

CAI
FA967
C11
Dec
1990
DOCS

Canada asean

VOL. 10 NO. 4

DECEMBER 1990

LIBRARY E A / BIBLIOTHÈQUE A E



MAY 18 1991
MAY

RETURN TO DEPARTMENTAL LIBRARY

RETOURNER A LA BIBLIOTHÈQUE DU MINISTÈRE

SPECIAL MINISTERIAL MEETING IN ALBERTA RE-AFFIRMS CANADA-ASEAN TIES

Meetings in Jasper highlight week of Canada-ASEAN activities

The Foreign Ministers of ASEAN, and Canada's Secretary of State for External Affairs, the Right Honourable Joe Clark, met in Calgary and Jasper on October 4-7, 1990. Mr Clark invited the Foreign Ministers to Alberta for a weekend of informal discussions with himself and other Canadian Ministers. Talks focused on a wide variety of complex regional and international issues, including the Multilateral Trade Negotiations, the environment, closer economic links between Canada and ASEAN, and Mr Clark's ideas on a Pacific security dialogue.

Ministers were unanimous in their view that the weekend was extreme-

ly successful. The discussions in the spectacular surroundings of Jasper encouraged a candid and friendly exchange of views. A sense of adventure was introduced to the special Ministerial meetings on the afternoon of Friday, October 6, when an early Arctic front released over 10 centimeters of snow on the eastern slopes of the Canadian Rockies. This necessitated travel from Calgary to Jasper over the Banff-Jasper Icefield Parkway, rather than by chartered aircraft as originally planned.

The meetings in Jasper concluded a week-long program which focused the attention of Canadians on the growing ties between Canada and

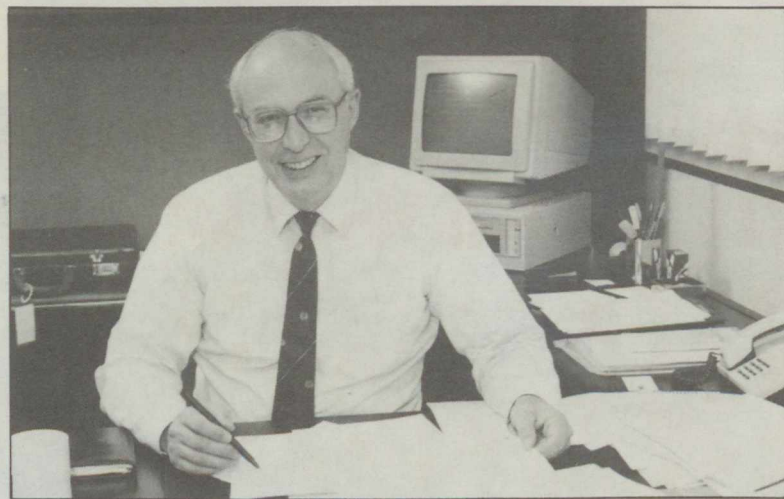
ASEAN. The program began with the Canada-ASEAN Academic Roundtable at the University of Calgary on October 3-4. The roundtable brought together distinguished scholars from ASEAN and Canada. The academics examined several topics, including the evolving state of economic cooperation between Canada and ASEAN, and the international security environment. The keynote address, delivered by Dr Noordin Sopiee, Director-General of the Institute of Strategic and International Studies in Kuala Lumpur, Malaysia, was extremely well received by all

(cont. on page 8)

From left: Mr Clark, HE Dato' Musa Hitam and Datin Zulaikha Bibi Sheardin; HE Raul Manglapus and Mrs Manglapus; and HE Wong Ken Seng



New Executive Director for Canada-ASEAN Center



*Ian Robertson, new
Executive Director of
the Canada-ASEAN
Centre*

The Canada-ASEAN Center in Singapore extends a warm welcome to its new executive director, Ian Robertson. He brings to his new position a wealth of experience from both the private and government sectors.

Mr Robertson has managed Canadian development and trade programs in Asia, served on the Board of the Asian Development Bank in Manila, and represented Canada at numerous international conferences. He was a corporate finance officer for one of Canada's largest investment dealers.

His experience in international marketing has involved line market-

ing of engineering services, and eight years as co-founder and principal of one of western Canada's leading international marketing and trade promotion firms. He also served the government of Canada's Pacific province, British Columbia, as Vice-President, Marketing of the newly-formed B.C. Trade Development Corporation.

At the Canada-ASEAN Center, Mr Robertson will be administering four programs currently underway:

- a decentralized Development Cooperation Program (CIDA)
- a Human Resource Development and Institutional Cooperation Program

- a regional Business Cooperation Support Program
- a regional Public Affairs Program.

"The Center is truly a regional center," commented Mr Robertson.

"Although the headquarters is in Singapore, Center staff will travel frequently and local resources will be located and utilized throughout the region. The Center will be fully responsive to the ideas and guidance of the Canadian posts in ASEAN."

Mr Robertson is currently visiting each post to meet with both Canadian and ASEAN officials to discuss ideas and obtain feedback on programs already in place.

DEVELOPMENT

CIDA INC Assistance for Mekong Committee

CIDA INC will provide \$450,000 for a flood level optimization study for the proposed Pa Mong dam on the Mekong River between Thailand and Laos. The study will be conducted by Acres International Ltd of Niagara Falls, Ontario. This marks the first time since 1975 that Canada has provided funding to the Mekong Committee, the UN-sponsored body responsible for coordinating development in the lower Mekong basin.

Picture shows the Executive Agent of the Interim Mekong Committee, Chuck Lankester, (middle), and Martin ter Woort of Acres (second from right) signing the agreement for Acres to carry out the study. Looking on are Canadian Ambassador to Thailand Lawrence Smith (far right), Somphong Mongkhonvilay, Assistant Executive Agent for Laos (second from left) and Prapath Premmani, Secretary General of Thailand's National Energy Administration (far left).



CANADIAN AMBASSADOR VISITS ACEH



In early October, the Canadian Ambassador to Indonesia, Ingrid Hall, paid an official visit to the Special Territory of Aceh, at the northern end of Sumatra. Her objectives were to meet provincial officials and Canadians in and around Banda Aceh, the capital city, and to review the progress of development assistance projects that Canada is supporting.

Ambassador Hall's three-day visit was filled with a variety of colourful and interesting events, from cultural performances, focussing on the dances native to this province, to a visit to the cement factory that is playing a central role in the development of both Aceh and the Medan and Batam areas of Indonesia.

She also visited a local silk-weaving cooperative where ancient and intricate Acehese patterns are being woven into silk products. Silk production and weaving is not common in Indonesia notwithstanding the success of this industry in neighboring ASEAN countries. Aceh is one area where there are the beginnings of a revival in Indonesian silk production. At the cooperative, pattern designs are maintained in computer data bases.

Through the Canadian International Development Agency (CIDA) Canada is providing support to the IAIN University. During a visit to the university, the Ambassador had an opportunity to meet with the faculty and students. The trip ended with a tour of the highway between Banda Aceh and Meulaboh where the CIDA-funded section is approaching completion.

Ambassador Hall plans to make a second trip to this fascinating province in order to visit the oil and gas facilities in Lhokseumawe and the Canadians residing there, and to officially open the Canadian section of the highway to Meulaboh.



1. (Left to right) Indarsiani Francisca, Ambassador Hall and Counsellor David Keithlin at the dock facilities of PT Semen Andalas cement factory in Aceh where cement is shipped to Thailand, Medan and Colombo
2. Ambassador Hall trying her hand at spinning silk

WOMEN'S DAY 1990 IN MALAYSIA

Over 30% of funds disbursed through the Canada Fund in Malaysia are to projects which have a direct benefit to women. This is in keeping with Canada's development policy to emphasise women in development. The type of projects have been varied to meet a cross-section of requirements. One deserving particular mention is the recent Women's Day 1990 celebration organized by the National Council of Women's Organizations (NCWO).

The first Women's Day was held on August 25, 1962, bringing Malaysian women from all walks of life. For the first time in the history of Malaysia, women's sections from political parties, welfare, religious and professional organizations together with trade unions and housewives spoke together, with one voice and as one united body, to the government and the nation about issues of vital importance. There was a need for the newly-independent nation to recognize women as equal partners since they comprised 50% of the population and worked alongside men in the rice fields, tin mines, rubber estates, on road and railway construction sites as well as in the construction industry.

The unity achieved through the first Women's Day culminated in the formation of the NCWO exactly one year later. It was a singular achievement as women in Malaysia recognized the need for a council to serve all women NGOs.



HRH The Sultanah of Kedah and other dignitaries, including the Prime Minister's wife Dato' Seri Dr Siti Hasmah (third from left) and the Acting High Commissioner to Malaysia, Michael Conway (second from right) at the opening of the Women's Day celebrations

The 1990 national celebrations of Women's Day paid tribute to women artists and writers by holding an exhibition of their work. Publication of the exhibition catalogue, entitled "Women and Creativity", was made possible through funds from the Canada Fund. The highlight of this year's celebrations was the week-long exhibition to display the works of established women artists and writers. It was officially opened by HRH the Sultanah of Kedah, Tuanku Hajah Bahiyah binti Almarhum Tuanku Abdul Rahman, an artist in her own right. Notable dignitaries present included the Prime Minister's wife Dato' Seri Dr Siti Hasmah, as well as members of the diplomatic corps.

In her opening address, Her Royal Highness called on women to prepare themselves for the challenges

brought about by the technological advancements and scientific progress of the 21st century. But she reminded women not to forget their crucial role as mothers and wives, as future generations depend on them. She praised NCWO for the effort taken to produce the Memorandum on the National Policy on Women. (Development of this National Policy was assisted by the Canada Fund. In 1989, the NCWO received financial support for a series of national-level workshops to collect data and formulate the framework for the National Policy.)

Over 1,200 people witnessed the exhibit which was a success in highlighting women's significant contribution to the progress of the arts in Malaysia.

GENDER ANALYSIS TRAINING IN SINGAPORE



Gender analysis training seminar

From August 29 to 31, 1990, the Asian Institute of Management conducted a Gender Analysis Training Session in Singapore for participants drawn from each ASEAN country who had worked on related CIDA projects in the region. This represented the last regionally sponsored training delivered by the Asian Institute of Management to address the role of women in development projects. Seventeen participants gathered for three days of training and received awards from Mr Dick Gold, Deputy Executive Director of the Canada-ASEAN center. This training has been part of a regionally sponsored CIDA project to address women's issues in the ASEAN region.

MULTIPURPOSE TRAINING CENTER FOR RURAL WOMEN

■ For the first time, the Canada Fund has supported a project to purchase a building that will serve as a rural center. This center, the Wanita MCA Multipurpose Training Center (MTC) in Temerluh, Malaysia, was officially opened on November 2, 1990.

The opening marked the culmination of a year's effort by the Wanita MCA, the women's wing of the Malaysia Chinese Association, a key component of the coalition government in Malaysia.

The MTC was established in Kuala Lumpur in 1977 as a non-governmental organization to encourage the participation of women in business and small-scale cottage industries. Its objective is to improve the economic status of women, particularly in the rural and urban poor areas, with training in vocational and management skills.

However, in an effort to extend the concept and benefit more immediately to its members at the grass-roots level, the MTC proposed the Canada Fund-supported project in 1989 to establish a rural center for women in the New Village community of Temerluh.

For the 45 women of the community in Temerluh, who are mostly housewives and with only a few years of primary education, the Center marks the beginning of their road to self-improvement and small-scale business ventures. The Canada Fund contribution of M\$76,180 also covers funds to purchase six sewing machines and raw materials, and to conduct courses in handicraft training. Already, the women have been trained in patchwork and sewing of garments. These new entrepreneurs have also participated in local bazaars and exhibitions and sold their products in supermarkets, generating sales which are very encouraging.

In addition to the handicraft and sewing activities, the Center will also serve as a focal point for counselling services, educational training, health education and medical care that will benefit the rural women and their families.

It is envisaged that the Center in Temerluh will be a model for other training centers in other new villages in Malaysia. The women of Temerluh are also confident that the Center will be the beginning of many more changes in their lives.



Mr Michael Conway, Counsellor (Development), Canadian High Commission, and Mrs Conway seated with Senator Law Jack Yoon, Project Director of the Center, and the women of the Multipurpose Training Center for Women in Temerluh

WID COORDINATOR'S MEETING IN SINGAPORE

■ There was a (Women in Development WID) Coordinator's meeting in Singapore from November 29 to December 3, 1990. This meeting was the second opportunity for the coordinators to share common experiences and learn new approaches to integrating women's issues into CIDA programming at posts.

WOMEN FOR WOMEN FOUNDATION SEMINAR

■ The Canada-ASEAN Center's Women's Initiative Fund (WIF) recently funded a regional meeting of the Women for Women Foundation in Singapore on September 14, 1990. This was a pre-planning meeting for a larger seminar to be held in Kuala Lumpur to address "Key Issues Facing Women Managers in the ASEAN in the 1990s", which will be partially funded by CIDA's Management for Change Program.

WOMEN'S MANAGEMENT TRAINING AT AIM

■ In July 1990, the Canada-ASEAN Center selected three Singaporean candidates to attend Women's Management Training at the Asian Institute of Management in Manila. Unfortunately, the first training session was hampered by the earthquake in the Philippines.

In September, three women from private enterprise travelled to AIM to learn improved career strategies. Representing Singapore were Ms Daisy Quek of Travelmart, Ms Tay Lai Tim of Toyota Rental Singapore Ltd, and Ms Sally Sng Meng Choo of Wang Computers Ltd. They were joined by three trainees from each of the other ASEAN countries to share experiences in business and form valuable networking contacts. The Canada-ASEAN Center wishes the trainees all success in their respective future careers.

CANADA LEADS THE WAY IN EARTHQUAKE RELIEF IN LUZON

Canada joined the world in extending assistance to the Philippines in the aftermath of a devastating earthquake in northern Luzon on July 16, 1990.

The Canadian International Development Agency (CIDA) was the primary source of well over \$500,000 in Canadian assistance. The first disbursement of \$100,000 went to the Philippine National Red Cross (PNRC) through the Canadian Red Cross and the League of the Red Cross and the Red Crescent Societies, providing medicine and shelter for the earthquake victims. This amount was immediately doubled as the Province of Ontario, through requests from the Filipino-Canadian community in Toronto, approved a similar grant of \$100,000 for earthquake relief efforts, also through Red Cross channels.

Further CIDA grants amounting to just under \$250,000 were announced by the Canadian Ambassador, Andre S. Simard, to support the relief operations of a wide range of Philippine NGOs. \$200,000 of this assistance was channelled through the Canadian Physicians for Aid and Relief Agency (CPAR) in Toronto to PHILDHRRRA (Philippine Partnership for the Development of Human Resources in Rural Areas) and to the Inter-Agency Network for Disaster Response, a grouping of Philippine NGOs coordinated by the Philippine Business for Social Progress (PBSP). The remaining portion was provided to Emmanuel International for its relief efforts. In addition, the Canadian Embassy provided approximately \$3,500 in medical supplies and food directly during its consular missions following the earthquake.

Joining in this official effort, Canadian NGOs raised over \$70,000 as their own contribution to support the relief efforts of their Philippine partners.



1



2

1. Deputy Director for Planning in the CIDA Section of the Canadian Embassy, Mr Norman Macdonnell, hands over a cheque for earthquake relief to Mr Alvin Valerio, Program Officer of the PHILDHRRRA through CPAR. Looking on are Arnel Gallinero, Project Officer of the PDAP and Peachy Cuenca-Forbes, Canada Fund Coordinator
2. Canadian Ambassador Andre S. Simard (seated, left) signs a P5 million Memorandum of Agreement for an Integrated Credit Facility for the Rehabilitation of Earthquake Victims with Mr Manuel P. Manahan (seated, right), Chairman of the Board, College Assurance Plan Inc., under the Embassy's Canada Fund for Local Initiatives Program. Standing from left: Georges Leclerc, CIDA Deputy Director for Operations; Peachy Cuenca-Forbes, Canada Fund Coordinator; Mary Ann Luz-Puno, CAP Liaison Officer; Rey Dizon, CAP Board Member; Norman Macdonnell, CIDA Deputy Director for Planning; and Sarada Leclerc, Women in Development Coordinator, CIDA

Canada Fund Assists



From left: Eric Yendall, Ambassador Smith, Mr Thongbai and Ms Mayuree Phakdurong of the Foundation

Improving the Quality of Life at Pulau Bidong



Mr Melvyn MacDonald, Acting High Commissioner to Malaysia, (second from left) and Mr Dennis Scown, Counsellor (Immigration), (far left) during their visit to Pulau Bidong

The Acting High Commissioner to Malaysia, Melvyn MacDonald, and Dennis Scown, Counsellor (Immigration), visited the Pulau Bidong Refugee Camp on September 26, 1990, to inspect 18 projects funded by a \$30,750 Canada Fund donation.

Pulau Bidong, located off the north-east coast of Peninsula Malaysia, currently has a population of over 12,000 Vietnamese and Khmer asylum-seekers who arrived in Malaysia subsequent to the cut-off date of March 14, 1989. Therefore, they are subject to individual refugee determination procedures in accordance with the Comprehensive Plan of Action adopted by all concerned countries in Geneva on June 14, 1989.

Given the pace and backlog of interviews, it is likely that many of these people are facing prolonged stays in the camp. Life on Pulau Bidong is characterized by over-

crowded, unsatisfactory living conditions, uncertainty about the future, and a lack of meaningful activity in which people can become involved.

The debilitating aspects of refugee camp life are well-established. While little can be done to relieve the overcrowded conditions or to create a greater sense of certainty about the future, the lack of meaningful activity is an area where much has been done to minimize the damaging aspects of refugee camp life on Pulau Bidong. The Vietnamese Community and the United Nations High Commissioner for Refugees (UNHCR) through its implementing partner, the Malaysian Red Crescent Society, have organized a broad array of activities in the refugee camp. These range from the educational to the spiritual to the recreational.

Despite these efforts, much potential had not been realized because

of a lack of funding for the purchase of basic equipment and materials. The Canadian funding enabled the existing programs on Pulau Bidong to increase both the quality of the programs and the number of persons able to participate in them. The 18 projects funded by Canada affected the entire population of Pulau Bidong. In several instances, the funds provided enabled the UNHCR to create badly needed programs where before none existed. In the words of the UNHCR, "The result will be an immensely important contribution toward improving the wellbeing of the people in Pulau Bidong Camp."

Three of the programs were designed specifically for women. These are the Women's Zone Activity Program, the Women's Center Cultural Group and the Women's Center Income Generating Project. The 15 additional programs within the project involve women and men together (or girls and boys). Consequently, our funding stands to make significant contributions towards improving the quality of life for women living in Bidong Camp. In particular, the project helps single women and single women with children.

The Canada Fund contributions, together with our generous levels of resettlement, demonstrate Canada's commitment to upholding its humanitarian tradition with respect to the displaced and the persecuted, one of the fundamental objectives of Canada's immigration policy. The UNHCR, the Malaysian Red Crescent Society and the Malaysian Government have applauded Canada for its humanitarian approach to the problem of Indochinese refugees.

Thongbai Thongpao Foundation

In Thailand, Mr Thongbai Thongpao is called "lawyer of the poor" and "Mr Human Rights" because of his tireless efforts to provide legal services for those who can least afford it. His accomplishments are widely acclaimed in his own country as well as elsewhere in Asia. He is the recipient of a number of honours including Asia's version of the Nobel Prize, the Magsaysay Award, (1984), Thailand's Lawyer of the Year award (1979), and an Honorary Doctorate from H.M. The King of Thailand (1986).

Born to a poor family in the north-eastern province of Mahasarakham, Mr Thongbai witnessed exploitation and injustice. Later, in the late 1950s, as an accredited lawyer, he was charged with wrongdoing against national security and was jailed for eight years. While in detention he vowed to uphold the human rights of all Thais.

Today, Mr Thongbai and eight associates provide legal services to a clientele which includes women in distress, exploited labourers and minority groups. Additionally, he is a regular contributor to a leading Thai language newspaper on legal matters.

The newly-established Thongbai Thongpao Foundation is moving into modest premises in Bangkok's Lardprao area. The Canada Fund provided 400,000 baht (\$20,000) for renovation and furnishings. In presenting the cheque to Mr Thongbai, Ambassador L.A.H. Smith expressed pleasure in providing assistance to an outstanding team of lawyers dedicated to helping those without recourse. In accepting the cheque, Mr Thongbai thanked Ambassador Smith, Mr Eric Yendall, Development Program Director, and all Canadians for their generous support.

SPECIAL MINISTERIAL MEETING IN ALBERTA RE-AFFIRMS CANADA-ASEAN TIES

(cont. from page 1)



ASEAN and Canadian Ministers exchange views in informal meeting at Jasper Lodge.

Dr Noordin Sopiee, Director-General of the Institute of Strategic & International Studies (Malaysia) gave the keynote address at the Canada-ASEAN Academic Roundtable.



Mr Joe Clark and HRH Prince Mohamed Bolkiah in a light moment during the informal sessions at Jasper

From left: Mrs Boonsri Pinkayan and HE Subin Pinkayan, Foreign Minister of Thailand; Mrs Junisa Alatas and HE Ali Alatas, Foreign Minister of Indonesia; and HRH Princess Zariah and HRH Prince Mohamed Bolkiah of Brunei Darussalam





Mr Clark and Mme Landry fielding questions at the press conference



Mme Monique Landry, Minister of External Relations and International Development, and HRH Prince Mohamed Bolkiah shake hands after signing the Canada-ASEAN Regional Training Agreement

participants. Dr Noordin provided an overview of Canada-ASEAN relations, focusing on the prospects — and limitations — for the future.

Another important component of the program was the Business Seminar held in Calgary on October 4 under the theme "Foreign Links with ASEAN: Opportunities for Canadian Business". The seminar was organized by the ASEAN-Canada Business Council (ACBC) of the Canadian Chamber of Commerce, and included two senior business representatives from each ASEAN country, as well as Albertan business leaders and senior trade commissioners from Canadian diplomatic missions in the region. The discussions were chaired by Mr Don Olafson, President of Novacorp International Consulting, who is also Canadian co-chairman of the ACBC.

The agenda for the seminar included a plenary meeting on strategies for accessing ASEAN markets, followed by separate sessions on market opportunities in ASEAN oil and gas, agribusiness, and telecommunications sectors.

The business program also allowed time for individual appointments between Alberta business people and the Canadian trade commissioners. ASEAN business representatives met throughout the week with Canadian companies as part of the program arranged by the International Trade Centres of the Canadian Department of Industry, Science and Technology.

The Secretary of State for External Affairs personally greeted the ASEAN Ministers and their spouses on their arrival in Calgary on the afternoon of October 4. Mr Clark hosted

a reception that evening for ASEAN and Canadian Ministers, local business representatives, and the participants from the Academic and Business seminars.

On October 5, Mr Clark met in Calgary with a group of media fellows from the Asia Pacific Foundations of Canada for an informal question and answer session. This was followed by the signing of the Canada-ASEAN Regional Training Agreement by the Honourable Monique Landry, Minister for External Relations and International Development, and His Royal Highness, Prince Mohamed Bolkiah, Foreign Minister of Brunei Darrussalam, on behalf of ASEAN. A press conference was then held with the Secretary of State for External Affairs and Madame Landry to explain the nature and objectives of the Calgary/Jasper meetings, to announce the appointees to the Advisory Council of the Canada-ASEAN Centre in Singapore, and to outline new CIDA regional projects for ASEAN, worth about thirty million dollars. A luncheon at the University of Calgary concluded the Calgary program, before Canadian and ASEAN Ministers left for Jasper.

The participants from ASEAN were Prince Mohamed Bolkiah of Brunei, His Excellency Ali Alatas, Foreign Minister of Indonesia, His Excellency Raul Manglapus, Foreign Secretary of the Philippines, His Excellency Wong Kan Seng, Foreign Minister of Singapore, His Excellency Dr Subin Pinkayan, Foreign Minister of Thailand, and Dato' Musa Hitam, Special Envoy of Malaysia to the United Nations. Four Canadian Ministers joined Mr Clark at the meetings: the Honourable John Crosbie, Minister for International Trade, the Honourable Benoit Bouchard, Minister of Industry, Science, and Technology, the Honourable Monique Landry, and the Honourable Mary Collins, Associate Minister of Defence and Minister responsible for the status of women.

The Secretary of state for External Affairs



Canadian Telecommunications Technology at Phildecom 90

Since the invention of the telephone in Canada in 1874, Canada has been a world leader in the development of telecommunications. The first transatlantic radio message originated from Canada, which was also the first country in the world to have its own geostationary satellite for domestic telecommunications switching, and the first to instal a fibre-optic rural telephone network.

It was thus appropriate that Canada was the leading participant at PHILTELECOM 90, which was held from September 11 to 15, 1990. Thirteen Canadian firms joined the Canadian pavilion to promote their capabilities, technology and equipment, the largest national contingent at this important show.

The show could not have come at a better time for Canadian firms entering the Philippine market. The Philippine Government has embarked on an ambitious rural telecoms development program and Canadian firms, with the support of a concessional \$42.7 million CIDA/EDC line-of-credit, are well placed to win major contracts. At the same time, many private sector carriers are upgrading their facilities and offering further opportunities. There is also a rapidly expanding market for data-communications equipment, based on the growth of computerization across Philippine industry.

Companies represented in the Canadian Pavilion at PHILTELECOM 90 were: Dataradio Inc., Eastern Independent, G. M. Gest Inc., Gandalf Data Ltd, Glenayre Electronics Ltd, Harris Farinon Canada, Microtronix Datacom Ltd, Mitel Public Switching, Navtel Incorporated, Newbridge Networks Corp., Novatel Communications, S R Telecom Inc., and TX/Communications Canada.



Canadian Ambassador Andre S. Simard assists National Telecommunications Commissioner Josefina Lichauco in opening PHILTELECOM 90

CANADA-MALAYSIA JOINT-VENTURE SELLS "CASS" TO HONG KONG

Computasia Ltd of Hong Kong, a wholly-owned subsidiary of Hong Kong Telecom, became the first company to purchase the Customer Automated Services System (CASS), a comprehensive information software package jointly developed by Bell Canada International (BCI) and Telekom Malaysia. The agreement, signed on December 12, 1990, is valued at approximately \$9.1 million and is believed to be Malaysia's largest software sale to a foreign country.

The CASS will be used to develop a fully-integrated computerised system for Computasia, as it covers every aspect of service ordering, from the initial request for subscriber service to the final invoicing and collection of accounts. The objective is to improve the efficiency of Hong Kong Telecom which has 2.5 million subscribers.

The sale of CASS to Computasia is a major marketing success for both BCI and Telekom Malaysia and will lend significant credibility to the system. The project team, comprising over 40 systems personnel from Telekom Malaysia, BCI and Computasia, will be based in Malaysia and use Telekom Malaysia's computer facilities to develop the adopted system which has been named "The Dragon". Work is expected to be completed within 16 months.

The agreement was signed by Dr Syed Hussein Mohamed, Executive Director, on behalf of Telekom Malaysia, while BCI was represented by its Chairman, President and Chief Executive Officer, Mr Brian Tickle, and Computasia by its Managing Director, Mr Tom Sheppard.

SPECTROCAN ENGINEERING WINS MALAYSIAN CONTRACTS

On October 10, 1990, International Trade Minister John C. Crosbie announced that the Canadian Commercial Corporation (CCC) had awarded Spectrocan Engineering Inc. of Ottawa, Ontario, contracts valued in excess of \$13 million.

The contracts call for the supply of an Automated Frequency Management System (AFMS) to the Department of Telecommunications (Jabatan Telekom Malaysia) of the Ministry of Energy, Telecommunications and Posts of Malaysia, for the management of their radio environment. The system is based on technology developed by Canada's Department of Communications.

The work involves the supply of computer hardware and AFMS software, mobile monitoring facilities, along with training in Canada and Malaysia. It is also designed to assist Malaysia in the formulation of spectrum management.

The AFMS to be supplied by Spectrocan will upgrade Malaysia's current radio spectrum management system to meet the country's growing telecommunications needs, particularly in highly congested urban areas.

Spectrocan, a subsidiary of Monenco, was established for the purpose of marketing Canada's spectrum management technology.

The Canadian Commercial Corporation is a federal Crown Corporation which contracts on behalf of Canadian suppliers with foreign governments and international agencies. During fiscal year 1989-90, Canadian firms sold goods and services worth \$739 million through CCC.

TRADE



Philippine Defense Chief Addresses the Canadian Chamber of Commerce

Defense Secretary Fidel Romas shares a laugh with Canadian Ambassador Andre S. Simard and businessman John Allan at the Canadian Chamber of Commerce October luncheon. The Philippine Defense Chief was the guest of honour and he spoke on the political and security situation in the Philippines.



Philippine Central Bank Governor At The Commercial Attaches Lunch

Central Bank Governor Jose Cuisia provided an interesting report on the Philippine economy when he spoke at the Commercial Attaches' lunch hosted by the Canadian Embassy on October 17. In the photo, he receives from Canadian Ambassador Andre S. Simard a Canadian baseball cap and other souvenirs to mark the occasion.

EDUCATION

SINGAPORE STUDENTS IN CANADA

It's a Wednesday afternoon at the Canadian High Commission in Singapore and a group of students is listening to a student counsellor describe schools and programs of study available in Canada.

They've come to learn what Canada has to offer. Some are completing their "A" levels. Others have finished national service. Still others are interested in pursuing graduate studies.

Most who attend the counselling sessions haven't yet made up their minds. Perhaps they've heard from friends studying in Vancouver, Calgary or Toronto, so they want more information. Or they're checking out what Canada offers in comparison to the USA, Australia or the UK. One

thing is certain — Singaporeans take their education seriously.

The student counsellor at the Canadian High Commission is Mrs Mary Anne Lee. She works on a part-time basis, giving the introductory counselling sessions twice a month and seeing students on an individual basis by appointment. She is familiar with both the Singaporean and Canadian school systems. A Canadian graduate with two teenage daughters, Mrs Lee understands education from both a student's and a parent's perspective.

Students who are considering pursuing their education in Canada are encouraged to attend a counselling session for an overview of the Canadian education system. Those

students who wish to attend university in Canada should make use of the High Commission's library which holds calendars from each of the different schools, describing in detail the institution and courses of study offered. For more personalized attention, students can make an appointment to see Mrs Lee.

At present, there are over 1,500 Singaporean students in Canada. With over 87 universities and colleges in Canada offering a thousand different courses of study, there is indeed something for everyone.

So if you're interested in studying in Canada, contact the Canadian Embassy or High Commission in your country for more details.

GOING GLOBAL — Business and Education in Partnership

One of the most important factors that will determine the success of Singapore's efforts to "Go Global" is the development and education of skilled international managers capable of operating complex businesses in a wide range of markets. To this end, the "Going Global — Business and Education in Partnership" conference was held at the Singapore Polytechnic on October 27, 1990. Its purpose was to highlight opportunities and constraints experienced in enhancing management expertise for the development of international business in Singapore.

The conference, co-sponsored by the Canadian High Commission and Singapore Polytechnic, brought together eminent speakers from the industry, business and education sectors. Mr Bernard Gagosz, High Commissioner for Canada, and Mr Khoo Kay-Chai, Principal of Singapore Polytechnic, were the keynote speakers. On the Canadian side, speakers included Ms Terry Gillies, Executive Director of the Canadian Business Association of Singapore; Mr Dick Gold, Deputy Executive Director of the Canada-ASEAN Center; and Dr Randy Spence, Senior Program Officer at the International Development Research Center.

From Singapore, speeches were presented by Mr Wong Kok Siew, President of Singapore Technologies; Mr George Abraham, Secretary-General of the ASEAN Chamber of Commerce and Industry; Mr Soh Eng Sim, Head of the Department of Business Administration at Singapore Polytechnic; Mr Graham Hayward, Executive Director of the Singapore International Chamber of Commerce; Mr Garry Ng, Honorary Secretary of the Association of Small and Medium Sized Enterprises; and Ms Gudrun Bjorno, Executive Director of the Export Institute of Singapore.

Conference chairmen Doug Taylor of Singapore Polytechnic and Kris Panday of the Canadian High Commission estimated that there were over 450 people in attendance. These included professionals from the business community and lecturers and students from the Polytechnic.

The conference provided an excellent opportunity for the Canadian High Commission and the Canadian community to work in close cooperation with a local tertiary institution in an effort that hopefully will be the precursor to many more joint ventures of this nature.



THE ARTS

Ballet British Columbia Takes Manila and Jakarta by Storm

Ballet British Columbia arrived in Manila when the city was literally under water. A flash typhoon had struck and life seemed to have stopped with traffic snarls and floods across the city. It was thus a daunting welcome for the four-year-old ballet group on its first international tour, which also took it to Thailand, Indonesia, Taiwan and Japan after the Philippines.

Yet the group's first appearances on Manila's ballet stage will be long remembered for the full houses at the Cultural Center of the Philippines on September 3 and 4, 1990, and the superb performances described by critics as innovative, captivating, intense and lyrical. Ballet B. C.'s outstanding and refreshing presentations featured William Forsythe's provocative *Lovesongs-Old Records-Side One*, Jiri Kylian's poetic *Return to the Strange Land*; and John Alroy's mesmerizing *Go Slow Walter*.

Ballet B. C.'s three performances in Jakarta from September 17 to 19, were equally memorable. They were by far the most outstanding performances in the first Jakarta International Performing Arts Festival, as they danced to packed houses in the 450-seat Jakarta Playhouse. Organized by Ms Farida Feisol of Gedung Kesenian Jakarta, the Festival was held from June through September with participants from 15 countries.

The Indonesian critics were equally fulsome in their praise as they marvelled at the group's superb control of ballet techniques as well as the unusual program. As one reviewer noted: "[T]he Ballet British Columbia presented a whole new concept of ballet which came as an exotic dish."

In both Manila and Jakarta, the warm response from the packed houses was a tribute to the artistic excellence of Ballet British Columbia.

1. Ballet British Columbia's performances in Manila were a once-in-a-lifetime treat for the street children of Manila, who attended courtesy of the Canadian Embassy. The children came from a project run by Alain Pronovost, a Canadian social worker
2. The lyrical *Return to the Strange Land*



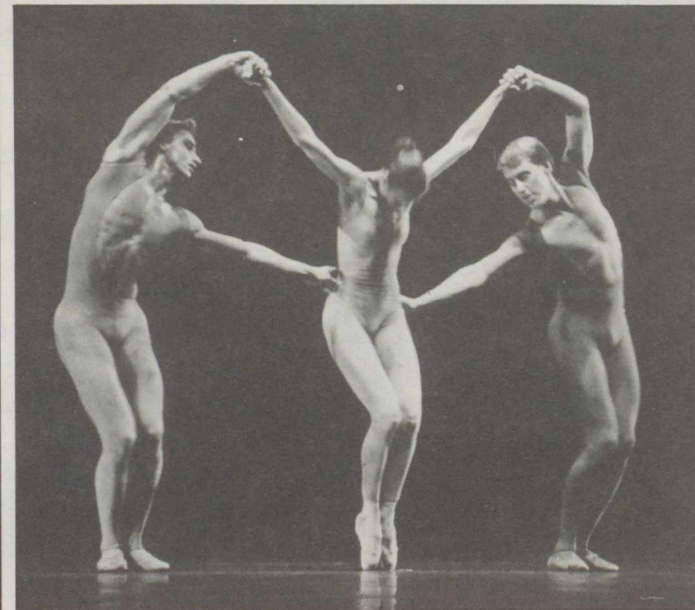
From left to right: Laura, Ms Berton's daughter; Penny Berton, Veronica Tennant; Leila Djafaar, of the Canadian Embassy; Jessica, Ms Tennant's daughter; and John Wright

CANADA'S NATIONAL TREASURE VISITS BALI

Veronica Tennant, a former principal ballerina of the National Ballet of Canada, visited Bali from August 17 to 23, 1990. Ms Tennant, who has been acclaimed as Canada's "National Treasure", is now a writer, creative consultant and host of a new series on CBC television called *Sunday Arts Entertainment*.

On her first trip to Bali, Ms Tennant decided to direct two films for CBC television: one on the life of a young and energetic Balinese mask-maker and mask-dancer, Ida Bagus Anom, the other on Penny Berton, daughter of the famous Canadian writer Pierre Berton, who is a jewellery designer and has been living in Ubud for more than 14 years now.

Accompanied by her husband Dr John Wright and her 12-year-old daughter, Jessica Robin, Ms Tennant also had time to see various exquisite dance performances, to experience the richness of Balinese culture and to attend a cremation ceremony of the teacher of most Balinese priests — an impressive and rare opportunity. Such people-to-people programs will benefit not only the Canadian public but also the Indonesian public as each is learning about the other's culture.



PROMOTIONS

CANADIAN FOODS TAKE THE SPOTLIGHT IN...

MALAYSIA

The Canadian Food Fair, "A Taste of Canada", was held in Malaysia from September 28 to October 11, 1990, at major retail outlets of Cold Storage and at the Regent Hotel. The Fair was a truly cooperative Canadian-Malaysian venture and was jointly organized by the Canadian High Commission, Taste of Canada Co. Ltd of British Columbia, Canadian Airlines International, the Bank of Nova Scotia, the Regent Hotel and Cold Storage (M) Sdn Bhd.

As a special feature of the Food Fair, Gold Medal Chef Marcel Kretz was a guest chef at the Regent Hotel and James Whetung of Black Duck Wild Rice prepared wild rice in cooking demonstrations at the various shopping centres.

Canada is a major producer of foods to the world market and exported \$16.05 million worth of food and agricultural products to Malaysia in 1989, which was up 13% from 1988. Canadian exports are expected to increase even more substantially in 1991. The latest food products introduced by Canada to the Malaysian market are air-flown lobsters, fresh fruit, fish and halal beef.

In conjunction with the Food Fair, Canadian native art was on display in Kuala Lumpur and received laudatory reviews from Malaysians and Canadians alike. On October 8 to 18, 1990, the Canadian High Commission proudly displayed the "People of the Cedar" exhibit at Bangsar Shopping Center. The People of the Cedar are the native people of the Pacific Northwest Coast of Canada.



The Cold Storage supermarkets were decorated with totem poles and "maple leaves"

SINGAPORE

The Canadian High Commission assisted in organizing a Canada Food Fair hosted by Cold Storage Retail at all Cold Storage outlets in Singapore from October 25 to November 8, 1990.

Held for the first time in a retail capacity, the fair featured a wide variety of food products from across Canada. The key objective was to boost Canada's presence in the local food industry and offer to Singaporean households an opportunity to sample Canadian products under the promotion theme, "Discover the Taste of Canada".

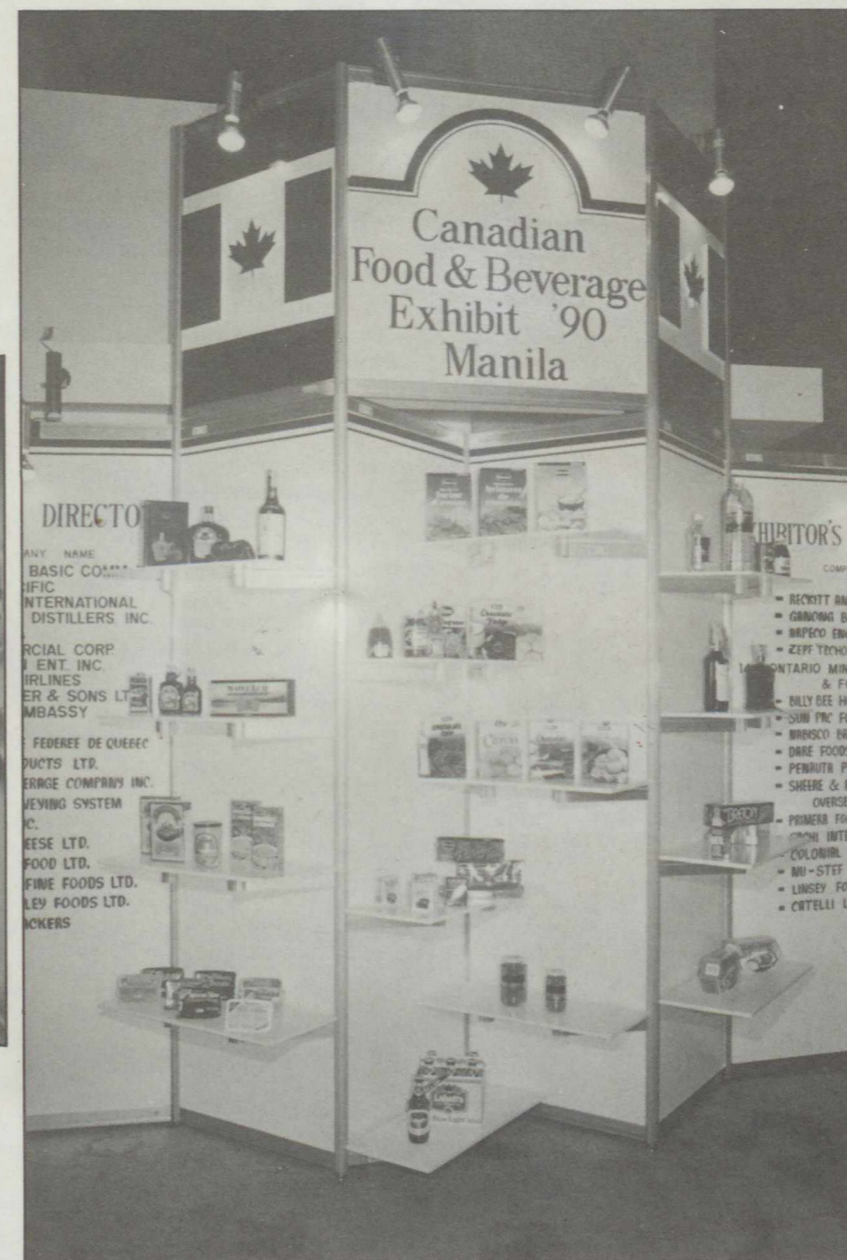
The official opening on October 25 was attended by Mr Bernard Gagosz, the Canadian High Commissioner to Singapore, with the Commercial Counsellor Mr Denis Comeau, Mr Rick St Maurice of Air Canada and Provincial Representatives from Ontario, British Columbia and Alberta. Mr Geoffrey Adams, the Divisional Director of Cold Storage Retail, led the Cold Storage team which accompanied the delegation for a walkabout tour

of Cold Storage's Centrepoint outlet, followed by a lunch hosted by Mr Adams.

Air Canada donated all the lucky draw prizes, which included two return air tickets to any Canadian destination, luggage sets and teddy bears. Twelve 1/4 oz Maple Leaf gold coins were given away in a contest for Cold Storage credit card holders. In addition, The Westin Stamford provided a chef during the first three days of the promotion to demonstrate aspects of Canadian cuisine.

In preparation for the event, the High Commission sponsored the visit of two senior Cold Storage buyers to Canada in August to gain exposure and access to key contacts in the Canadian food industry, and to select a range of products for the promotion.

As products from Canada have traditionally had a low profile in local food imports, it is hoped that the prominence and leading market position of Cold Storage can play a contributing factor for Canadian products to establish a permanent presence in the local marketplace.



A sample of Canadian products displayed at the Canadian Food and Beverage Exhibit in Manila

Hotel, and at four other restaurants belonging to the LJC Restaurant Group, in Manila and in Cebu in central Philippines. The festivals, focussing on B.C. salmon and Alberta beef, were extremely popular, and all restaurants ran out of supplies well before the food festivals were over.

A highlight of the week was a luncheon attended by 110 members of the Canadian Chamber of Commerce of the Philippines which featured Canadian Chardonnay, B.C. salmon poached to perfection, fiddleheads and a delectable maple mousse. The guest speaker was the Philippine Secretary of Defence, Fidel Ramos, who gave an interesting and reassuring assessment of the security situation. The lunch will go down as one of the best ever in the Chamber's history.

Coming on the heels of the Food and Beverage Exhibit was the International Bazaar this November, where a variety of Canadian food products including apples, canned fish products and smoked salmon went on sale to the public at the Canadian Embassy booth.

All in all, these events have been highly successful in raising Canada's profile, and in promoting quality Canadian food products. Thanks go to Air Canada, Canadian Airlines, Cathay Pacific and Singapore Airlines which helped fly in the various items. Thanks also go to the Ontario Ministry of Food and Agriculture for coordinating the shipment of a wide variety of Ontario products, as well as to all the Canadian firms who contributed to the success of the show.

THE PHILIPPINES

Building on the success of the first show in November 1989, the Canadian Embassy in Manila launched the second Canadian Food and Beverage Exhibit at the Manila Peninsula Hotel, from October 16 to 20, 1990. The exhibit was designed to promote Canadian food and beverage products and related equipment already on the Philippine market, and to find local agents or distributors for other products not yet represented.

Six local firms promoted their Canadian products, including B.C. apples, Canadian whiskey, purebred swine, wheat, canned fish products, beer, a variety of packaged and canned foods and institutional

cookware. A further 30 products, including a wide variety of grocery products and food ingredients as well as food processing, packaging and labelling equipment were displayed in the Canadian Embassy booth.

Exhibitors were very pleased with the quality of contacts established, particularly those from the hotel, restaurant and supermarket business. The Embassy hopes to see a doubling of the number of Canadian products available locally over the coming year.

Canadian grocery products were also displayed for sale in a large Canadian exhibit at the Landmark Supermarket. Sales were brisk, and the Landmark has since reordered many items.

The public was given an opportunity to sample Canadian cuisine at Canadian food festivals in two restaurants in the Manila Peninsula

CANADIAN FOODS TAKE THE SPOTLIGHT IN...

Turn to page 14 for stories.



Mr Michael Conway, Acting High Commissioner to Malaysia, cutting the ribbon during the official opening of the food fair. Looking on is Mr J.R.A. Walker, Managing Director of Cold Storage (M) Sdn Bhd



Nelson Beaver salutes Singaporean shoppers. With him, from left: Mr Jack Kennedy, Agent General, Government of Alberta; Mr Francis Chan, Commercial Officer, Canadian High Commission; Mr Bernard Gagosz, Canadian High Commissioner to Singapore; Mr Rick St Maurice, Regional Manger, Air Canada; Ms Jenny Chan, Buying Manager, Cold Storage Retail; and Mr Geoffrey Adams, Divisional Director, Cold Storage Retail



CANADA-ASEAN is published by the Canadian High Commission in Malaysia with the cooperation of all Canadian diplomatic missions in ASEAN.

Material in this publication may be freely reprinted. A credit would be appreciated.

For further information please contact the nearest Canadian diplomatic mission.

Thailand:

Canadian Embassy,
Boonmitr Building,
138 Silom Road, Bangkok 5.
Tel: 234-1561, -8

Indonesia:

Canadian Embassy,
Wisma Metropolitan,
Jalan Jendral Sudirman,
Jakarta.
Tel: 510709

Malaysia:

Canadian High Commission,
7th Floor, Plaza MBf,
172 Jalan Ampang,
50450 Kuala Lumpur.
Tel: 261-2000

Philippines:

Canadian Embassy,
9th Floor, Allied Bank Centre,
6754 Ayala Avenue,
Makati, Manila.
Tel: 815-9536 to 41

Singapore:

Canadian High Commission,
80 Anson Road,
#14-00 IBM Towers,
Singapore 0207.
Tel: 225-6363

Published by the Canadian High Commission, Kuala Lumpur.
Printed by Lai Printing Co. Sdn. Bhd., 27, 29 & 29A,
Jalan Lengkongan Brunei, Off Jalan Pudu 55100 Kuala Lumpur.

Canadian Ambassador to the Philippines Andre S. Simard (right) together with guests-of-honor, Industrialist Elena Lim and Makati Mayor Jejomar Binay, formally open the Second Canadian Food and Beverage Exhibit