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# news release

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## ASIA PACIFIC FOUNDATION RECEIVES GRANT FROM EAITC MINISTERS

International Trade Minister John C. Crosbie and the Secretary of State for External Affairs, the Right Honourable Joe Clark, announced today that the Asia Pacific Foundation (APF) will receive \$10 million to help Canada expand its trade in the world's fastest growing region.

The funding, provided through the federal government's Going Global market development initiative, will enable the APF to establish and develop Asian language and awareness programs across the country. These new programs will include:

- support for curriculum and course development at secondary school level;
- assistance to employees of small- and medium-sized firms wishing to attend courses;
- seed money for language and area studies programs at the university level; and
- funding for recruitment and training of Japanese language teachers.

With these resources, the Foundation will be able to respond to a wide range of initiatives aimed at introducing or enhancing Asian language training and applied studies programs to meet the needs of the business community.

The Foundation will also develop an Asia Pacific Data Base to provide business circles with a full listing of Canadians with linguistic and other relevant regional expertise.

Canadian trade with the region was \$36 billion in 1989, and is expected to grow by at least 50 per cent by the year 2000. "Four of our 10 largest markets are in this region," Mr. Crosbie noted. "This fund, under the capable guidance of the Asia Pacific Foundation, will expand the practical opportunities for Canadians, especially the business community, to better acquaint themselves with the fundamentals of Asian languages and the basics of doing business in the region," he added.

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"The Foundation has a unique role to play in Pacific 2000 under the Going Global strategy," Mr. Clark said. "It complements the objectives of other Pacific programs by promoting mutual awareness and understanding of the region's diverse cultures, closer economic and commercial ties, and collaboration among organizations, institutions and associations in the private and public sectors in Canada and Asia Pacific."

Mr. Graeme McDonald, the President and Chief Executive Officer of the Asia Pacific Foundation, expressed his appreciation for government support in developing closer cultural and economic links between Canada and the rest of Asia Pacific. "This connection represents the new challenge and the new opportunity of the Nineties and beyond," he said. "The Foundation is well poised to assist in the programs devised under the Pacific 2000 element of Going Global."

The Asia Pacific Foundation of Canada was established by an Act of Parliament in June 1984 as a national organization to develop ties between the people and institutions of Canada and those of other Asia Pacific countries. The Foundation's headquarters is located in Vancouver. The APF has an office in Montreal and is planning to open other offices in Canada and in the Asia Pacific region. The APF also receives funding from provincial governments and from the private sector.

Going Global is a \$93.6 million package of market development initiatives designed to help Canadian businesses respond to market opportunities in Asia-Pacific, Europe and the U.S.A. Going Global is a targeted and integrated approach to trade, science and technology, and investment, reflecting domestic priorities and the interests of Canadian industry.

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For further information, media may contact  
Media Relations Office  
External Affairs and International Trade Canada  
(613) 995-1874