the attentiveness of the audience."

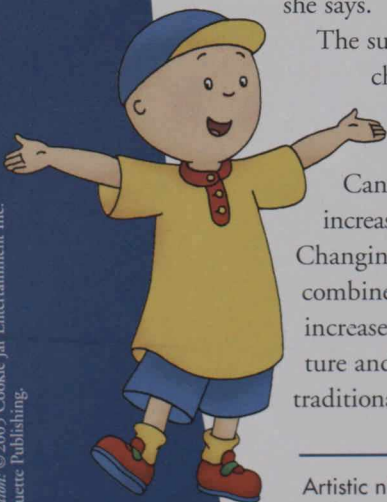
Two decades on, the latest trends in electronic music are equally captivating young Chinese audiences. Scratch DJ Kid Koala performed with great success in Beijing and Shanghai last summer. Indeed, a Numark CDX was recently advertised in a Beijing magazine as allowing users to "scratch like Kid Koala."

Asia offers some ready-made showcases for international culture, the largest this year being Expo 2005 in Aichi, Japan. Canadian Heritage will manage a major pavilion for Canada at the event, which runs from the end of March through late September.

The Design Exchange in Toronto will be among the many Canadian arts organizations there. "We plan to present an overview of 15 Canadian design firms and set the stage with a discussion on Canadian design," says



Franklin the turtle helps children in South Korea learn English—and helps Canada's reputation in the region.



▲ More hip than the world realizes: Canada has done well in the region in avant-garde electronic music, which is used as ambient sound in clubs or stores.

Paola Poletto, Director of Research at the prominent agency. "We have been working on building design markets in Japan in the cultural arena for several years... We have a lot to learn from each other."

Canadian artists believe there's much contemporary creativity to project from a country that is more hip than the world realizes.

"We want to rebrand Canada a bit, to show that there's a lot more going on here than just natural resources and the established culture," declares Christine McLean, Director of The Association for Electronic Music in Shefford, Quebec. Young people in Japan are "very receptive" to the avant-garde music used as ambient sound in clubs or stores, says McLean, who is leading a trade mission of music producers and distributors to Expo 2005.

The reverse is also important. FAC and ITCan have brought delegations of buyers from Asia to events like the East Coast Music Awards, resulting in Canadian artists being invited to perform abroad.

Australia is an easy destination for Canadians such as Calgary rocker Kris Demeanor, who successfully tours that country with each new CD he brings out, and for a wide range of Canadian writers. Authors Austin Clarke, Corey Frost, Isabel Huggan and Jane Urquhart took part in the 2004 Brisbane Writers Festival. A musical piece composed by an Australian and inspired by the writing of Canadian Anne Michaels also premiered at the event.



▲ Calgary rocker Kris Demeanor



photo: courtesy of LWP&C

Canadian films are regularly featured at events in Asia Pacific. The Canadian Trade Office in Taipei, Taiwan, is showcasing new and classic Canadian films in March and April in conjunction with SPOT, Taipei's leading alternative film venue. Featured will be the Oscar-winning *Ryan* and Oscar-nominated *Hardwood*, as well as Denys Arcand's *The Barbarian Invasions* and *The Decline of the American Empire*. Two documentaries on the Chinese-Canadian experience, *In the Shadow of Gold Mountain* and *The Magical Life of Long Tack Sam*, will also be screened.

Canadian film and filmmaking are popular in India, from being featured at venues such as the 10th Kolkata Film Festival last year to the use of the Rocky Mountains in Alberta and British Columbia as backdrops for the popular snow and ice scenes in Hindi movies. Young Indo-Canadians are making their mark in the huge Indian film industry centred in Bombay, as profiled in the popular 2002 National Film Board documentary *Bollywood Bound*. The directorial debut of Nisha Pahuja, that film premiered at the Indo-Canadian Film Festival in Delhi, India.

Canada's expertise in animation is increasingly sought after in the

region. For example, Algonquin College in Ottawa has signed an agreement with Animaster, India's largest training and production studio, based in Bangalore, which offers cutting-edge animation technology and a faculty made up of industry leaders from North America and Asia Pacific.

Canadian animators have been invited to South Korea, Taiwan, Vietnam and the Philippines, "and the response we get there is incredible," says Kelly Neall, Managing Director of The Ottawa International Animation Festival. Along with well-established companies such as Nelvana, which has significant working relationships in India and Taiwan, Canadian animators including Asia China Media Ventures, China Film Animation and Cookie Jar Entertainment (of *Caillou* fame) are making significant inroads.

"Having this artistic niche is an invaluable public relations vehicle for our country," Neall adds. 🍁

To learn more about Canadian culture in Asia Pacific, visit the Foreign Affairs Canada Arts and Cultural Industries Web site at www.international.gc.ca/arts.

▲ Leading edge: Projects such as a design for an aerial tramway by Lang Wilson Practice in Architecture Culture in Vancouver are putting Canadian design on stage in Asia.

YOUTH ACTIVISM VITAL TO LANDMINE CAMPAIGN

Canadian youth are giving life to the Ottawa Convention on landmines. By raising awareness, they are playing a part in solving the devastating problem.

The small farming community of Morden in southern Manitoba is far removed from the deadly fields of landmines found in some strife-torn areas of South Asia.

But it's home base for two young Canadians determined to help end the humanitarian crisis of anti-personnel mines. Darryl Toews and Meredith Daun are co-founders of a voluntary organization working hard to promote the 1997 Ottawa Convention that launched the global ban on landmines.

The two are not alone. With support from Foreign Affairs Canada (FAC), the Canadian Red Cross and non-governmental organizations such as Mines Action Canada, Canadian youth are active in this country and overseas in raising public awareness, training volunteers and lobbying politicians about landmines.

"This is a solvable problem," says Toews, 35, a high school social studies teacher in Morden. "We in Manitoba are removed from the situation. But we can play an important part in helping solve the problem with other countries."

Toews and Daun, who met as volunteers five years ago and married in 2002, became interested in the landmines issue as university students. But it was through the Youth Mine Action Ambassador Program, a 10-month internship supported by FAC, the Canadian Red Cross and Mines Action Canada, that they became dedicated activists.

Since its inception seven years ago, the Ambassador Program has selected between 6 and 12 university graduates a year to visit schools, set up conferences and carry out fundraising in their home province.

As Manitoba's Youth Mines Ambassador in 1999-2000, Toews travelled to Bosnia to see the impact of landmines first-hand. Daun succeeded him the following year and visited Cambodia, meeting survivors and deminers to learn about the impact of landmines. "If one person is injured or killed, it affects the whole family," says Daun, 26, now a social worker with the Manitoba government.

Three years ago, the couple set up their local group, the Manitoba Campaign to Ban Landmines, to rally interest. They visit schools and work with Manitoba's current youth ambassador, Bequie Lake.



Humanitarian crisis: A Cambodian landmine survivor is fitted with a new prosthetic limb at the American Red Cross rehabilitation centre in Cambodia.

Youth have been getting involved in the landmine issue in many ways. With assistance from FAC, the Canadian International Development Agency and other sponsors, Mines Action Canada sent three young Canadians to a youth conference last November held in conjunction with the Nairobi Summit on a Mine-Free World.

"We bring youth to international conferences so they can see what happens," says Christa McMillan, a program manager with Mines Action Canada, adding that as part of the experience, youth attend a series of workshops on skills and training. The organization this year is assisting overseas partners in South Asia to hold training sessions to enlist young people and has helped write a resource manual in five languages on youth engagement.

FAC supports an international program designed to build the capacity of young people to work in landmine



Meredith Daun wears a demining suit at a landmine awareness event as Manitoba's ambassador in the Youth Mine Action Ambassador Program (YMAAP) in 2000.

photo: courtesy of YMAAP



▲ The logo of an organization in Cambodia that assists children damaged by landmines.

action. Youth are critical to achieving success in the campaign, observes Andrew Shore, Coordinator of the Mine Action Team for FAC. “Young people are committed to pressing forward with the fight to rid the world of landmines... Nowhere was this more apparent than during the Nairobi Summit, where youth played a large role and had a considerable voice.”

But does the work of young Canadians really make a difference? Just ask Mahboobullah Iltaf, a youth worker with the Afghan Campaign to Ban Land Mines, who came to Canada for Canadian Landmine Awareness Week in February.

“Having Canadian youth on board for this cause means stronger international commitment toward our goal for a mine-free world,” says the 20-year-old Afghani, who has several friends who are landmine survivors. “Youth are the future of any movement that has energy and talent.”

Sierra Noble, 15, an up-and-coming fiddler in Winnipeg who has been involved in the anti-landmine movement since the age of 10, plays at benefit concerts and regularly visits classrooms to take the message to youth. Last year, she was one of three Canadian youth who attended a children’s conference on landmines in Japan.

“It’s up to us to take a stand, gain power in this messed-up world and fix the mistakes,” says Noble. 🍁

For more information on Canada’s Guide to the Global Ban on Landmines, visit www.mines.gc.ca. For the Youth Mine Action Ambassador Program, see www.dangermines.ca. To learn about Mines Action Canada, visit www.minesactioncanada.org.

DASHAN BUILDS BRIDGES TO CHINA

A billion people know his face and voice, although precious few of them in Toronto, where Mark Rowswell lives.

The popularity of this blue-eyed Canadian entertainer in China—he is ubiquitous under the stage name of Dashan, or Big Mountain—is unparalleled. Speaking flawless Mandarin and sometimes employing a colloquial dialect, Rowswell is a top performer of *xiangsheng*, a traditional form of comic dialogue or “cross-talk” in which he trained while studying Chinese literature at Beijing University in 1988.

That’s been just a starting point for Rowswell, 39, who is one of China’s most recognizable foreigners—the first ever to win an Outstanding Youth of Beijing award. Videos and CD-ROMs of *Dashan’s Adventures* and *Communicate in Chinese* are sold across the country alongside “Uncle Dashan” children’s books. He entertains at high-end government functions and serves as host for corporate events. The best-known Canadian in China since Dr. Norman Bethune, Rowswell has achieved near-cult status and acts as a cultural bridge of unique value.

Being “Dashan from Canada” has not only benefited Rowswell personally, but also helped further his country’s reputation in China.

“Canada’s relationship with China is perceived as non-problematic,” he remarks in an interview while on tour in China. “This has been conducive to my development as a performer and public figure.”

He says that being Canadian “has meant that there have been few political roadblocks to my work as a



photo: courtesy of Dashan Inc.

Canadian Mark Rowswell as Dashan

performer in China,” adding, “The reputation of Canadians in general as a tolerant, friendly and modest people has also been conducive to my acceptance by the Chinese people.”

He jokingly cites a Western journalist in Beijing who wrote that, “of all foreign nationalities, Canadians have the best reputation in China, mainly because of the asinine performances of Dashan.”

However, Rowswell knows that Canada’s standing in China is based on more substantive matters. “We have a history of friendly contributions to China’s development,” he notes, “from Dr. Norman Bethune, to wheat sales against the wishes of the U.S. at the height of the Cold War, to being one of the first Western nations to recognize the People’s Republic.”

And, of course, to Uncle Dashan’s adventures. 🍁

See more of one of the most recognized personalities on the planet at www.dashan.com.

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Heartbreak and hope

The tsunami brought both tragedy and a tide of goodwill unlike anything many people have ever known. Canadians have pitched in at home and in the region to provide food aid, clean water, shelter, medical treatment, technical expertise and long-term reconstruction to the stricken countries. We take a final look at some images of the heartbreak and hope after the waves.

